

[REDACTED]

11 October 2023

Dear [REDACTED]

Re: Official Information Act Request: Communications relating to services - WPQ21207 (2023)

Thank you for your email on Wednesday **23 August 2023** in which you requested information under the Official Information Act 1982. You requested:

A copy of all communications between the EECA and the organisations mentioned in the reply to Written Question 21207 (2023), regarding the services provided for the \$200,000 spent between 11 March 2022 and 26 November 2022 and the \$300,000 spent in November 2022.

Where information is withheld, I request that you provide the title and date of the communication/document withheld, the reason for refusal, and the grounds in support of that reason as required by section 19(a) of the Official Information Act.

EECA has interpreted your request as:

- All communications between Stuff and EECA regarding the \$200,000 media partnership.
- All communications between TVNZ and EECA regarding the \$300,000 partnership for the TVNZ One Climate special.

On Tuesday 12 September, EECA emailed you to give notification of an extension. The response date was extended to Wednesday 11 October (an additional 15 working days), due to the request pulling a large volume of information and to allow enough time to consult with third parties.

The table below outlines EECA's decision on your request:

Item #	Relates to	Includes the attachments
1	Stuff	N/A
2	Stuff	N/A

3	Stuff	N/A
4	Stuff	<ul style="list-style-type: none"> • 2021 SPONSORED CONTENT BRIEF • Stuff Sponsored content
5	Stuff	N/A
6	Stuff	N/A
7	Stuff	2021 SPONSORED CONTENT BRIEF - 7 high-impact personal climate action
8	Stuff	N/A
9	Stuff	<ul style="list-style-type: none"> • 2021 SPONSORED CONTENT BRIEF - small business (1) • 2021 SPONSORED CONTENT BRIEF - New Zealanders' lightbulb moments
10	Stuff	N/A
11	Stuff	<ul style="list-style-type: none"> • Stuff Sponsored content brief – Transport EVs clean
12	TVNZ	<ul style="list-style-type: none"> • EECA Logo • GenLess Logo
13	TVNZ	EECA TVNZ 1 Climate Special – Final Report
14	TVNZ	<i>Note: a final version of the withheld attachment titled '1 Climate Special X EECA FINAL Draft' can be found here - TVNZ primetime climate special EECA</i>
15	TVNZ	<ul style="list-style-type: none"> • EECA EndGame Visual papers • EECA TVNZ 1 Climate Special – FINAL Report TRA
16	TVNZ	<ul style="list-style-type: none"> • Sponsored content briefing form • VNZ spon con brief_article 1 of 5.docx; • TVNZ spon con brief_2 of 5.docx • TVNZ spon con brief_3 of 5_SMEs.docx • TVNZ spon con brief_4 of 5_EVs.docx • EECA spon con brief 5 of 5_green-new-year.docx
17	TVNZ	N/A
18	TVNZ	N/A
19	TVNZ	<ul style="list-style-type: none"> • TVNZ X Shory Nurses PR Release v5 • 1 CLIMATE SPECIAL FINAL • Climate Special Logos • Partner Guidelines Final

20	TVNZ	Partner Guidelines Final
21	TVNZ	N/A
22	TVNZ	N/A
23	TVNZ	N/A
24	TVNZ	<ul style="list-style-type: none"> • 1 Climate Special PCA – Nov 2022 • 1 Climate Special Report for EECA
25	TVNZ	TVNZ Briefing Document
26	TVNZ	TVNZ Climate Special Post campaign report – January 2023

Some information is being withheld under the Official Information Act:

- Names, email addresses, phone numbers and photographs under 9(2)(a) - to protect the privacy of natural persons, including that of deceased natural persons.
- Draft attachments and free & frank advice under 9(2)(g)(i) – to maintain the effective conduct of public affairs through the free and frank expression of opinions.
- Information that is out of scope.

Here are the links to the final versions of the five Stuff articles that were published as part of the \$200,000.00 partnership:

1. How to cut your transport emissions and improve your carbon footprint: [Here's how to cut your transport emissions and improve your carbon footprint | Stuff.co.nz](#)
2. How people-power drives climate friendly business: [How people power drives climate-friendly business | Stuff.co.nz](#)
3. Six ways you can help with Climate Change: [6 ways you can help with climate change | Stuff.co.nz](#)
4. Lightbulb moments – why New Zealanders are taking action against Climate Change: [Lightbulb moments – why New Zealanders are taking action against climate change | Stuff.co.nz](#)
5. Sustainability and the small business turning good intentions into practical results: [Sustainability and the small business: turning good intentions into practical results | Stuff.co.nz](#)

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Murray Bell
Group Manager of Strategy, Insights and Regulations