



Te Kawa Mataaho

Public Service Commission

17 December 2025

9(2)(a)
privacy
9(2)(a) privacy

Dear 9(2)
(a)

Official Information Request

Our Ref: OIA 2025-0130

I refer to your official information request received on 21 October 2025 for information regarding the Public Service Commission's (the Commission's) social media and digital advertising campaigns concerning strike action scheduled for 23 October 2025, and any other industrial or employment relations activities in 2025.

As you were advised on 18 November 2025, we extended your request to 17 December 2025 as your request necessitated a search through a large quantity of information and meeting the original time limit would unreasonably interfere with our operations, and consultations needed to make a decision on your request were such that a proper response could not reasonably be made within the original time limit.

Background information

Under the Public Service Commissioner's (the Commissioner's) role as Bargaining Lead for school teachers and principals in the education sector, the Commission has been following an overarching communications strategy designed to ensure clear, consistent, informed and timely communications with stakeholders and the public during the extended period of bargaining.

Upon learning of a coordinated day of union strike action (the Day of Action), the Commission developed a targeted communications strategy specifically focused on addressing the day's events and the potential impact for the public. The social media messaging relevant to your request was created within the framework of that communications strategy.

The development of the social media messaging, as part of this strategy, was informed by advice from the Commission's Legal, Integrity, Workforce and Communications teams. Throughout the process, advice from relevant subject matter experts shaped the content to ensure accuracy and compliance with the Government Advertising guidelines and Commission's social media guidance, under extremely short timeframes.

As publicly reported by the Office of the Auditor-General ([Decision to purchase social media advertisements — Office of the Auditor-General New Zealand](#)), the Commission has recognised there might be lessons it could learn from the process it followed. The Public Service Commissioner has decided to engage an external party to carry out a review of this matter, and the Auditor-General has advised that he expects the review to be comprehensive, robust, and transparent.

Our response to your requests

For ease of reference, we have listed each of your requests (numbered 1 – 18) and provided our responses directly underneath. Please note that throughout the documents released, information that is not related to social media post have been marked ‘out of scope’.

PDF titled Pack A: Parts 1, 3 and 18

Part 1	<i>All documents, briefings, emails, and communications relating to the decision to undertake social media and digital advertising campaigns regarding the 23 October 2025 strike action and any other industrial or employment relations activities in 2025, including who authorised them and when.</i>
Part 3	<i>All documents showing which Public Service Commission executives and senior managers were aware of or involved in approving these campaigns.</i>
Part 18	<i>Any assessment of whether this activity is consistent with the principle of public service political neutrality</i>

Documents in the **PDF pack titled Pack A** are documents within scope of parts 1, 3 and 18 of your request. I have decided to release the relevant parts of these documents, subject to information being withheld under one or more of the following sections of the Official Information Act 1982 (OIA), as applicable:

- section 9(2)(a) – to protect the privacy of natural persons, including deceased people
- section 9(2)(h) – to maintain legal professional privilege
- section 9(2)(g)(i) – to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any public service agency or organisation in the course of their duty
- section 9(2)(g)(ii) – to maintain the effective conduct of public affairs through the protection of such Ministers, members of organisations, officers, and employees from improper pressure or harassment.

Regarding part 3 of your request ‘*All documents showing which Public Service Commission executives and senior managers were aware of or involved in approving these campaigns*’, the development of the social media messaging, as part of the Commission’s broader communications strategy, was informed by advice from the Commission’s Legal, Integrity, Workforce and Communications teams. Throughout the process, advice from relevant subject matter experts shaped the content to ensure accuracy and compliance with the Government Advertising guidelines and Commission’s social media guidance.

However, I have decided to withhold the names of staff members, other than the Public Service Commissioner’s, under sections 9(2)(a) and 9(2)(g)(ii) of the OIA. Information that indicates whether an email was sent internally (within the Commission) or externally (i.e.,

to the Office of Hon Judith Collins KC or another Public Service agency) is included in the information released.

PDF Titled Pack B: Parts 9, 10 and 11

Part 9	<i>All documents outlining the objectives, target audiences, and key messages of these campaigns across all platforms</i>
Part 10	<i>The planned duration of each campaign and geographic/demographic targeting parameters for each platform used</i>
Part 11	<i>All creative briefs, draft content, and approved final content for the advertisements across all platforms for all industrial or employment relations campaigns in 2025. Please include any screenshots or proofs that were released of any campaigns including dates publicly shown.</i>

I have decided to release the relevant parts of the documents released in the **PDF pack titled Pack B**, subject to information being withheld under one or more of the following sections of the Official Information Act 1982 (OIA), as applicable:

- section 9(2)(a) – to protect the privacy of natural persons, including deceased people
- section 9(2)(g)(ii) – to maintain the effective conduct of public affairs through the protection of such Ministers, members of organisations, officers, and employees from improper pressure or harassment.
- section 6(a) – information would be likely to prejudice the security or defence of New Zealand or the international relations of the Government of New Zealand

Regarding your request for the target audiences of this campaign, and the geographic/demographic targeting parameters used, we can confirm the posts were boosted using Meta's automated targeting. As stated in our communications strategy our audiences were people affected by the strikes and the wider public.

PDF Titled Pack C: Part 2

Part 2	<i>All documents showing which Ministers were informed about these campaigns, when they were informed, and any responses or direction provided.</i>
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I have decided to release the relevant parts of documents in the **PDF pack titled Pack C**, subject to information being withheld under one or more of the following sections of the OIA, as applicable:

- section 9(2)(a) – to protect the privacy of natural persons, including deceased people

- section 9(2)(j) – to enable a Minister of the Crown or any public service agency or organisation holding the information to carry on, without prejudice or disadvantage, negotiations
- section 9(2)(g)(ii) – to maintain the effective conduct of public affairs through the protection of such Ministers, members of organisations, officers, and employees from improper pressure or harassment.
- section 9(2)(g)(i) – to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any public service agency or organisation in the course of their duty.

Information publicly available

The Minister for the Public Service, Hon Judith Collins KC has answered a number of Written Parliamentary Questions (WPQs) on this topic. The following information is also covered by your request and is publicly available on the Beehive website at the link provided for in the table below.

Item	Date	Document Description	Website Address
WPQ 53190	24 November 2025	WPQ 53190 (2025)	53190 (2025). Francisco Hernandez to the Minister for the Public Service

We have also provided a copy of this WPQ below, for your ease of reference:

53190 (2025). Francisco Hernandez to the Minister for the Public Service: *Did the Public Service Commission's communications strategy regarding the industrial action held on 23 October 2025 that was discussed with the Prime Minister contain references to paid social media advertisements?*

Hon Judith Collins: *The Public Service Commission's communications strategy was provided to my office on three occasions: On 10 October 2025, my office received the Commission's communication strategy, which did not include social media plans. This is the version that was discussed with the Prime Minister and myself. On 14 October 2025, my office received the Commission's updated communications strategy which outlined that it would use targeted social media to reach audiences most affected by the strikes as well as the wider public. On 17 October 2025, the Commission sent my office an updated communications strategy which outlined that it would use targeted (paid) social media to reach audiences affected by the strikes as well as the wider public. On the evening of 13 November 2025, my Office discovered that it had in fact been informed on 17 October 2025 that the targeted social media campaign was paid. The information published on social media was publicly available factual information. The messages were distributed via a channel previously used by the Commission. The Commission has paid for targeted social media before, most recently in 2022.*

Pack D: Parts 5, 6, 7 and 14

Part 5	<i>The total budget allocated to social media and digital advertising campaigns regarding the 23 October 2025 strike action and any other industrial or employment relations activities in 2025, across all platforms</i>
Part 6	<i>The actual expenditure to date, broken down by:</i> <i>- Each specific campaign or industrial/employment relations issue.</i> <i>- Platform (including but not limited to Facebook, Instagram, other Meta platforms, X/Twitter, LinkedIn, TikTok, YouTube, Google Display Network, Google Search ads, and any other social or internet advertising platforms)</i>
Part 7	<i>All invoices, quotes, and payment records related to these campaigns across all platforms</i>
Part 14	<i>A complete list of all social media and internet platforms where paid advertising was placed regarding the 23 October 2025 strike action or any other industrial or employment relations activities in 2025.</i>

For parts 6 and 7 of your request, I have decided to release the relevant parts of the documents in the **PDF pack titled Pack D**, subject to information being withheld under one or more of the following sections of the OIA, as applicable:

- section 9(2)(a) – to protect the privacy of natural persons, including deceased people
- section 9(2)(g)(ii) – to maintain the effective conduct of public affairs through the protection of such Ministers, members of organisations, officers, and employees from improper pressure or harassment.

In response to part 5 of your request, the Commission does not have a specific advertising budget. Costs were met out of the Commission's overall communication budget which is funded through the Vote Public Service 'Leadership of the Public Management System' appropriation. Consideration was given to recovering these costs from agencies involved, but given the final costs of \$426, this was absorbed by the Commission. Note: the approval amount for spend included in Pack D was overestimated based on other agencies' costs for similar social media content.

In response to part 14 of your request, the only social media platform used for the boosted social media posts was Facebook.

Pack E: Part 12 of your request

Part 12	<i>Any analytics, reach statistics, or performance reports for these advertisements across all platforms</i>
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In response to part 12 of your request, I have decided to release in full documents in the **PDF pack titled Pack E**.

Part F: Parts 15 and 17

Part 15	<i>A complete list of all industrial or employment relations matters for which PSC undertook paid social media or digital advertising in 2025, including dates and brief descriptions of each campaign</i>
Part 17	<i>Details of any previous occasions (prior to 2025) where PSC has used paid social media or digital advertising regarding industrial action, strikes, or employment negotiations</i>

In response to parts 15 and 17 of your request, the social media posts published from 8:00am 18 October 2025 to 9:00pm 20 October 2025 and 6:00am 21 October 2025 to 9:00pm 22 October 2025 (i.e., the scope of this request) are the only paid social media posts the Commission has undertaken on the topic of industrial or employment relations.

Pack G: Parts 4, 8 and 13

Part 4	<i>Any legal advice sought or received regarding the appropriateness of using public funds to advertise against lawful strike action or regarding other industrial or employment relations matter</i>
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I am refusing part four of your request for legal advice under s(9)(2)(h) of the OIA in order to maintain legal professional privilege. I have considered the public interest in this information and have determined it is outweighed by the need to maintain the integrity of legal privilege and ensure the Commission can receive candid legal advice to support lawful and effective decision-making.

Part 8	<i>Details of any contracted agencies or consultants involved in these campaigns, including their fees.</i>
Part 13	<i>All communications with Meta/Facebook, Google, X/Twitter, LinkedIn, TikTok, YouTube, and any other platform providers regarding the placement and management of these advertisements</i>

I am refusing parts 8 and 13 of your request for the details of any contracted agencies or consultants and communications with social media providers under section 18(e) on the grounds that the information does not exist.

Pack H: Part 16

Part 16	<i>Any policies or guidelines governing PSC's use of paid social media and digital advertising for industrial relations matters.</i>
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The following information is covered by part 16 of your request and is publicly available on Commission's website at the link provided for in the table below.

Item	Document Description	Website Address
1	Guidelines: Government advertising	Guidelines: Government advertising - Te Kawa Mataaho Public Service Commission

Due to the volume of information requested, the documents are currently being prepared for release and will be publicly available on the Commission's website on or before 9 January 2026. We will notify you as soon as they are available.

Administrative in nature

We have not included documents that we have deemed administrative in nature such as:

- communications setting up meetings
- communications pertaining to the logistics of paying for the advertisements (e.g., via credit card)
- pages with only signature blocks
- emails that have been duplicated across the response, where possible.

In making my decision, I have considered the public interest considerations as outlined in section 9(1) of the OIA.

If you wish to discuss this decision with us, please feel free to contact Enquiries@publicservice.govt.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 we intend to publish this letter (with your personal details removed) and enclosed documents on the Te Kawa Mataaho Public Service Commission's website.

Yours sincerely



Nicky Dirks
Manager – Ministerial and Executive Services
Te Kawa Mataaho Public Service Commission

PDF PACK A

Please find enclosed the following documents included in **PDF Pack A**:

Item	Date	Document Description	Decision
1A	14 October 2025	Excerpt: Internal email from the Commissioner to the Commission's Communications Team and the Deputy Chief Executive Workforce	Excerpt provided
2A	19 October 2025	Internal email regarding sign off for communications	Released in part
3A	14 October 2025	Internal email seeking legal and integrity advice	Released in part
4A	16 October 2025	Internal email attaching key analysis takeaways	Released in part
5A	17 October 2025	Internal email seeking review of integrity advice	Released in part
6A	17 October 2025	Internal email approving tiles to go live Saturday 18 October 2025	Released in part
7A	18 October 2025	Internal email advising the Commissioner of an updated Communications Plan	Released in part
8A	20 October 2025	Internal email sending integrity advice	Released in part

Notes:

1. Throughout the PDF packs, 'Internal emails/communication' may include a Ministry for Primary Industries official and a Department of Corrections official that supported the Commission with its communications strategy at this time. This is referenced in the Commissioner's email provided as Item 1A.
2. Item 7A refers to the Commission "*staying in close contact with PMO*" (i.e., the Prime Minister's Office). This was an error as all contact on this matter was conducted through the Department of Prime Minister and Cabinet (DPMC) or Hon Judith Collins' office. The sentence should instead read "*staying in close contact with DPMC*".
3. We are withholding earlier draft versions of the communications strategy and the Integrity Advice under section 9(2)(g)(i) of the Official Information Act 1982 (OIA) to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between employees of any public service agency in the course of

their duty. However, we are providing you with the final draft versions of these documents, which we believe satisfies the public interest in these documents. The final draft of the communications strategy is included as 'Item 1C', and the final draft of the Integrity Advice is included as 'Item 8A'.

4. Item 8A contains an assessment of the social media campaign from an integrity perspective, which is relevant to your request numbered 18. Regarding this document, please note the bullet point that states *'The PM has proposed that PSC run a boosted social media campaign. This will cost money. (Amount unknown.)'* is incorrect. A comment was added (by an official who attended the meeting) to correct this assertion through the review process, an excerpt of which is provided below:

"It is important to be clear that there was no PM or Ministerial directive on this."

"In the officials-only debrief following the Ministerial meeting, it was agreed that the use of boosted (paid) social media would be looked at to get the reach to the intended audiences."

In addition, the Commissioner had already decided prior to the meeting with the Prime Minister on 13 October 2025 to include social media as part of its communications strategy.

Other comments have been removed from Item 8A as they are out of scope, or they have been withheld in full under the following sections of the OIA as applicable:

- section 9(2)(h) – to maintain legal professional privilege
- section 9(2)(g)(i) – to maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any public service agency or organisation in the course of their duty.

Background information:

Under the Public Service Commissioner's (the Commissioner's) role as Bargaining Lead for school teachers and principals in the education sector, the Commission has been following an overarching communications strategy designed to ensure clear, consistent, informed and timely communications with stakeholders and the public during the extended period of bargaining.

Upon learning of a coordinated day of union strike action (the Day of Action), the Commission developed a targeted communications strategy specifically focused on addressing the day's events and the potential impact for the public. The social media messaging relevant to your request was created within the framework of that communications strategy.

On 13 October 2025 a meeting was held with agency officials and relevant Ministers including the Prime Minister and the Minister for the Public Service, to discuss the Day of Action. As part of this meeting, the general approach to communications around the Day of Action was discussed. Considerations by the Commission around the use of social media was also discussed at this meeting.

Early on the morning of 14 October 2025, the Public Service Commissioner met with officials at the Commission to ask them to further look at including social media as part of the communications strategy around the Day of Action. He also outlined additional support that was being provided to the Commission from other agencies to assist with the social media aspects of the communications approach, as noted in the excerpt provided below.

Early on Tuesday 14 October 2025, the Commissioner also sent an email to members of the Commission's Communications Team and the Deputy Chief Executive Workforce to discuss resourcing for the broader communications strategy that the Commission was implementing. Under section 16(1) of the OIA, I have provided you with an excerpt of this email that includes information relevant to your request:

My conversations with 9(2)(a) highlighted a need for system resource to work alongside us. We just can't do it all.

In that context the system is offering up 9(2)(a) privacy, 9(2)(g)(ii) harassment. They will also make a couple of others available to help work along you/us to get the sector sorted and work with Ministers. Plus he/they need to focus heavily on the social media messaging and networks.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
To: [redacted]
Cc: [redacted]
Subject: Re: Sign off for Strike Comms
Date: Sunday, 19 October 2025 4:58:30 pm

No makes sense to me 9(2)(a) . 9(2)(a) mentioned it to me and I am very happy for that process. I will do what makes the most sense.

Get [Outlook for iOS](#)

9(2)(h) legal privilege

[redacted]

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Thursday, 16 October 2025 1:08 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
[redacted]
Subject: RE: Sign off for Strike Comms

Thank you ^{9(2)(a)}. This is a sensible and practical approach which I'm happy to approve for a fixed period of time. ^{9(2)(a)} – can you arrange the temporary delegation please.

Thank you

^{9(2)(a) privacy, 9(2)(g)(ii) harassment}

From: ^{9(2)(a) privacy, 9(2)(g)(ii) harassment}

Sent: Thursday, 16 October 2025 11:24 am

^{9(2)(a) privacy, 9(2)(g)(ii) harassment}

Subject: Sign off for Strike Comms

Kia ora ^{9(2)(a) privacy,}

At TMW, we discussed our process for signing out comms relating to the 23 October action. Brian pre-approved a whole set of messages to come from him, before he went away. However, we will still need to be ready to respond to union media releases and generate other mainstream and social media content next week.

I have suggested that we have a short 15-minute stand up morning and afternoon each day next week to review each of the requests/releases that come in and decide whether/how to respond. This meeting will be attended by me, comms, legal and integrity reps to ensure that we have all of the angles covered.

Currently approval of all Commission media releases and media comment relating to the functions of the Commission must be approved by a Level 1 delegation holder. So unless we make changes to this policy, you will need to approve each of these responses – and unfortunately there will be tight turnarounds. The alternative could be that you delegate the final sign off to, say two DCEs – one of which I suggest is ^{9(2)(a) privacy,}

Please let us know your preference. In the meantime, we will shortly send you the final updated comms plan and key messages as well as the advice from ^{9(2)(a) privacy} and ^{9(2)(a)} on our strategy (content and channels). ^{9(2)(h) legal privilege}

Ngā mihi

9(2)(a) privacy, 9(2)(g)(ii) harassment



Te Kawa Mataaho
Public Service Commission



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www.publicservice.govt.nz | www.govt.nz

From: 9(2)(a) privacy,
To: 9(2)(a) privacy, 9(2)(g)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: FW: Updated Comms Plan A3 including Social Media
Date: Tuesday, 14 October 2025 6:29:48 pm
Attachments: 9(2)(g)(i) free and frank
out of scope

Hi 9(2)(a) privacy, 9(2)(g)(ii) harassment

I'm keen for your support in reviewing our comms plan and approach for the upcoming strikes from a legal and integrity perspective.

Your advice and expertise is very welcome.

Attached is our preliminary comms plan, we are continuing to add to and refine the messaging.

I'll set up a meeting to discuss.

Thanks

9(2)(g)(ii) harassment

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Tuesday, 14 October 2025 6:22 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Updated Comms Plan A3 including Social Media

Hi 9(2)(a) privacy,

Attached is the:

- Updated A3 Comms plan that includes our social media approach as discussed. The messaging is 'subject to change' as we are fact checking and testing it with agency colleagues and legal.
- out of scope

I hope this is helpful as you discuss the Public Service's Comms approach with Minister's.

Tomorrow we will be checking messaging and beginning to create social media content. We'll send this to you for your review.

Please let us know if there is anything else you need at this time.

Thanks

9(2)(g)(ii)
harassmen

Item 4A

From: 9(2)(a)
To: 9(2)(a) (2)
Subject: Fw: Industrial action - analysis key takeaways
Date: Thursday, 16 October 2025 9:38:42 am
Attachments: [Document3.docx](#)

FYI - I will call you 😊

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From: 9(2)(a) privacy, 9(2)(g)(ii)
Sent: Wednesday, October 15, 2025 8:16:58 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Industrial action - analysis key takeaways

Kia ora 9(2)(a) privacy,

I dumped my thoughts into a covernote re the industrial action issue and then pulled it up to the key takeaways. Those are attached in case they are helpful tomorrow. We can refine the rest later.

Ta muchly,

9
(

Key takeaways

- We can run the comms campaign and we can spend money on it, but we need to uphold the principle of political neutrality and we must comply with the Guidelines for Government Advertising
- The context is really tough for us to navigate
 - This is a hot topic of political debate (staffing, recruitment, pay in the health and education sectors) and the unions are politicising the negotiation through the strikes. It already feels like electioneering for next year is underway. The unions are allowed to be political. We are not.
 - We are the system leaders for political neutrality. We must role model best practice – particularly to retain our credibility with PSLT and the wider Public Service as we go into an election year and code of conduct role out.
- Public perception matters
 - We need to think about the comms messages from the public's perspective, and we need to be mindful of how they might interpret things given the wider context
 - Are we confident that the public will know what the ask of them is / why we are being told these messages? Can we make that clearer in our statements? The posts could focus more directly on 'we need public support/understanding us to get the negotiations back on track'
 - We need to be clear in comms with Ministers about our respective roles. No surprises co-ordination is appropriate, but these are the Commissioner's comms and decisions. The record needs to reflect that. If it is unclear and is later publicly released. It could feed public misconceptions.
- The presentation
 - We need to be really clear about our role, why the public are being told this, and the information / explanation we are trying to get across in each post. Stats, data and infographics are helpful. If we are too vague, or we leave things to be implied– there is a risk that this will be perceived as endorsement of the government's overall policy approach to these staffing, recruitment, pay, cost of health and education services issues.
 - We need to be careful around correcting misinformation. This is an area we warn agencies about in our Election guidance. It can quickly pull you into political debates. We need to stay factual, accurate and as unemotive as possible, whilst still performing our negotiation role, which inherently requires some advocacy. We should be careful of impugning the ethics of union members ...
 - Of the statements provided only three jumped out as being problematic in terms of the presentation rules in the guidelines:

- *It makes me question why the private sector can resolve these issues and meet the cost of living without striking but the public sector can't.*
 - Our role is not mentioned. The evidence base is unstated. The ask of the public is very unclear.
- *In challenging economic times, pay settlements must be both fair and fiscally responsible.*
 - A statement of the facts but could be read as justifying policy choices without more.
- *Strikes are stopping people from getting the healthcare they deserve. Patients must come first.*
 - Our role is not mentioned and the ask of the public is not clear.

Item 5A

From: 9(2)(a)
To: 9(2)(a) privacy,
Subject: FOR REVIEW AND SIGN OUT - Advice on political neutrality and the comms strategy re the industrial action
Date: Friday, 17 October 2025 1:51:00 pm
Attachments: [image001.png](#)
[image002.png](#)

Kia ora kōrua,

At TMW yesterday, we discussed our analysis of the political neutrality of the draft comms strategy. It was agreed that we should have a clear record of the advice. I confirmed with 9(2)(a) that she would like a copy of the analysis and she does. She needs this to support the application to 9(2)(a) for funding to boost the social media campaign.

I have written up the advice, and the analysis behind it. This reflects the discussions the three of us have had over the last couple of days and our discussion with TMW: [Integrity Cover Note Template 2025 - Bargaining.docx](#)

9(2)(a) – Could you please provide a peer review?
(a)

9(2)(a) – Could you please sign out the response?
(a)

Any questions just ask. Many thanks!

9(2)(a)
(a)

9(2)(a) privacy, 9(2)(g)(ii) harassment



Item 6A

out of scope

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Friday, October 17, 2025 3:39 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: [EXTERNAL] Re: Additional information

Great, thanks 9(2)(g)(ii) harassment. Looks good.

9(2)
(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Friday, 17 October 2025 3:33 pm

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Fw: [EXTERNAL] Re: Additional information

Hi 9(2)(a) privacy, 9(2)(g)(ii) harassment

Our first social media ads are scheduled to go live tomorrow (8am).

A mockup is attached for you to see.

It will cost \$150 per post to increase its reach. (\$50 per day, 3 days) We will monitor the reach and stats and reassess our boost approach on Monday when we see how these two go.

Thanks

9(2)(g)(ii)
harassme

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Friday, October 17, 2025 3:23 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Re: [EXTERNAL] Re: Additional information

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Thanks 9(2)(g)(ii) harassment,

Those ads are scheduled to go live tomorrow (8am) and run until 4.00pm on Monday.

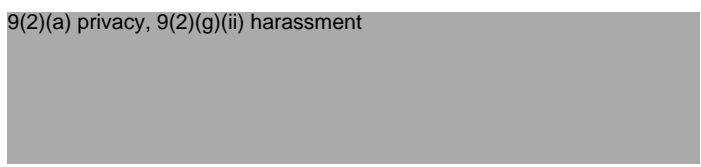
I've put them down for each to spend up to \$50 a day, but we can look at reviewing this with how things go.

An example ad is attached for you to see.

I'll keep an eye on things and confirm if there is any delay to the ad going live if Facebook chooses to review.

9(
2)

9(2)(a) privacy, 9(2)(g)(ii) harassment





Ad preview



MOBILE FEED



**Te Kawa Mataaho Public
Service Commission**



Sponsored ·

This coming Thursday more than 845,000 students will miss out on class time, and over 6,000 patients will miss [...see more](#)

**Industrial action on
23 October will disrupt
some medical and
education services**



Te Kāwanatanga o Aotearoa
New Zealand Government

publicservice.govt.nz

**Unions need to return to
the table**

[Learn more](#)

Item 7A

From: [Brian Roche](#)
To: 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Re: [IN-CONFIDENCE] Updated - Industrial Action communications strategy and plan
Date: Saturday, 18 October 2025 5:20:57 pm

[IN-CONFIDENCE]

Thanks, good to hear.

out of scope

Cheers

Brian

Get [Outlook for iOS](#)

[IN-CONFIDENCE]

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Saturday, October 18, 2025 11:25 AM
To: Brian Roche <Brian.Roche@publicservice.govt.nz>
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
[REDACTED]
[REDACTED]
Subject: Re: [IN-CONFIDENCE] Updated - Industrial Action communications strategy and plan

[IN-CONFIDENCE]

Hi Brian

Thanks for the email.

The minister has her open letter going out tomorrow and yes, we are ready to release early next week.

out of scope

We will undertake some final checks with legal and integrity and confirm with you on Monday.

out of scope

9(2)(g)(ii)
harassme

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[IN-CONFIDENCE]

From: Brian Roche <Brian.Roche@publicservice.govt.nz>

Sent: Saturday, October 18, 2025 1:21 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Re: [IN-CONFIDENCE] Updated - Industrial Action communications strategy and plan

[IN-CONFIDENCE]

Thanks 9(2)(g)(ii)
harassme

This looks fine to me and provides a good framework for the next few days.

out of scope

Cheers

Brian

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[IN-CONFIDENCE]

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Friday, October 17, 2025 10:35:16 AM

To: Brian Roche <Brian.Roche@publicservice.govt.nz>

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: [IN-CONFIDENCE] Updated - Industrial Action communications strategy and plan

[IN-CONFIDENCE]

Hi Brian

Attached is the updated comms plan and two social media posts that we are planning on sharing over weekend.

These posts will follow your PPCBU PR announcement which is going out at 2pm today.

It's also good to note that Minister Collins is releasing an open letter on Sunday.

We will be working on further social media posts for next week.

We are staying in close contact with PMO, our Ministers Office and 9(2)(a) privacy. Legal and our integrity team have also been working closely with us, and 9(2)(a) privacy, 9(2)(g)(ii) are reviewing and signing off the content.

Any questions or concerns, let 9(2)(a) privacy or I know.

Thanks

9(2)(g)(ii) harassment

[IN-CONFIDENCE]

[IN-CONFIDENCE]

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Industrial action - advice on upholding political neutrality
Date: Monday, 20 October 2025 12:30:10 pm
Attachments: [image001.png](#)
[image002.png](#)

Kia ora 9(2)(a) privacy,
9(2)(g)(ii)

As requested, we have reviewed [Industrial Action October 2025 A3 Landscape V2 14 Oct.docx](#) and assessed the draft communications strategy from an integrity perspective. Specifically, you asked for our advice on whether it is consistent with, and upholds, the principle of political neutrality.

Given that we intend to boost the social media campaign, the Guidelines of Government Advertising (the Guidelines) apply and provide the main framework within which to assess each piece of communications collateral that we will use in this campaign. Each piece of collateral needs to be assessed separately. Our social media guidance also applies. The social media guidance is consistent with and expands on the Guidelines, by providing useful information about interacting with other social media accounts and responding to comments.

Our full analysis is available here: [Integrity Cover note 2025 – Bargaining](#). Please note – our legal team is still in the process of reviewing the analysis and providing comment.

There is a table at the end, that sets out some things to think about in relation to a few of the key messages in the draft communications strategy. We are happy to discuss those with you.

In relation to the broader issues, the key takeaway points from the analysis are:

- The proposed boosted social campaign relates to one of PSC's functions and there is a justifiable information need, from the public's perspective. That means we can spend money on it, but we also need to ask ourselves whether we should. Our advice does not cover this question fully, given we understand that the Commissioner has already agreed to the broader communications strategy. Nevertheless, we will want to make sure that the costs are justified and commensurate with our business need. Nevertheless, we will want to make sure that the costs are justified and commensurate with our business need. In that context, we note that the cost is likely to be in the hundreds, rather than thousands, of dollars.
- In running the campaign we need to uphold the principle of political neutrality and we must comply with the Guidelines for Government Advertising
- The context is really tough for us to navigate:
 - This is a hot topic of political debate (staffing, recruitment, pay in the health, education and emergency response sectors) and the unions could be seen as politicising the negotiation through calling for public support for the strikes. The unions are allowed to be political. We are not.
 - We are the system leaders for political neutrality. We must role model best practice – particularly to retain our credibility with the wider Public Service as we go into an election year and code of conduct role out.
- Public perception matters
 - We need to think about the comms messages from the public's perspective, and we need to be mindful of how they might interpret things given the wider context. That means that vague messages, and implied messaging is probably not appropriate. We also need to avoid using an emotive tone, where possible. We acknowledge this may be tricky, given that our bargaining role inherently has an advocacy component to it.
 - Our north stars are:
 - **Stay factual and accurate** – facts and statistics are great
 - **Check for tone** – we can be firm, but we should focus on explaining and informing (as opposed to defending and justifying)
 - **Make the reason for the message clear** – including an ask like 'for more information go to our website' helps. The public know what we want them to do. Also having a clear line of site to our role helps – so mentioning the bargaining and our desire to reach a negotiated solution is good.
 - **Be careful when correcting misinformation** – This is an area we warn agencies about in our

Election guidance. It can quickly pull you into political debates. We can provide the correct information to the public through our website – but drawing attention to the Union’s behaviour and criticising it, may be best left to Ministers.

- **Be mindful of the respective roles that PSC and Ministers have in relation to this campaign –**
This is our communications campaign and it is for us to decide the content. But we need to co-ordinate with Minister’s under the no surprises convention, and there may be political statements that we cannot make but Ministers may choose to make. Bearing that in mind, we need to think extra carefully about liking or sharing the posts of Ministers or other political actors on social media.

Hopefully, that is helpful as you prepare the final comms collateral for the week. We will also be available to support you and provide real-time assessment of the collateral, through the daily standups.

Many thanks,

9(2)
(a)

9(2)(a) privacy,
9(2)(g)(ii)
harassment



INTEGRITY CONSULTATION COVER SHEET



Te Kawa Mataaho
Public Service Commission

TO:	9(2)(a) privacy, 9(2)(g)(ii)
FROM:	9(2)(a) privacy, 9(2)(g)(ii)
SUBJECT:	Boosted social media campaign re industrial action
ACTION REQUIRED:	Sign out response
DATE SUBMITTED FOR SIGN OUT:	17 October 2025
SHAREPOINT LINK:	

SENDER OF QUERY:	9(2)(a) privacy, 9(2)(g)(ii) harassment
CATEGORY OF SENDER:	Public servant / member of public / anonymous
TOPIC OF QUERY:	Political neutrality and comms around the upcoming industrial action
DATE QUERY RECEIVED BY COMMISSION:	15 October 2025
ROUTE RECEIVED BY COMMISSION:	Through Mins / through AC / through HOS / direct to IES / through other PSC staff / internal PSC query / other
WHO IS SENDING THE RESPONSE:	Mins / AC / DC / HOS
TYPE OF ADVICE:	Integrity query / OIA / issues management / policy review / other
PROTECTED DISCLOSURE?	Yes/No/Maybe [If yes or maybe consult Chief Legal Officer]
CONFIDENTIALITY	Sensitive – Only discuss with the following specified individuals: [insert names] / Confidential – Do not discuss outside the Commission, unless agreed with DC first.
REQUEST TO INVESTIGATE?	Yes/No/Maybe [If yes or maybe see advice under analysis heading below]
WORDING OF THE REQUEST:	Verbal request for Industrial Action October 2025 A3 Landscape V2_14_Oct.docx to be assessed from an integrity perspective, particularly whether we have any concerns about political neutrality.
ASSISTANT COMMISSIONER NOTIFIED?	Yes/No Not applicable
ADDED TO QUERY TRACKER?	Yes/No

BACKGROUND / INFORMATION GATHERED

See attached comms plan. Excerpt of key messages and social media below.

Our understanding of the facts

- 23 October is a day of co-ordinated strike action by unions representing staff in the health, education, and emergency response sectors
- We are working with the comms teams of other affected agencies, and co-ordinating with Ministers on our proposed comms in line with the no surprises principle
- Ministers have said that they will support PSC in taking a firm stance
- The PM has proposed that PSC run a boosted social media campaign. This will cost money. (Amount unknown.)
- Boosting is required to reach the desired audience. If there is no boosting, then the social media campaign will not be effective from a comms perspective.
- The audience is the general public. Not public servants (our usual audience), and not union members directly.
- 9(2)(h) legal privilege
[REDACTED]
- The business purpose of the comms campaign is to inform the public of the steps that the public service is taking, and will continue to take, to avoid further disruption to services. We are also aiming to increase the chances of successfully negotiating a collective agreement, by increasing public support for a negotiated solution with the unions.
- Staffing levels, recruitment and pay for health, education and emergency response sector workers is a highly politicised issue. It is likely to be hotly debated by political parties heading into the election year.

ANALYSIS

RELEVANT LEGAL FRAMEWORK

Public Service Act 2020

78 Negotiation of collective agreements

- (1) The Commissioner is responsible for negotiating under the [Employment Relations Act 2000](#) all collective agreements that apply to any department or interdepartmental venture as if the Commissioner were the employer.
- (2) For the purposes of initiating bargaining for a collective agreement, good-faith bargaining for a collective agreement, and entering into collective agreements,—
 - (a) the Commissioner has the same rights, duties, and obligations under the [Employment Relations Act 2000](#) as the Commissioner would have if the Commissioner were the employer; and
 - (b) employees of each affected department or interdepartmental venture are to be treated as if they were all employees of the Commissioner.
- (3) The Commissioner must conduct the negotiations—
 - (a) with a union of which the employees are members; and
 - (b) in consultation with the chief executive or board of each affected department or interdepartmental venture.

9(2)(h) legal privilege

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Ministers have a legitimate interest in the negotiation of collective agreements because they approve the fiscal envelope. They also have an interest in the public communications, in line with the no surprises principle. [No Surprises – Crown Law guidance](#). This is a matter of significance within our Minister’s portfolio and it is already controversial and a matter of significant public debate.

But the negotiation process itself is an operational matter. It is part of the Commissioner’s role, and the decision-maker is the Commissioner not Ministers.

Under s 12 of the Act, the Commissioner is also responsible for upholding the principle of political neutrality when carrying out his functions and for ensuring the Commission upholds the principle too. The chief executives of Health and Education and the Board of FENZ, have that same responsibility, which is owed to the Commissioner.

POLITICAL NEUTRALITY – APPLICABLE FRAMEWORK

Guidelines for Government Advertising 1989 (re-issued in 2017)

Given that the social media boosting campaign will cost money, the Guidelines for Government Advertising are engaged.

The Guidelines were mandated by Cabinet and apply to both Ministers and government departments. There is a Cabinet Office Circular, from 2015 [Cabinet Office Circular CO \(15\) 4: Proposals with Financial Implications and Financial Authorities ...](#), which states in relation to publicity expenses that all advertising expenses (regardless of value) must comply with the Guidelines for Government Advertising.

Underlying principle

The Guidelines recognise that the government may legitimately use public funds to communicate about its work and how it might impact the public. However, the Guidelines also ‘recognise the public concern that government advertising should not be conducted in a manner that results in public funds being used to finance publicity for party political purposes’.

The combination of the Commissioner having an advocacy role in this space (conducting the bargaining), and the underlying issues being highly politicised and publicly debated, makes this a difficult line to navigate.

Is this advertising / publicity within scope of the Guidelines?

The Guidelines define advertising broadly as:

Government advertising refers to any process for which payment is made from public funds for the purpose of publicising any policy, product, service, or activity provided at public expense by the government.

Negotiating a collective agreement is an activity conducted at public expense by government. The boosted social media campaign would involve public funds being spent for publicity purposes. Putting aside any

technical arguments that could be made about the wording, we should comply with the spirit of the Guidelines in recognition of the underlying principle: We need to avoid the perception that public funds are being spent for party political purposes. We are also the system leaders in relation to political neutrality. We need to role model best practice.

Our checklist for compliance with the Guidelines

Since its within scope of the Guidelines, we need to work through the [Government Advertising Checklist](#) which the Commission issued alongside [supplementary guidance on interpreting and applying the Guidelines for Government Advertising](#) in 2023, to ensure that we are compliant.

1. Does the advertising clearly relate to the agency's functions?

Yes – it relates to our responsibility to negotiate collective agreements s 78 of the Public Service Act and s 596 of the Education and Training Act

2. Does the advertising fall into one of the four broad categories of justifiable information needs?

The relevant passage in the Guidelines is:

Government advertising should deal with matters in which the government has direct responsibility. The objective of the advertising may be to:

- a. inform the public of proposed/new/revised/existing government policies;*
- b. inform the public of government services available to them;*
- c. advise the public of new/revised/existing entitlements or responsibilities;*
- d. encourage the public to adopt certain kinds of social behaviour generally regarded as being in the public interest (eg road safety advertising)*

As stated in the objectives section of the draft comms strategy, these are the reasons for the comms:

While it's unlikely we can avert the strike we need to inform and explain the situation to the public by:

- *Articulating our view of the bargaining process to date*
- *Demonstrating we have tried our best and continue to try and reassuring the public that we continue to act in good faith*
- *Be seen by the public as mature, fair and reasonable*
- *Reinforce the Commissioner's and agencies' commitment to fair and constructive bargaining*
- *Minimise reputational damage and public frustration*

So here we are seeking to inform the public about the reason for the disruption in government services available to them, and to get their support for a negotiated solution to prevent any further disruption. That broadly falls within (b). Further, the main point is that the advertising should be something for which the government has direct responsibility for, and we do. The list of four justifiable information needs is indicative not exhaustive, as evidenced by the use of “may” as opposed to “must”.

3. Does the public need to know this?

Our supplementary guidance explains: *As well as having sound business purpose, public service agencies must only undertake government advertising ‘where there is an identifiable and justifiable information need by the intended recipients.’ This means public service agencies must ensure that government advertising is focused on what the public needs to know.*

The agency’s business purpose and the justifiable information need of the public are often aligned, but this is not always the case. It is important public service agencies pause to reflect on the public’s perspective throughout the planning process to ensure the needs of the public determine both what and when information is communicated in government advertising.

The supplementary Guidance also reinforces that: *It is relevant to note that Ministers and public service agencies have distinct roles when communicating with the public about policies. The Cabinet Manual 2017 sets out that Ministers **defend, promote, and justify** policy and it is the role of public service agencies to **advise, inform, and explain**. This division of work, between advocacy and informing, helps to provide the public with reassurance that New Zealand’s politically neutral Public Service can equally and impartially serve both current and future governments*

Here, the public need to know about the reasons for the disruptions to core services and what the government is doing to minimise further disruption. We cannot achieve the objectives in our comms plan without providing this information to the public.

4. Is the spending of public funds justified in this case?

Our supplementary guidance states: *Making sure there is a public information need and that the expense is justified before progressing any government advertising helps to ensure that the incumbent government does not have, or appear to have, an unfair advantage through public funds being spent for no other discernible reason than to promote its policies. For this reason, while building an agency’s brand or trying to build ‘social license’ for a policy or service may be a by-product of government advertising, it should never be the objective.*

The amount of money spent is relevant here. It is likely to be relatively small – I understand it is likely to be in the hundreds, rather than thousands, of dollars. But we still need to ensure that the cost is justified and commensurate to our business need. We also need to ensure that the communications campaign sticks closely to our statutory role.

5. Does the public need to know this now?

Yes. The communications campaign is taking place from now over the next week before the proposed strikes on Thursday.

6. How will the current context impact public perception of this advertising?

The context is difficult for us to navigate. The unions could be viewed as politicising the issues and the political parties are likely taking different positions on the policy issue (i.e. the overall fiscal envelope that should be available). That may include coalition members taking different positions. It will be very hard for the public to see our role as an a-political one, unless we are very clear in our messages about what our role is, why we are communicating with the public, and what we are trying to achieve.

7. Will the public be able to understand what they need to know and why they are being told now when they view the advertising? And will this remain true if the public only sees one piece of campaign collateral?

The supplementary guidance explains: *It must be clear to the public that there is a need to spend public money to communicate with them on the topic. This should be assessed with reference to each piece of campaign collateral ensure it can stand alone in case the public only sees one part.*

The public must be able to easily understand both what they are expected to take away from the advertising and why they are being told. This means there are a range of advertising techniques that may not be appropriate when creating government advertising. For example, advertising that relies on implied messages may not be appropriate as the Guidelines require the message to be clear to the public. Similarly, spending public funds to communicate with the public just to build a following for future campaigns is also not aligned with the Guidelines. This is because if public funds are spent, there must be something the public needs to know now.

We will need to assess each piece of comms collateral separately. Any vague posts or ones that rely on implication can't be ameliorated by other clear ones. We also need to look at the campaign as a whole, as well as perceptions as to whether the Commission's comms campaign is being Minister-led or Commissioner-led. If it appears to be Minister led it will be more likely to be perceived as political. We need to ensure that we are clear on that with the Ministers in all our correspondence.

One way of making it clear what our ask of the public is, is to redirect them to our website where there is factual information available about the negotiation process to date and the disruption to services.

8. Will it be clear to the public that the advertising is from government?

Yes – my understanding is that the social media campaign will use the Commission's social media account. For that reason, the system-wide guidance on social media and our own social media policy are relevant. The key excerpts from the system social media guidance are below as annexure B.

A key point to note is that we should think about how our social media account links to the social media accounts of Ministers and political parties i.e. liking and re-sharing each other's posts is something to carefully think through. Especially, if Ministers choose to call out union attitudes and

misinformation in an emotive way, which would be inappropriate if the public service did it. Our Election Guidance's commentary around misinformation, suggests that this (i.e. the Minister making the public statement) might be the most appropriate way for the Commission to address the issue of misinformation being introduced into the public domain by the unions (who are entitled to act politically):

Scenario 7: Correction of misinformation

It is three months until the general election. An opposition party has criticised a government programme, but the criticisms are regarded as being based on incorrect information. The agency involved considers the criticism misleads the public and decides to make a media statement to correct the misinformation.

Practical guidance

- This situation requires careful consideration. The agency may get drawn into a political situation and may breach existing political neutrality principles.
- Although the agency is setting out to correct misinformation, the involvement of the opposition party means that the response may be better to come from the Minister.

The following passage from our social media guidance explains: *Agencies must be considerate of how their interactions with other social media accounts could be perceived. Following another social media account, 'liking' or reposting content from another account, or linking to content from another source online is very likely to be perceived as an endorsement.*

9. Will my chief executive be comfortable with the proposed approach and are they across this?
10. Are all the relevant people aware of and involved in the advertising at the appropriate time?
11. Is everyone involved aware of how the Guidelines, this supplementary guidance, and the principle of political neutrality apply to the advertising?

The Commissioner is currently on leave, but he pre-approved several comms messages before he left. He is comfortable with the overall approach. We are looking at the delegations policy, but it seems likely that 9(2)(a) privacy, will make the final decision about individual posts. 9(2)(a) has indicated that she will consult 9(2)(g)(ii) on every post. There has been a legal and integrity assessment of the communications strategy and the issues have been discussed at TMW.

This advice can be circulated to key decision-makers, as appropriate.

12. Is the advertising politically neutral?
13. Does it align with the presentation criteria in the Guidelines.

The supplementary guidance explains:

It is important to remember that the principle of political neutrality exists independently of the Guidelines and applies to public service agencies at all times. All government communications should be considered in light of this principle, as it applies whether or not public funds are spent.

The Guidelines outline that government advertising should always be presented in a manner which is:

- accurate, factual, and truthful;*
- fair, honest, and impartial; and*
- lawful and proper.*

It is important that all government advertising aligns with these presentation criteria. This is critical to maintaining the public's trust and confidence in the Public Service and is a way public service agencies can give effect to the Public Service principles and values.

For example, advertising in a manner that lacks detail (ie, is too generic or lacks a clear 'ask') or uses emotive language or rhetoric is unlikely to meet the standard of fair, accurate, and impartial advertising. This is because it can confuse the public as to the purpose of the advertising. Particular care is needed around advertising that presents a vision for New Zealand's future, where this could be seen as publicity for party political purposes. For example, emotive slogans such as "rebuilding New Zealand", "Keep New Zealand working", or "the kind of country we are" are unlikely to be appropriate government advertising messages.

We will need to assess each piece of comms collateral separately and we have set up daily standups next week to do that. In terms of the key messages in the comms plan, that we have been asked to assess, the table below identifies the statements that – if they are used on their own - may not be consistent with the presentation requirements. Much will depend on how they are reflected in the final comms product, so the table is simply indicative of the things to think about:

Proposed key message	Concern
"My thoughts are with all those people affected by these strikes – everyone who has missed out on healthcare or learning."	There is no clear line of sight to our role Without it there may be confusion as to the reason for the message.
"the unions appear unwilling to settle at this time, even when progress remains possible" / "its clear that the unions are clearly intent on this strike regardless of any offer we make"	This goes slightly further than talking about the actions of the unions in a factual way. We are commenting on their intentions. It makes sense given our negotiation role, but it starts to bring in an emotive voice. Is this best left for Ministers? Maybe we could re-frame the first one as "the unions are unwilling to settle at this time" and the second as "the unions are likely to strike"?
It makes me question why the majority of the private sector can resolve these issues and meet	The factual basis is unclear There is no clear line of sight to our role

employees demands without striking but the public sector can't.	There may be confusion as to the substance and the reason for the message.
In challenging economic times, pay settlements must be both fair and fiscally responsible.	There is no clear line of sight to our role The available fiscal envelope is for Ministers to determine. The reference to "fiscal responsibility" blurs our roles a bit. Could we change it to "fiscally sustainable"? Sustainability just sounds a bit more like we are talking about the long-term public interest.
Strikes are stopping people from getting the healthcare they deserve. Patients must come first.	There is no clear line of sight to our role Without it there may be confusion as to the reason for the message, especially given the more emotive framing.
We're committed to supporting our emergency responders responsibly.	There is no clear line of sight to our role Without it there may be confusion as to the reason for the message.

PROPOSED RESPONSE TO THE REQUESTOR

Kia ora ^{9(2)(g)(ii)}harassmen

As requested, we have reviewed [Industrial Action October 2025 A3 Landscape V2 14 Oct.docx](#) and assessed the draft communications strategy from an integrity perspective. Specifically, you asked for our advice on whether it is consistent with, and upholds, the principle of political neutrality.

Given that we intend to boost the social media campaign, the Guidelines of Government Advertising (the Guidelines) apply and provide the main framework within which to assess each piece of communications collateral that we will use in this campaign. Each piece of collateral needs to be assessed separately. Our social media guidance also applies. The social media guidance is consistent with and expands on the Guidelines, by providing useful information about interacting with other social media accounts and responding to comments.

Our full analysis is available here: [Integrity Cover note 2025 – Bargaining. Please note – Fran has not yet had a chance to review.](#)

There is a table at the end, that sets out some things to think about in relation to a few of the key messages in the draft communications strategy. We are happy to discuss those with you.

In relation to the broader issues, the key takeaway points from the analysis are:

- The proposed boosted social campaign relates to one of PSC's functions and there is a justifiable information need, from the public's perspective. That means we can spend money on it, but we also

need to ask ourselves whether we should. Our advice does not cover this question fully, given we understand that the Commissioner has already agreed to the broader communications strategy. Nevertheless, we will want to make sure that the costs are justified and commensurate with our business need.

- In running the campaign we need to uphold the principle of political neutrality and we must comply with the Guidelines for Government Advertising
- The context is really tough for us to navigate:
 - This is a hot topic of political debate (staffing, recruitment, pay in the health, education and emergency response sectors) and the unions could be seen as politicising the negotiation through calling for public support for the strikes. The unions are allowed to be political. We are not.
 - We are the system leaders for political neutrality. We must role model best practice – particularly to retain our credibility with the wider Public Service as we go into an election year and code of conduct role out.
- Public perception matters
 - We need to think about the comms messages from the public’s perspective, and we need to be mindful of how they might interpret things given the wider context. That means that vague messages, and implied messaging is probably not appropriate. We also need to avoid using an emotive tone, where possible given that our bargaining role inherently has an advocacy component to it.
 - Our north stars are:
 - Stay factual and accurate – facts and statistics are great
 - Check for tone – we can be firm, but we should focus on explaining and informing (as opposed to defending and justifying)
 - Make the reason for the message clear – including an ask like ‘for more information go to our website’ helps. The public know what we want them to do. Also having a clear line of sight to our role helps – so mentioning the bargaining and our desire to reach a negotiated solution is good.
 - Be careful when correcting misinformation – This is an area we warn agencies about in our Election guidance. It can quickly pull you into political debates. We can provide the correct information to the public through our website – but drawing attention to the Union’s behaviour and criticising it, may be best left to Ministers.
 - Be mindful of the respective roles that PSC and Ministers have in relation to this campaign – This is our communications campaign and it is for us to decide the content. But we need to co-ordinate with Minister’s under the no surprises convention, and there may be political statements that we cannot make but Ministers may choose to make. Bearing that in mind, we need to think extra carefully about liking or sharing the posts of Ministers or other political actors on social media.

Hopefully that is helpful as you prepare the final comms collateral for the week. We will also be available to support you and provide real-time assessment of the collateral, through the daily standups.

PEER REVIEWER:	Legal Team – 9(2)(a) privacy
COMMENT:	

APPROVAL

Please review advice and approve the above response to be released to the requestor

APPROVED: Yes / No

DATE APPROVED: 20 October 2025

COMMENTS: Approved by 9(2)(a) privacy Due to urgency advice to be sent prior to final legal review. Any new concerns raised by the legal team will be recorded in this document and discussed at the daily standups.

Kaikōmihana Tuarua | Deputy Commissioner
Te Kawa Mataaho Public Service Commission

Key Messages and social media

Commissioner overarching narrative

- My thoughts are with all those people affected by these strikes – everyone who has missed out on healthcare or learning.
- We've made genuine offers and continue to bargain in good faith. It's disheartening that unions appear unwilling to settle at this time, even when progress remains possible.
- I'm sorry to tell New Zealanders it's clear the unions are clearly intent on this strike regardless of any offer we make.
- We are still ready to bargain and I invite the unions to join us.
- Strikes have historically been a way for unions and employees to express their concerns. We've already heard those concerns and have responded with improved offers. It's unclear what more the unions are seeking.
- It makes me question why the majority of the private sector can resolve these issues and meet employees demands without striking but the public sector can't.
- I respect the right to strike, but I have concerns about impact of different unions taking joint action at the same time which can only severely disrupt the lives of so many people on multiple fronts.
- All those who are participating in the strikes will not be paid for the duration they are away from work.
- This strike is regrettable, and we know it will affect many people. But our respect for the public service workforce has not changed. We are still ready to talk, and hopeful that we can find a way forward together.
- I recognise the pressures many are facing, and we've made genuine efforts to respond with fair and reasonable offers.
- Our commitment to constructive bargaining remains firm, and we continue to seek solutions that recognise the contributions of our workforce while ensuring the sustainability of public services.

Sample preliminary social media posts

Note posts will be accompanied with infographics / tiles etc

Overarching Messages

- Strikes hurt the very people public servants are here to serve. Let's choose negotiation over escalation.
- We respect our public service workforce and remain at the table, ready to talk.
- In challenging economic times, pay settlements must be both fair and fiscally responsible.
- We're committed to finding solutions that respect workers and taxpayers alike.

Public vs Private Sector Pay Growth

- Public sector pay has kept pace with inflation more than the private sector. (infographic)

Health Sector

- Strikes are stopping people from getting the healthcare they deserve. Patients must come first.
- We value our healthcare workers, ongoing strikes are delaying vital care for New Zealanders. We must find a resolution that puts patients first.
- Health sector pay has seen significant increases - well above inflation. (infographic)

Education Sector

- Industrial action affects not just classrooms, but also the wellbeing of students and working parents. Let's work together to find a solution.
- The current offer to teachers includes up to a 4.7% increase within 12 months
- 66% of trained primary teachers would earn a base salary of \$100K+ within a year of this offer being accepted.
- Teachers have received an average 14.5% pay increase over the last five years. The current offer is strong and fair. (infographic)

Firefighters

- The offer to firefighters includes a 5.1% pay increase over three years and enhanced allowances. (infographic)
- We're committed to supporting our emergency responders responsibly.

PDF PACK B

Please find enclosed the following documents included in **PDF Pack B**:

Item	Date	Document Description	Decision
1B	16 October 2025	Internal email attaching tiles for 17-19 October 2025	Released in part
2B	17 October 2025	Internal email providing an updated tile	Released in part
3B	17 October 2025	Internal email providing an updated tile	Released in part
4B	17 October 2025	Internal email sorting scheduling and cost	Released in part
5B	20 October 2025	Internal email with draft tiles for second set of posts	Released in part
6B	20 October 2025	Internal email providing draft tiles	Released in part
7B	20 October 2025	Internal email providing edits/feedback on draft tiles	Released in part
8B	20 October 2025	Internal email providing edits/feedback on draft tiles	Released in part
9B	20 October 2025	Internal email providing comments on draft tiles	Released in part
10B	20 October 2025	Internal email making edits to draft tiles	Released in part
11B	20 October 2025	Internal email providing updated tiles following edits	Released in part
12B	20 October 2025	Internal email providing updated tiles	Released in part
13B	20 October 2025	Internal email providing updated tiles	Released in part
14B	21 October 2025	Email making factual correction to tiles. Email at 10.05am is internal only. The other emails in this thread include the Public Service Private Secretary in Hon Judith Collins' office	Released in part

15B	20 October 2025 – 21 October 2025	Internal messages: seeking edits to tile following factual clarification sought from Minister's office	Released in part
16B	21 October 2025	Internal email seeking edits to tile following factual clarification sought from Minister's office	Released in part
17B	18 October 2025	Final copies of the advertisements which were live from 8.00am 18 October 2025 to 9.00pm 20 October 2025 and 6.00am 21 October 2025 to 9.00pm 22 October 2025	Released in part
18B	16 October 2025	External email – fact-checking with the Ministry of Education	Released in part
19B	16 October 2025	External email – fact-checking with the Ministry of Education	Released in part
20B	16 October 2025	External email – fact-checking with the Ministry of Education	Released in part
21B	20 October 2025	External email – fact-checking with the Ministry of Education	Released in part
22B	20 October 2025	External email – fact-checking with Te Whatu Ora	Released in part
23B	20 October 2025	External email – fact-checking with Te Whatu Ora	Released in part

Item 1B



From: 9(2)(a)
To: 9(2)(g)(ii)
Cc: 9(2)(g)(ii) t
Subject: Tiles for this weekend
Date: Thursday, 16 October 2025 5:03:20 pm
Attachments: [Tiles for weekend 17-19 October 2025.docx](#)

Hi 9(2)(g)(ii)

Attached for the tiles planned for this weekend, and the associated copy.

9(2)

Tiles and copy for weekend of 17-19 October 2025

TILE	COPY
<p>Industrial action on 23 October will disrupt some medical and education services</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>This coming Thursday is going to impact every corner of New Zealand, not just for that day, but for days to come.</p> <p>Up to 845,000 students are missing out on valuable class time, and over 6,000 patients will miss crucial appointments and procedures for their health.</p> <p>We've made genuine offers – and remain ready to bargain.</p> <p>Find out more at PSC WEBSITE</p>
<p>We've made genuine offers – and remain ready to bargain</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>Despite our best efforts, unions have chosen industrial action over continuing to talk at the table, disrupting thousands of patients and hundreds of thousands of students.</p> <p>Our commitment to bargaining remains firm. We can only resolve these matters through constructive dialogue – not disruption.</p> <p>Unions need to return to the table.</p> <p>Find out more at PSC WEBSITE</p>

From: 9(2)(a)
To: 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)
Subject: Updated tile for 23 October strike action
Date: Friday, 17 October 2025 10:05:48 am
Attachments: [image002\[52\].png](#)
[image003\[97\].png](#)
[image004\[11\].png](#)
[image005\[46\].png](#)
[Social Media Tiles Strike Action 23 Oct.jpg](#)

Kia ora 9(2)(g)(ii) harassmen,

Here's the updated tile for 23 October Strike action.

Ngā mihi,

9(2)(a)
privacy

9(2)(a) privacy,
9(2)(g)(ii)
harassment



Te Kawa Mataaho Public Service Commission

www.publicservice.govt.nz | www.govt.nz



Strike action on 23 October will disrupt medical and education services



Te Kāwanatanga o Aotearoa
New Zealand Government

From: 9(2)(a)
To: 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)
Subject: Social Media tile - Genuine offers...
Date: Friday, 17 October 2025 11:42:06 am
Attachments: [image001\[42\].jpg](#)
[image002\[70\].png](#)
[image003\[53\].png](#)
[image004\[10\].png](#)
[image005\[92\].png](#)
[Social Media Tiles_Genuine offers.jpg](#)

Kia ora 9(2)(g)(ii) harassmen,

Here is the updated tile 'Genuine offers have been made and the opportunity to bargain remains open.'

Ngā mihi,

9(2)(a) privacy

9(2)(a) privacy,
9(2)(g)(ii) harassment

signature_2791870033



Te Kawa Mataaho Public Service Commission

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**Genuine offers have
been made and the
opportunity to bargain
remains open.**



Te Kāwanatanga o Aotearoa
New Zealand Government

out of scope



From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, October 17, 2025 3:26:55 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Re: [EXTERNAL] Re: Additional information

Excellent, thank you.

Would it be too much trouble to change their start day from tomorrow due to the unexpected settlement today?

We are hoping to get picked up tonight and if so, I would rather our socials start tomorrow.

Make sense?

9(2)(g)(ii)
harassme

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, October 17, 2025 3:23 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Re: [EXTERNAL] Re: Additional information

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Thanks 9(2)(g)(ii)
harassment,

Those ads are scheduled to go live at 4.00pm today, and run until 4.00pm on Monday.

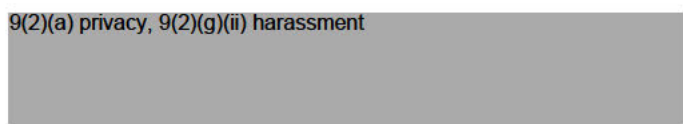
I've put them down for each to spend up to \$50 a day, but we can look at reviewing this with how things go.

An example ad is attached for you to see.

I'll keep an eye on things, and confirm if there is any delay to the ada going live if Facebook chooses to review.

9(2)

9(2)(a) privacy, 9(2)(g)(ii) harassment



9(2)(a) privacy, 9(2)(g)(ii) harassment

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, October 17, 2025 2:50:30 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: [EXTERNAL] Re: Additional information

Hi 9(2)(a)

Webpage is live.

[Public sector industrial action - Te Kawa Mataaho Public Service Commission](#)

9(2)(g)(ii) harassment

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, October 17, 2025 12:31 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Additional information

Hi 9(2)(a)

6(a) prejudice security or defence

Thanks

9(2)(g)(ii) harassment

9(2)(g)(ii) harassment,
9(2)(a) privacy

9(2)(a) privacy, 9(2)(g)(ii) harassment



Te Kawa Mataaho
Public Service Commission

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Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.



Ad preview



MOBILE FEED



**Te Kawa Mataaho Public
Service Commission**



Sponsored ·

This coming Thursday more than 845,000 students will miss out on class time, and over 6,000 patients will miss [...see more](#)

**Industrial action on
23 October will disrupt
some medical and
education services**



Te Kāwanatanga o Aotearoa
New Zealand Government

publicservice.govt.nz

**Unions need to return to
the table**

[Learn more](#)

Item 5B

From: 9(2)(g)(ii)
To: 9(2)(g)(ii)
Subject: Fw: Potential for the next lot of slides
Date: Monday, 20 October 2025 9:03:03 am
Attachments: [Tile slides for week 20-24 October 2025.docx](#)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Sunday, October 19, 2025 3:38 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Potential for the next lot of slides

Hi 9(2)(a)
privacy, 9(2)



Following on from the slides this weekend, it's been clear the frustration expressed is around the offers 'not being good enough' in essence.

Given this sentiment, the next batch of tiles could see some of each of the offers laid bare, with each sector potentially run as a carousel for people to swipe through to see the different figures. We may need Health to provide more pithy statistics.


I've attached some options for LT to consider.

9(
2)

Tile slide 1

<p>We've offered a</p> <h1>4.7%</h1> <p>pay increase for trained primary and secondary teachers who are on the top pay scale within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p></p> <h1>70%</h1> <p>of all trained Secondary Teachers would see their base salary increase to \$107,886 within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p></p> <h1>66%</h1> <p>of all trained Primary Teachers would be on a base salary of at least \$100,000 on ratification of offer</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>In addition, the offer would have provided increases of between 10.2% and 19.0%, when including annual progression, over the term of the collective agreement.</p> <p>We've come to the table with reasonable offers, and it's frustrating that unions are unwilling to continue negotiations, despite progress remaining possible.</p>		

Tile slide 2

<p>Graduate nurses would see an</p> <h1>11%</h1> <p>increase to their salaries on their one-year anniversary, an extra \$8,377</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>We've offered senior nurses</p> <h1>\$3,224</h1> <p>in addition to their \$106,739 salary by June 2026, a 3% increase</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>Nurse Practitioners would be eligible to receive up to</p> <h1>\$6,000</h1> <p>for a Professional Development Allowance each year</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>In addition, nurses are entitled to payments including, but not limited to overtime and payments for call-back, evening, night and weekend work. They also receive on-call, meal and higher duties allowances on top of their base salaries.</p> <p>We've come to the table with reasonable offers, and it's frustrating that unions are unwilling to continue negotiations, despite progress remaining possible.</p>		




Item 6B

From: 9(2)(a)
To: 9(2)(g)(ii); 9(2)(g)(ii)
Subject: Tile slides for week 20-24 October 2025
Date: Monday, 20 October 2025 11:15:27 am
Attachments: [Tile slides for week 20-24 October 2025.docx](#)




Updated tiles and copy attached.

9(
2)

Tile slide 1

<p>The offer has a</p> <h1>4.7%</h1> <p>pay increase for trained primary and secondary teachers who are on the top pay scale within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <h1>70%</h1> <p>of all trained Secondary Teachers would see their base salary increase to \$107,886 within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <h1>66%</h1> <p>of all trained Primary Teachers would be on a base salary of at least \$100,000 on ratification of offer</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>The offer also provides increases of between 10.2% and 19.0%, when including annual progression, over the term of the collective agreement.</p> <p>This is on top of the highest number of Primary and Secondary Teachers ever, at over 65,000.</p>		

Tile slide 2

<p>Graduate nurses would see an</p> <h1>11%</h1> <p>increase to their salaries on their one-year anniversary, an extra \$8,377</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <h1>\$3,224</h1> <p>in addition to senior nurses' \$106,739 salary by June 2026, a 3% increase</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>Nurse Practitioners would be eligible to receive up to</p> <h1>\$6,000</h1> <p>for a Professional Development Allowance each year</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>Nurses are also entitled to payments including, but not limited to overtime and payments for call-back, evening, night and weekend work. They also receive on-call, meal and higher duties allowances on top of their base salaries.</p> <p>This is on top of the highest number of nurses ever, at over 35,000.</p>		

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Proposed Facebook tile slides for Oct 21
Date: Monday, 20 October 2025 12:10:02 pm

One quick point from me – these offers are in the past and were rejected. So we should change the tense (i.e. this offer would have provided etc).

9(2)
(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 11:43 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
[Redacted]
Subject: Proposed Facebook tile slides for Oct 21

Hi 9(2)(a) privacy, 9(2)
(a)(ii) harassment

Further to our discussion this morning we have reworked the tiles and messaging for our second Facebook posts.

Please can IES run their eyes over them. We can then present to Brian at the proposed meeting today with a view to proceeding or otherwise.

Thanks




9(2)
(g)(ii)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 11:15 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
[Redacted]
Subject: Tile slides for week 20-24 October 2025




Updated tiles and copy attached.

9(
2)

Tile slide 1

<p>The offer has a</p> <h1>4.7%</h1> <p>pay increase for trained primary and secondary teachers who are on the top pay scale within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <h1>70%</h1> <p>of all trained Secondary Teachers would see their base salary increase to \$107,886 within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <h1>66%</h1> <p>of all trained Primary Teachers would be on a base salary of at least \$100,000 on ratification of offer</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>The offer also provides increases of between 10.2% and 19.0%, when including annual progression, over the term of the collective agreement.</p> <p>This is on top of the highest number of Primary and Secondary Teachers ever, at over 65,000.</p>		

Tile slide 2

<p>Graduate nurses would see an</p> <h1>11%</h1> <p>increase to their salaries on their one-year anniversary, an extra \$8,377</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <h1>\$3,224</h1> <p>in addition to senior nurses' \$106,739 salary by June 2026, a 3% increase</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>Nurse Practitioners would be eligible to receive up to</p> <h1>\$6,000</h1> <p>for a Professional Development Allowance each year</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>Nurses are also entitled to payments including, but not limited to overtime and payments for call-back, evening, night and weekend work. They also receive on-call, meal and higher duties allowances on top of their base salaries.</p> <p>This is on top of the highest number of nurses ever, at over 35,000.</p>		

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Proposed Facebook tile slides for Oct 21
Date: Monday, 20 October 2025 12:34:16 pm

Hi All

Just discussed with 9(2)(a) privacy – the first frame isn't incorrect (just not selling the most recent secondary teacher offer) ... so it could stay as is, for simplicity

From: 9(2)(a) privacy, 9(2)(g)(ii)
Sent: Monday, 20 October 2025 12:27 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: Proposed Facebook tile slides for Oct 21

Tile slide one is mixing a couple of offers:

1. Refers to the rejected offer to primary and secondary teachers in early september, BUT it is not the most recent for secondary teachers...
2. Shows the MOST recent offer to secondary teachers that they rejected on 10 Oct

So perhaps the first panel could only refer to Primary teachers, perhaps add the 4.7% into the second panel (unlike the primary offer, the 4.7 was all steps, not just top)

Also, the language needs to be past tense – this offer was/provided etc

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 11:43 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Proposed Facebook tile slides for Oct 21

Hi 9(2)(a) privacy, 9(2)(g)(ii) harassment

Further to our discussion this morning we have reworked the tiles and messaging for our second Facebook posts.

Please can IES run their eyes over them. We can then present to Brian at the proposed meeting today with a view to proceeding or otherwise.

Thanks

9(2)
(g)(ii)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 11:15 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Tile slides for week 20-24 October 2025

Updated tiles and copy attached.

9(
2)

Item 9B

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Tile slides for week 20-24 October 2025
Date: Monday, 20 October 2025 1:14:00 pm
Attachments: [Tile slides for week 20-24 October 2025.docx](#)

Hi 9(2)(g)(ii)

Had a quick look and have some comments – apologies it would not let me edit so I have attached. Can you please **link to the website at all times**. Otherwise it is not clear what the ask is. This is very close to the line and we need to be making clear what the commissioner's role is in bargaining and why we are informing the public now. As I understand it we are trying to explain what the impact is on services and how we are trying to prevent the disruption.




Can you look at the other advice 9(2)(a) has now provided and run through that so that we have an additional layer of checking. I am conscious we don't have a lot of time to review and turn around.

Have discussed with 9(2)(a) so this serves as IES comment.

9(2)(a)
privacy,

Comments from the attachment titled 'Tile slides for week 20-24 October 2025.docx'

Tile slide 1

<p>The offer has a</p> <p>4.7%</p> <p>pay increase for trained primary and secondary teachers who are on the top pay scale within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>70%</p> <p>of all trained Secondary Teachers would see their base salary increase to \$107,886 within 12 months</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>66%</p> <p>of all trained Primary Teachers would be on a base salary of at least \$100,000 on ratification of offer</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>The offer also provides increases of between 10.2% and 19.0%, when including annual progression, over the term of the collective agreement.</p> <p>This is on top of the highest number of Primary and Secondary Teachers ever, at over 65,000.</p>		

Comment 1: I can't verify the facts but they all need to be facts and clearly expressed. This last bit be good to add in the period we are talking about to be more specified.

Comment 2: Why is it relevant that there are 65K teachers - what is the relevance to the bargaining? Seems to be more about promoting the government and how many teachers there are?

Tile slide 2

<p>Graduate nurses would see an</p> <p>11%</p> <p>increase to their salaries on their one-year anniversary, an extra \$8,377</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>The offer has</p> <p>\$3,224</p> <p>in addition to senior nurses' \$106,739 salary by June 2026, a 3% increase</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>Nurse Practitioners would be eligible to receive up to</p> <p>\$6,000</p> <p>for a Professional Development Allowance each year</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>
<p>Nurses are also entitled to payments including, but not limited to overtime and payments for call-back, evening, night and weekend work. They also receive on-call, meal and higher duties allowances on top of their base salaries.</p> <p>This is on top of the highest number of nurses ever, at over 35,000.</p>		

Comment 3 & 4: As above, this does not seem relevant. Again perceived to be promoting the government? Link it to something relevant to the bargaining?

From: 9(2)(a)
To: 9(2)(a) harassment, 9(2)
Subject: RE: Tile slides for week 20-24 October 2025
Date: Monday, 20 October 2025 2:13:13 pm

All good. I have the final changes now, so I can send them through – it's just to the wording of two of the tiles.

I was waiting to send them through to 9(2)(a) privacy, to avoid having duplicates coming through

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 2:07 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

Thanks – I am speaking to 9(2)(a) privacy, soon so we can make the changes

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 2:03 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

Have just heard back from Health, but needing to clarify some of their suggested wording changes to the tiles. Hopefully not to much of a difference, but will confirm ASAP.

9(2)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 1:35 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

Thanks 9(2)(a) !

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 1:27 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

I'm still waiting on Health, but Education have confirmed the tiles, but noted the below:

The statement underneath - *This is on top of the highest number of Primary and Secondary Teachers ever, at over 65,000* is only true if you exclude short-term relievers (based on the data on Education Counts) and also Ed Counts only reports back to 2004, so I have no way to fact check earlier than 2004.

9(2)
(a)

From: 9(2)(a) privacy,
9(2)(g)(ii)

Sent: Monday, 20 October 2025 11:15 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Tile slides for week 20-24 October 2025

Updated tiles and copy attached.

9(
2)

From: 9(2)(a)
To: 9(2)() assessment, 9(2)
Subject: RE: Tile slides for week 20-24 October 2025
Date: Monday, 20 October 2025 2:15:16 pm
Attachments: [Image \(5\).png](#)
[Image \(4\).png](#)
[Image \(3\).png](#)
[Image \(2\).png](#)
[Image \(1\).png](#)
[Image.png](#)

Here are the updated tiles with the wording fact checked by Health and Education.

9(
2)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 2:07 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

Thanks – I am speaking to 9(2)(a) privacy, soon so we can make the changes

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 2:03 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

Have just heard back from Health, but needing to clarify some of their suggested wording changes to the tiles. Hopefully not too much of a difference, but will confirm ASAP.

9(
2)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 1:35 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Tile slides for week 20-24 October 2025

Thanks 9(2)(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 1:27 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: Tile slides for week 20-24 October 2025

I'm still waiting on Health, but Education have confirmed the tiles, but noted the below:

The statement underneath - *This is on top of the highest number of Primary and Secondary Teachers ever, at over 65,000* is only true if you exclude short-term relievers (based on the data on Education Counts) and also Ed Counts only reports back to 2004, so I have no way to fact check earlier than 2004.

9(2)
(a)

From: 9(2)(a) privacy,
9(2)(g)(ii)

Sent: Monday, 20 October 2025 11:15 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Tile slides for week 20-24 October 2025

Updated tiles and copy attached.

9(
2)

Graduate nurses would see an

11%

**increase to their salaries on their
one-year anniversary, an extra \$8,377,
when including annual progression**



Te Kāwanatanga o Aotearoa
New Zealand Government

Nurse Practitioners would be
eligible to receive up to

\$6,000

for a Professional Development
Allowance each year



Te Kāwanatanga o Aotearoa
New Zealand Government

Senior nurses would receive

\$3,224

by June 2026 on top of their
\$106,739 salary, a 2% increase



Te Kāwanatanga o Aotearoa
New Zealand Government

66%

**of all trained Primary Teachers
would be on a base salary of at least
\$100,000 on ratification of offer**



Te Kāwanatanga o Aotearoa
New Zealand Government

70%

**of all trained Secondary Teachers
would see their base salary increase
to \$107,886 within 12 months**



Te Kāwanatanga o Aotearoa
New Zealand Government

The offer has a

4.7%

pay increase for trained primary
and secondary teachers who are on
the top pay scale within 12 months



Te Kāwanatanga o Aotearoa
New Zealand Government

From: [Communications](#)
To: 9(2)(g)(ii) harassment, 9(2)
Subject: Social media tiles 20 Oct
Date: Monday, 20 October 2025 2:25:13 pm
Attachments: [image001\[90\].jpg](#)
[image002\[36\].png](#)
[image003\[84\].png](#)
[image004\[43\].png](#)
[image005\[92\].png](#)
[Social Media Tiles 20 Oct.jpg](#)
[Social Media Tiles 20 Oct2.jpg](#)
[Social Media Tiles 20 Oct3.jpg](#)
[Social Media Tiles 20 Oct4.jpg](#)
[Social Media Tiles 20 Oct5.jpg](#)
[Social Media Tiles 20 Oct6.jpg](#)

Hi,

Here's the updated SM tiles.

Cheers,

9(2)(a)
privacy

9(2)(a) privacy, 9(2)(g)(ii) harassment

signature_2791870033



Te Kawa Mataaho Public Service Commission
www.publicservice.govt.nz | www.govt.nz



The offer included a

4.7%

pay increase for trained primary
and secondary teachers who are on
the top pay scale within 12 months



Te Kāwanatanga o Aotearoa
New Zealand Government

Graduate nurses would've seen an

11%

increase to their salaries on their
one-year anniversary, an extra \$8,377



Te Kāwanatanga o Aotearoa
New Zealand Government

The offer had
\$3,224

in addition to senior nurses' \$106,739
salary by June 2026, a 3% increase



Te Kāwanatanga o Aotearoa
New Zealand Government

Nurse Practitioners would've been
eligible to receive up to

\$6,000

for a Professional Development
Allowance each year



Te Kāwanatanga o Aotearoa
New Zealand Government

70%

of all trained Secondary Teachers
would've seen their base salary increase
to \$107,886 within 12 months



Te Kāwanatanga o Aotearoa
New Zealand Government

66%

of all trained Primary Teachers
would've been on a base salary
of at least \$100,000 on
ratification of offer



Te Kāwanatanga o Aotearoa
New Zealand Government

From: 9(2)(a)
To: 9(2)(a)
Cc: 9(2)(g)(ii) harassment, 9(2)
Subject: Re: Social media tiles 20 Oct
Date: Monday, 20 October 2025 4:05:13 pm
Attachments: [image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image007\[7\].png](#)
[image008\[9\].png](#)
[image009\[35\].png](#)
[image010\[47\].png](#)
[Social Media Tiles 20 Oct PM2.jpg](#)
[Social Media Tiles Senior nurses 20 Oct PM.jpg](#)

Kia ora 9(2)(a)

Here are those updated tiles.

Cheers,

9(2)(a) privacy,
9(2)(g)(ii)
harassment



Te Kawa Mataaho Public Service Commission

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From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Date: Monday, 20 October 2025 at 3:10 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: FW: Social media tiles 20 Oct

Hi 9(2)(a)
privacy,

Are we able to make two updates to the attached tiles, details below:

For the graduate nurses tile, can we add at the end:

‘, when including annual progression’.

Asked to reword the senior nurses tile to:

Senior nurses would've received
\$3,224
by June 2026 on top of their \$106,739 salary, a 2% increase

Thanks,

9(2)
(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, 20 October 2025 2:28 pm

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: FW: Social media tiles 20 Oct

As per my teams msg. Can you pls check the health ones are consistent?

From: Communications <communications@publicservice.govt.nz>

Sent: Monday, 20 October 2025 2:25 pm

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Social media tiles 20 Oct

Hi,

Here's the updated SM tiles.

Cheers,

9(2)(a)
privacy

9(2)(a) privacy,
9(2)(g)(ii)
harassment



Te Kawa Mataaho Public Service Commission

www.publicservice.govt.nz | www.govt.nz



Senior nurses would've received

\$3,224

by June 2026 on top of their
\$106,739 salary, a 2% increase



Te Kāwanatanga o Aotearoa
New Zealand Government

Graduate nurses would've seen an

11%

increase to their salaries on their
one-year anniversary, an extra \$8,377
when including annual progression



Te Kāwanatanga o Aotearoa
New Zealand Government

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)(ii)
Subject: RE: Social media tiles
Date: Tuesday, 21 October 2025 10:05:00 am
Attachments: [new66percentile.png](#)

New tile attached with that change, and uploading now.

As mentioned to 9(2)(g)(ii), this may take a little bit to switch over, as it'll need to go through the review process again.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Tuesday, 21 October 2025 9:13 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Social media tiles

FOLLOW UP – PRIMARY TEACHERS

The solution on the primary teachers slide is for the final sentence to read “**within 12 months**”. This is slightly underselling the primary teacher offer, but is still true, and in line with the open letter.

The key numbers are – 66% of primary teachers on at least 100k within 12 months

I have discussed with 9(2)(a) privacy to agree this.

Thanks
Charlie

From: 9(2)(a) privacy, 9(2)(g)(ii)
Sent: Monday, 20 October 2025 7:24 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Social media tiles
Importance: High

All good with the tiles See below...

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 6:28 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Fw: Social media tiles

Hi 9(2)(a) privacy,

9(2)(a) privacy has come back to us querying a couple of the numbers. Please see below.

We have checked these tiles with Education. Can you please take a look and give 9(2)(a) privacy and I an explanation and/or assurance that the tiles are correct.

Thanks

9(2)(g)(ii) harassmen

Get [Outlook for iOS](#)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 6:23:57 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Re: Social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hi 9(2)(g)(ii) harassmen

Just wanted to query the third tile re primary school teachers. The open letter says “66 percent will be paid a base salary of at least \$100,000 *within 12 months of ratification*” and the socials tile says “on ratification”. It would be good to clarify which is correct please. **It is on ratification – per the tile**

Also noting that the open letter uses a couple of different figures around secondary teachers and nurses. They look like they’re talking about slightly different things but just keen to double check those figures are right.

- Letter says “The average salary for both Senior and Registered Nurses is \$125,662, which includes overtime, a professional development allowance and penal rates.”. The socials tile uses a different number- which I assume doesn’t include the overtime, professional development allowance and penal rates. **Correct – the figure in the tile is a straight salary figure**
- Letter says “The latest offer to secondary teachers means 76 percent will be paid a base salary of at least \$100,000 from 29 October 2025” vs 70% earning \$107,886 within 12 months in the socials tiles. **Yes – reflects the smaller percentage that are (or will be) on the top step after a year – top step would be valued 107,886**

Thanks

9(2)(a)
privacy

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 5:48 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Social media tiles

Hi 9(2)(a)
privacy

FYI - Here are the social media tiles which will go live from 6am Tuesday morning and finish Wednesday at 9pm.

The tiles and numbers have been fact checked by HealthNZ and MOE.

Our legal and integrity team has also reviewed.

Any questions, let me know.

Thanks

9(2)(g)(ii)
harassme

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66%

of all trained Primary Teachers
would've been on a base salary
of at least \$100,000 within
12 months



Te Kāwanatanga o Aotearoa
New Zealand Government

Teams messages – 20/10/2025 9(2)(a) privacy, 9(2)(g)(ii) + 9(2)(g)(ii) harassment 9(2)

Monday, 20 October

9(2)(a) 20/10 2:13 pm

9(2)(a) Hi 9(2) I've just sent you the updated tiles with the wording fact checked by Health and Education

20/10 2:25 pm

doh - I just got them redesigned. I've been asked to put these all into past tense as the offers are no longer current. I'll send through all the tiles soon and can you pls check them against Health's changes?

9(2)(a) 20/10 2:26 pm

9(2)(a) That's all good. There were only two changes they made, so they'll be quick and easy to identify, and I can email 9(2) direct ()

20/10 2:26 pm

thanks 😊

9(2)(a) 20/10 2:38 pm

9(2)(a) Should be back with you now

20/10 2:41 pm

I've met with Brian and have heard back from our integrity head and they have asked us to remove the commentary

9(2)(a) 20/10 2:42 pm

9(2)(a) So are we having no wording with the tiles? We will likely need something to sit alongside the tiles, or else it may not look right (I won't know until I prep the ads)

20/10 2:44 pm

can it be "For more information about the upcoming public sector industrial action go to <https://www.publicservice.govt.nz/publications/public-sector-industrial-action> "

9(2)(a) 20/10 2:45 pm

9(2)(a) Okay. I may pop down shortly just to prep these so everyone can see what they look like.

20/10 2:45 pm

awesome thanks so much. We have a stand up at 430 so that would be great if you can be there too

Tuesday, 21 October

21/10 9:10 am

Hi 9(2) - minor hicup here. What would happen if we needed to make a minor edit to one of the live tiles? Would it have to go through the standdown review process?

9(2)(a) 21/10 9:48 am

9(2)(a) We would edit, and then it would go through the review process again

The existing ad would likely continue until the new version was approved.

21/10 9:49 am

so would that mean a stand down of a few hours?

9(2)(a) 21/10 9:49 am

9(2)(a) priva

It'd also be treated as a new ad, so previous comments would not show on the new version

Anywhere up to 24 hours, depending on how quickly it goes through the system alongside any other ad also going through review

21/10 9:51 am

ok cool - we will need to make the change as the MO is concerned it's not consistent with the open letter. 9(2) has emailed through the change - is it possible for you to make that in Canva as 9(2) is away until midday? ()

9(2)(a) 21/10 9:54 am

9(2)(a) priva

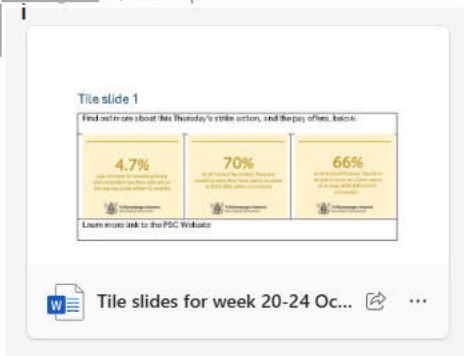
I'll see what I can do. It's wording changes across multiple lines, rather than just deleting a full line (like yesterday arvo's change), so I may not be able to get it to look right

21/10 12:09 pm

Hi 9(2) do you have the current tiles that are running in word format? I need to evaluate them against the joint PR. Sorry for being a pain

9(2)(a) 21/10 12:29 pm

9(2)(a) i



21/10 12:31 pm

thanks!



From: 9(2)(a)
To: 9(2)
Cc: 9(2)(a), 9(2)(g)(ii)
Subject: RE: 9(2)(g) left a comment in "Tile slides for week 20-24 October 2025"
Date: Tuesday, 21 October 2025 2:05:54 pm
Attachments: image001.png
image002.png
image003.png
image004.png
image005.png
image006.png

Hi 9(2) can we discuss – this was asked for from the MO that our statements mirrored that of the proposed PR. They also asked the same re Nurses numbers.
9(2) is out of the room for a bit and then we can round on this

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Tuesday, 21 October 2025 2:00 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: 9(2)(g)(ii) left a comment in "Tile slides for week 20-24 October 2025"


Hi 9(2) ,


This change will create a third version of this particular ad by adding 'of ratification'.

The last change has been approved by Facebook and people have commented on that one, so I guess my question is how much is this change necessary, over just a nice to have before we have current comments disappear again?

9

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Tuesday, 21 October 2025 1:46 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: 9(2)(g)(ii) left a comment in "Tile slides for week 20-24 October 2025"

[Tile slides for week 20-24 October 2025.docx](#)




9(2)(g) n added a comment


To read "66% of trained primary teachers will be paid a base salary of at least \$100,000 within 12 months of ratification"

Tile slide 1

Table in document



Tile slide 2



[Why am I receiving this notification from Office?](#)



**Te Kawa Mataaho Public
Service Commission**

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Despite best efforts, unions have chosen industrial action over continuing to talk at the table, disrupting thousands of patients and hundreds of thousands of students. The commitment to bargaining remains firm. Resolution can only be achieved through constructive dialogue—not disruption.

**Genuine offers have
been made and the
opportunity to bargain
remains open.**



Te Kāwanatanga o Aotearoa
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**Unions need to return to
the table**

[Learn more](#)



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This coming Thursday more than 845,000 students will miss out on class time, and over 6,000 patients will miss appointments and procedures for their health. Genuine offers have been made and the opportunity to bargain remains open.

**Strike action on
23 October will
disrupt medical and
education services**



Te Kāwanatanga o Aotearoa
New Zealand Government

publicservice.govt.nz

**Unions need to return to
the table**

[Learn more](#)

From: 9(2)(g)(ii)
To: 9(2)(a) privacy, 9(2)(g)
Subject: #Wh [SENSITIVE] FW: Social media tiles MoE
Date: Thursday, 16 October 2025 9:49:42 am
Attachments: [image001.png](#)

MOEs potential SM

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Wednesday, 15 October 2025 1:53 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: [SENSITIVE] FW: Social media tiles MoE

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

[SENSITIVE]

Hi 9(2)(g)(ii),

Here's my proposed social media tiles for MoE. Note, these have been fact checked, but not yet designed / or approved for release by leadership. FYR.

From: 9(2)(a) privacy, 9(2)(g)(ii)
Sent: Wednesday, 15 October 2025 1:28 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: FW: Social media tiles

Kia ora 9(2)(a) privacy

Here's my proposed social media tiles, keeping it high level and factual. Would appreciate any feedback before I commission design etc.

#justthefacts

4.7%

Pay increase* offer for trained

Primary & Secondary Teachers
who are on the top pay scale
within 12mths.

*Based on the most recent offers to NZEI & PPTA

#justthefacts

70%

of all trained Secondary Teachers
would see their base annual salary
increase to \$107,886 within 12mths.

*Based on the most recent offer to PPTA

#justthefacts

66%

of all trained Primary Teachers would
would be on a base salary of at least \$100k
on ratification of offer.

*Based on the most recent offer to NZEI

#justthefacts

14.5%

Pay increases for trained
Primary & Secondary Teachers
over the last three years.

Ngā mihi nui,

9(2)(a) privacy, 9(2)(g)(ii) harassment

DDI 9(2)(a) privacy | Mobile 9(2)(a) privacy

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out of scope

education.govt.nz

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From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)(ii)
Cc: 9(2)(a) t
Subject: RE: [IN-CONFIDENCE] RE: Social media stats
Date: Thursday, 16 October 2025 10:36:00 am
Attachments: [image001.png](#)
[image002.gif](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.jpg](#)

Thanks 9(2)(a)
privacy

I was wondering if we had figures related to:

- The number of students who will be disrupted on the day
- Has there been an increase in teacher numbers in the last three years, and if so, how many?
- In terms of teacher numbers, how are we sitting historically? Are we at peaks, or have there been higher numbers in the past?

Hopefully pretty straightforward, but happy for a chat if you need it – 9(2)(a) privacy

9(2)
(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Thursday, 16 October 2025 10:23 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: [IN-CONFIDENCE] RE: Social media stats

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

[IN-CONFIDENCE]

Thanks and noted 9(2)(a), and nice to e-meet you 9(2)(a) privacy,
9(2)(g)(ii)

9(2)(a) privacy,
9(2)(g)(ii)
harassment

DDI 9(2)(a) privacy | Mobile 9(2)(a) privacy

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education.govt.nz

He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga
We shape an education system that delivers equitable and excellent outcomes



From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Thursday, 16 October 2025 10:14 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Social media stats

Hi 9(2)(a) privacy

I don't know if you have met my 9(2)(a) – he's helping out on social media approach.

Are you able to respond to his request re stats and figures? He'll be in touch and has a few of your stats already.

Also cc. my colleague 9(2)(a) who leads on social here

Thanks

9(2)(a)

9(2)(a) privacy,
9(2)(g)(ii) harassment



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From: 9(2)(a)
To: 9(2)(g)(ii)
Cc: 9(2)(g)(ii) t
Subject: RE: [IN-CONFIDENCE] RE: Social media stats
Date: Thursday, 16 October 2025 12:27:00 pm
Attachments: [image001.png](#)

Thanks 9(2)(g)(ii). We have the first round of proposed messaging going to 9(2)(a) privacy, now to place into tiles, and I'll have associated copy to go alongside it shortly. Will hopefully mean we can bring this to the meeting this afternoon to make sure we are all happy with how things are looking etc.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Thursday, 16 October 2025 12:14 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: [IN-CONFIDENCE] RE: Social media stats

In addition 9(2)(a) – I have just got these from the Minister's PR

THE FACTS:

Teachers:

- The latest offer to primary teachers means 66 percent will be paid a base salary of at least \$100,000 within 12 months of ratification – up from 40 percent currently.
- The latest offer to secondary teachers means 76 percent will be paid a base salary of at least \$100,000 from 29 October 2025 – up from 60 percent currently.
- The latest offers come on top of the \$53 million the Government is spending to pay teachers' registration and levies, of up to \$550 per teacher.
- Teachers will continue to enjoy very generous annual leave provisions

Senior doctors:

- The latest offer would have provided a salary increase of at least 5 percent over two years, with the ability to provide an additional increase for first-year specialists. These increases are additional to the \$5900 annual step increase senior doctors receive until they reach the top of the 15-step pay scale.
- In addition, a \$40 million fund is proposed for distribution to senior doctors in recognition of the value of their work and to support the workforce.
- In addition, a \$40 million fund is proposed for distribution to senior doctors in recognition of the value of their work and to support the workforce.

Nurses:

- The average salary for both Senior and Registered Nurses is \$125,662, which includes overtime, a professional development allowance and penal rates. Under the offer, nurses on the top step would have had a 2 percent increase in June 2025 - an extra \$2135 per year - with another 1 percent increase in June next year.
- Under the June offer, a graduate nurse on \$75,773 would have received 2 percent

from 2 June 2025 – an extra \$1515 per year. A year later, their salary would have increased to \$83,317 – a total increase of \$7544 or \$145 per week. On 1 June 2026 they would have received an additional 1 percent increase, taking their salary to \$84,150. That's a total pay increase of \$8377, or 11 percent, by 1 June 2026.

Public v private sector:

- Public sector wages grew 2.8 percent in the year to June 2025
- Private sector wage growth was 2.3 percent in the year to June 2025

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Thursday, 16 October 2025 11:31 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: [IN-CONFIDENCE] RE: Social media stats

Thanks 9(2)(a) privacy, that's extremely helpful!

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Thursday, 16 October 2025 11:29 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: [IN-CONFIDENCE] RE: Social media stats

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[IN-CONFIDENCE]

Hi 9(2)(a)

In response to your Qs:

Q/ The number of students who will be disrupted on the day.

- Number of primary school students is 470k
- Number of composite school students (primary and secondary) is 70k
- Number of secondary students is 305k
- **Total number of students impacted by the strike would be 845k**

Note: the ministry does not have an accurate indication of the number of schools closing for instruction on 23 October, and we won't know with accuracy until after the strike. To qualify you could phrase as 'up to'.

Q/ Has there been an increase in teacher numbers in the last three years, and if so, how many?

Yes, significant growth has occurred in the number of trained primary and secondary teachers since 2019.

2019 Primary Teacher numbers – 35,251

2024 Primary Teacher numbers – 37,441

Growth – an additional 2,190 Primary teachers

2019 Secondary Teacher numbers – 26,513

2024 Secondary Teacher numbers – 28,740

Growth – an additional 2,227 Secondary teachers

Total additional teachers since 2019 is 4,417

- Based on the 2024 Teacher Demand and Supply Report. See attached spreadsheet. 2025 figures will be available early next year.

Q/ In terms of teacher numbers, how are we sitting historically? Are we at peaks, or have there been higher numbers in the past?

There are more trained primary and secondary teachers in our education system than ever before.

Further detail is available here:

[A3-TDS24-National-picture.pdf](#)

[2024 Teacher Demand and Supply Planning Projection](#)

And here is additional information I shared previously with Pete. This has been fact checked. The \$10 million lost wages figure is based on union membership rates for primary and secondary teachers.

I must express my disappointment at the primary & secondary teachers' union rejection of the recent 4.7% pay offer and the decision to take strike action, timed on the eve of Labour Day long weekend, Thursday 23rd October.

On that day, strike action will directly impact the learning of over 800,000 students across the country. This action will also impact parents and caregivers, many of whom will have to take time off work to look after their children, adding stress for many on what should be the start of a relaxing long weekend.

It's also fair to say this action also deeply impacts the teachers, principals and support workers who will each forfeit a day's pay to participate in the 23 October strike. On the day, the average teacher will lose \$260 from their pay packet and the average principal \$460 for taking part in the strike action.

That's less money for teachers to pay their mortgage or rent, for groceries or for other essentials. Taken together, this amounts to over \$10 million dollars of lost wages for teachers who are union members, their families – and our local communities.

It's also important to remember that while the educators of New Zealand will lose a day's pay to show solidarity in support of their unions claims, the union advocates themselves suffer no consequence at all and continue to be paid during the strike. The union advocates lose nothing, and it is the teachers who pay the price.

Ngā mihi nui,

9(2)(a) privacy, 9(2)(g)(ii) harassment

DDI 9(2)(a) privacy | Mobile 9(2)(a) privacy

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All regular teachers

Source https://www.educationcounts.govt.nz/_data/assets/excel_doc/0017/215720/Regular-teachers-headcount-2004-2024.xlsx

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Primary	30109	30100	30268	30609	31092	31305	31468	31193	31352	32276	32754	32942	33360	33873	34566	35251	35846	36254	36037	36298	37441
Secondary	23660	24499	24804	25261	25378	25114	25351	25454	25498	25418	25470	25584	25707	25878	26239	26513	26856	27403	27702	28236	28740
Total	53769	54599	55072	55870	56470	56419	56819	56647	56850	57694	58224	58526	59067	59751	60805	61764	62702	63657	63739	64534	66181

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Primary	-0.03%	0.56%	1.13%	1.58%	0.69%	0.52%	-0.87%	0.51%	2.95%	1.48%	0.57%	1.27%	1.54%	2.05%	1.98%	1.69%	1.14%	-0.60%	0.72%	3.15%
Secondary	3.55%	1.24%	1.84%	0.46%	-1.04%	0.94%	0.41%	0.17%	-0.31%	0.20%	0.45%	0.48%	0.67%	1.40%	1.04%	1.29%	2.04%	1.09%	1.93%	1.78%
Total	1.54%	0.87%	1.45%	1.07%	-0.09%	0.71%	-0.30%	0.36%	1.48%	0.92%	0.52%	0.92%	1.16%	1.76%	1.58%	1.52%	1.52%	0.13%	1.25%	2.55%

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)(ii)
Subject: RE: [IN-CONFIDENCE] RE: Fact check for latest social media tiles
Date: Monday, 20 October 2025 1:24:00 pm
Attachments: [image001.png](#)

Thank you, yes.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 1:17 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: [IN-CONFIDENCE] RE: Fact check for latest social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

[IN-CONFIDENCE]

Thank you 9(2)(a) privacy.

9(2)(a) – is this all the information/confirmation you need?

Ngā mihi nui,
9(2)(a) privacy, 9(2)(g)(ii) harassment

DDI 9(2)(a) privacy | Mobile 9(2)(a) privacy

1 The Terrace, Wellington. Level 14
out of scope

[education.govt.nz](https://www.education.govt.nz)

He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga
We shape an education system that delivers equitable and excellent outcomes



From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, 20 October 2025 1:09 pm

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: Fact check for latest social media tiles

[IN-CONFIDENCE]

Kia ora 9(2)(a)
privacy

I have checked the facts in the education tiles – the tiles are fine but the statement underneath - *This is on top of the highest number of Primary and Secondary Teachers ever, at over 65,000* is only true if you exclude short-term relievers (based on the data on Education Counts) and also Ed Counts only reports back to 2004, so I have no way to fact check earlier than 2004.

Ngā mihi

9(2)(a)
privacy,
9(2)(g)
(ii)
harass
DDI 9(2)(a) privacy | Mobile 9(2)(a) privacy

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, 20 October 2025 12:10 pm

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: FW: Fact check for latest social media tiles

[IN-CONFIDENCE]

Kia ora 9(2)(a)
privacy,

Can you please fact-check the attached social media tiles from PSC please?

Ngā mihi nui,

9(2)(a) privacy, 9(2)(g)(ii) harassment

DDI 9(2)(a) privacy | Mobile 9(2)(a) privacy

1 The Terrace, Wellington, Level 14

out of scope

[education.govt.nz](https://www.education.govt.nz)

He mea tārai e mātou te mātauranga kia rangatira ai, kia mana taurite ai ōna huanga

We shape an education system that delivers equitable and excellent outcomes



From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, 20 October 2025 11:43 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Fact check for latest social media tiles

Hi both,

Hoping you can both help with fact checking the attached (Tile slide 1 for Education and Tile slide 2 for Health)?

This information has either been taken from what we have been provided, or from what has been published on your respective websites.

Noting, this approach has not yet been confirmed, but we are keen to get a fact check now so as not to hold up any next step.

Thanks,

9(2)
(a)

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From: 9(2)(a)
To: 9(2)(a)
Cc: 9(2)(a)
Subject: RE: Fact check for latest social media tiles
Date: Monday, 20 October 2025 2:10:00 pm

Perfect.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 2:06 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Fact check for latest social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Yes that would be great cheers

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 2:02 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Fact check for latest social media tiles

Thanks 9(2)(a)
privacy

So if we add 'when including annual progression' to the end of Grad Nurses tile, that would work?

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 1:52 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: FW: Fact check for latest social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hi 9(2)(a) the grad nurse one includes pay progression which I think should be flagged (as it is in the teacher one.) The middle tile reads a bit oddly I think? Maybe better to say :“Senior nurses would get \$3,224 by June 2026 on top of their \$106,739 salary, a 2% increase.”

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, 20 October 2025 11:43 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Fact check for latest social media tiles

You don't often get email from 9(2)(a) privacy, 9(2)(g)(ii) harassment [Learn why this is important](#)

Hi both,

Hoping you can both help with fact checking the attached (Tile slide 1 for Education and Tile slide 2 for Health)?

This information has either been taken from what we have been provided, or from what has been published on your respective websites.

Noting, this approach has not yet been confirmed, but we are keen to get a fact check now so as not to hold up any next step.

Thanks,

9(2)(a)

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From: 9(2)(a)
To: 9(2)(a)
Subject: RE: Stats request re IA
Date: Monday, 20 October 2025 11:45:00 am
Attachments: [image001.png](#)

Thank you!

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 11:43 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Stats request re IA

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hi 9(2)(a)

The March 2022 number is 25,881.9 FTE.

Increase from March 2022 – March 2025 is 3,696.6 FTE.

Ngā mihi,

9(2)(a) privacy, 9(2)(g)(ii) harassment



Health New Zealand | Te Whatu Ora

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 11:05 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Stats request re IA

Hi 9(2)(a) privacy,

Is there any chance we can get the change in nurses from 2022, an additional year to what you have below?

Thanks,

9(2)
(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Thursday, 16 October 2025 11:36 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: Stats request re IA

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hi 9(2)
(a) in regard to your questions please see the below.

- The number of patients affected by the IA? Whether that be surgeries, procedures, appointments, clinics etc?

It is estimated that the planned strike action will impact more than 6,000 patients, including the postponement of more than 900 elective admissions, 1,300 first specialist appointments and more than 2,300 follow-up appointments.

- Has there been any increase in the number of nurses in the last three years? If so, by how many?
- How are nursing levels sitting historically? Are we at the highest peak we are at?

There are now more nurses working in our hospitals than ever before, with over 35,000 nurses across the country.

In the two years to March 2025, our nursing FTE increased by over 3,000, turnover has dropped from 13.3% to 8.2% and our vacancy rate is now at a six-year low of 3.6%.

Ngā mihi,

9(2)(a) privacy, 9(2)(g)
(ii) harassment



Health New Zealand | Te Whatu Ora

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Thursday, 16 October 2025 11:30 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: Stats request re IA

Hey 9(2)(a) privacy are you able to help 9(2)(a) with this? Sorry just seen it and heading into several hours of meetings.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Thursday, 16 October 2025 10:41 am

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Stats request re IA

You don't often get email from 9(2)(a) privacy, 9(2)(g)(ii) harassment [Learn why this is important](#)

Hey 9(2)(a) privacy,

Jumping over partly to help the PSC team on the IA work (hence the different email address).

Was hoping you may be able to assist with some stats we could use:

- The number of patients affected by the IA? Whether that be surgeries, procedures, appointments, clinics etc?
- Has there been any increase in the number of nurses in the last three years? If so, by how many?
- How are nursing levels sitting historically? Are we at the highest peak we are at?

Hopefully pretty straightforward, but happy for a chat if you need it – 9(2)(a) privacy

9(2)(a)

.....
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Statement of confidentiality: This email message and any accompanying

PDF PACK C

Please find enclosed the following documents included in **PDF Pack C**:

Item	Date	Document Description	Decision
1C	17 October 2025	External email from DPMC to the Prime Minister's Office attaching tiles. Includes final draft of the Communications Plan	Released in part
2C	20 October 2025	External email from DPMC to the Prime Minister's Office attaching second set of tiles.	Released in part
3C	20 October 2025	External email from Hon Judith Collins' Office seeking clarification on facts included in the tiles	Released in part
4C	21 October 2025	External messages between the Commission and Hon Judith Collins' Office advising tiles have gone live	Released in part
5C	21 October 2025	External email from Hon Judith Collins' Office seeking clarification on facts included in the tiles	Released in part
6C	14 October 2025	External email advising Hon Judith Collins' Office of an updated Communications Strategy	Released in part

From: 9(2)(a) privacy,
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: [UNCLASSIFIED] FYI: PSC communications planning - upcoming industrial action
Date: Friday, 17 October 2025 1:31:25 pm
Attachments: [image002.png](#)
[Tiles for weekend 17-19 October 2025 PF.docx](#)
[Industrial Action October 2025 A3 Landscape V2 14 Oct.pdf](#)

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

[UNCLASSIFIED]

Hi 9(2)(a) privacy, and team

out of scope

FYI, attached are the first two social media tiles for the PSC social media campaign that will start Sunday.

The revised communications plan has had some wording updates and also includes the most up-to-date runsheet of planned events on page 2.

Feel free to contact me while 9(2)(a) is away.

Ngā mihi

9(2)(a) privacy,

9(2)(a) privacy,
9(2)(g)(ii) harassment

M 9(2)(a) privacy



E 9(2)(a) privacy, 9(2)(g)(ii) harassment



**DEPARTMENT OF THE
PRIME MINISTER AND CABINET**
TE TARI O TE PIRIMIA ME TE KOMITI MATUA

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Tiles and copy for weekend of 17-19 October 2025

TILE	COPY
<hr/> <p>Strike action on 23 October will disrupt medical and education services</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>This coming Thursday more than 845,000 students will miss out on class time, and over 6,000 patients will miss appointments and procedures for their health.</p> <p>Genuine offers have been made and the opportunity to bargain remains open.</p> <p>Find out more at PSC WEBSITE</p>
<hr/> <p>Genuine offers have been made and the opportunity to bargain remains open.</p>  <p>Te Kāwanatanga o Aotearoa New Zealand Government</p>	<p>Despite best efforts, unions have chosen industrial action over continuing to talk at the table, disrupting thousands of patients and hundreds of thousands of students.</p> <p>The commitment to bargaining remains firm. Resolution can only be achieved through constructive dialogue—not disruption.</p> <p>Unions need to return to the table.</p> <p>Find out more at PSC WEBSITE</p>

Supporting the Government’s response to upcoming coordinated strike action – Draft Communications strategy

Strategy

Led by the Commission, we will coordinate a public sector wide social media and traditional media communications response to the strike, in the lead up, on the day and days after.

The Commissioner will provide the overarching public sector system narrative and speak to industrial relations as a whole.

In addition each impacted agency will proactively put their case to the public detailing their offer and why it is fair and reasonable and what they have done to try and avoid this situation.

All agencies’ communications will be coordinated, sequenced and use consistent messaging.

9(2)(j) prejudice to negotiations

Approach

9(2)(j) prejudice to negotiations

9(2)(j) prejudice to negotiations

Social media

We will use targeted (paid) social media to reach audiences affected by the strikes as well as the wider public. In addition to our overarching narrative these will:

- Reinforce the Commissioner and agencies want to resolve bargaining through negotiation not strikes

9(2)(j) prejudice to negotiations

Roles and Responsibilities

Agency	Role and Responsibility	Spokesperson
Public Service Commission	System lead	Sir Brian Roche – Public Service Commissioner
Public Service Commission and Ministry of Education	Negotiations with NZEI and PPTA for teachers and principals	Sir Brian Roche – Public Service Commissioner
Ministry of Education	Negotiations with NZEI for field staff and support workers	9(2)(a) privacy, 9(2)(g)(ii) harassment [Redacted]
Health NZ	Negotiations with ASMS Senior Doctors, NZNO nurses, PSA nurses, PSA allied health workers	9(2)(a) privacy, 9(2)(g)(ii) harassment [Redacted]
Fire and Emergency NZ	Negotiations with NZPFU firefighters	9(2)(a) privacy, 9(2)(g)(ii) harassment [Redacted]
Department of Corrections	Negotiations with NZNO nurses	9(2)(a) privacy, 9(2)(g)(ii) harassment [Redacted]

Key Messages and social media

Commissioner overarching narrative

- My thoughts are with all those people affected by these strikes – everyone who has missed out on healthcare or learning.
- We've made genuine offers and continue to bargain in good faith. It's disheartening that unions appear unwilling to settle at this time, even when progress remains possible.
- I'm sorry to tell New Zealanders it's clear the unions are clearly intent on this strike regardless of any offer we make.
- We are still ready to bargain and I invite the unions to join us.
- Strikes have historically been a way for unions and employees to express their concerns. We've already heard those concerns and have responded with improved offers. It's unclear what more the unions are seeking.
- It makes me question why the majority of the private sector can resolve these issues and meet employees demands without striking but the public sector can't.
- I respect the right to strike, but I have concerns about impact of different unions taking joint action at the same time which can only severely disrupt the lives of so many people on multiple fronts.
- All those who are participating in the strikes will not be paid for the duration they are away from work.
- This strike is regrettable, and we know it will affect many people. But our respect for the public service workforce has not changed. We are still ready to talk, and hopeful that we can find a way forward together.
- I recognise the pressures many are facing, and we've made genuine efforts to respond with fair and reasonable offers.
- Our commitment to constructive bargaining remains firm, and we continue to seek solutions that recognise the contributions of our workforce while ensuring the sustainability of public services.

Sample preliminary social media posts

Note posts will be accompanied with infographics / tiles etc

Overarching Messages

- Strikes hurt the very people public servants are here to serve. Let's choose negotiation over escalation.
- We respect our public service workforce and remain at the table, ready to talk.
- In challenging economic times, pay settlements must be both fair and fiscally responsible.
- We're committed to finding solutions that respect workers and taxpayers alike.

Public vs Private Sector Pay Growth

- Public sector pay has kept pace with inflation more than the private sector. (infographic)

Health Sector

- Strikes are stopping people from getting the healthcare they deserve. Patients must come first.
- We value our healthcare workers, ongoing strikes are delaying vital care for New Zealanders. We must find a resolution that puts patients first.
- Health sector pay has seen significant increases - well above inflation. (infographic)

Education Sector

- Industrial action affects not just classrooms, but also the wellbeing of students and working parents. Let's work together to find a solution.
- The current offer to teachers includes up to a 4.7% increase within 12 months
- 66% of trained primary teachers would earn a base salary of \$100K+ within a year of this offer being accepted.
- Teachers have received an average 14.5% pay increase over the last five years. The current offer is strong and fair. (infographic)

Firefighters

- The offer to firefighters includes a 5.1% pay increase over three years and enhanced allowances. (infographic)
- We're committed to supporting our emergency responders responsibly.

Communications Runsheet

Date	Product	Responsible	To cover	
Wed 15 Oct	PR Social media Paid media	Fire and Emergency NZ	Public information campaign	FENZ, Health NZ & MOE public information campaign -Social and trad media
Thurs 16 Oct	PR	Health NZ	PR: “ Planned strike action to impact thousands of patients ”	
Thurs 16 Oct	LinkedIn post	FENZ CE		
Fri 17 Oct	FIRE FIGHTERS STRIKE			
Fri 17 Oct	PR	FENZ	Disappointed, risk to communities, continue to be ready to bargain	
Fri 17 Oct	Media interviews	FENZ	Disappointed, risk to communities, continue to be ready to bargain	
Sun 19 Oct	Public Sector social media	Public Service Commission	Overarching narrative and infographics	
Monday 20 Oct	PR	HealthNZ or MOE	Disappointed, fair and responsible offers, negotiation, not escalation.	
Monday 20 Oct	Public Sector social media	Public Service Commission	Overarching narrative and infographics	
Tues 21 Oct	PR	Ministry of Education (TBC)	Disappointed, fair and responsible offers, negotiation, not escalation.	
	Public Sector social media	Public Service Commission	Overarching narrative and infographics	
Weds 22 Oct	PR	Sir Brian Roche	PR: “Strike will cause widespread disruption”	
	Public Sector social media	Public Service Commission	Overarching narrative and infographics	
Thurs 23 Oct	COMBINED UNION STRIKE			
	Potential media	Sir Brian Roche	Disappointed, fair and responsible offers, negotiation, not escalation.	
Fri 24 Oct	Media interviews & pre-record media grabs	Sir Brian Roche	Time to return to the bargaining table – only negotiation can resolve this.	
	Public Sector social media	Public Service Commission	Used to push Sir Brian’s PR	
Tues 28 October	CTU Iwi Chairs – Day of Solidarity			

This is an indicative plan and will be updated.
Action will be sequenced around Ministers as needed

Item 2C

From: 9(2)(a) privacy,
To: 9(2)(a) privacy, 9(2)(g)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: [UNCLASSIFIED] Re: PSC communications planning - upcoming industrial action
Date: Monday, 20 October 2025 7:13:33 pm
Attachments: [image002.png](#)

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Evening 9(2)(a) privacy, and team

FYI below are the new PSC social media tiles which will go live from 6am Tuesday morning and finish Wednesday at 9pm.

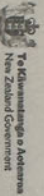
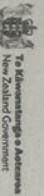
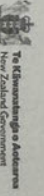
The tiles and numbers have been fact checked by Health NZ and MOE, and been through PSC's legal and integrity team.

Cheers

9(2)(a) privacy,

Tile slide 1

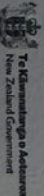
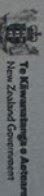
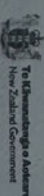
Find out more about this Thursday's strike action, and the pay offers, below.

<p>The offer included a</p> <p>4.7%</p> <p>pay increase for trained primary and secondary teachers who are on the top pay scale within 12 months</p> <p> Te Kaitiaki Take Kōwhiri New Zealand Government</p>	<p>of all trained Secondary Teachers would've seen their base salary increase to \$107,886 within 12 months</p> <p>70%</p> <p> Te Kaitiaki Take Kōwhiri New Zealand Government</p>	<p>of all trained Primary Teachers would've been on a base salary of at least \$100,000 on ratification of offer</p> <p>66%</p> <p> Te Kaitiaki Take Kōwhiri New Zealand Government</p>
--	--	---

Learn more link to the PSC Website

Tile slide 2

Find out more about this Thursday's strike action, and the pay offers, below.

<p>Graduate nurses would've seen an</p> <p>11%</p> <p>increase to their salaries on their one-year anniversary, an extra \$8,377 when including annual progression</p> <p> Te Kaitiaki Take Kōwhiri New Zealand Government</p>	<p>Senior nurses would've received</p> <p>\$3,224</p> <p>by June 2026 on top of their \$106,739 salary, a 2% increase</p> <p> Te Kaitiaki Take Kōwhiri New Zealand Government</p>	<p>Nurse Practitioners would've been eligible to receive up to</p> <p>\$6,000</p> <p>for a Professional Development Allowance each year</p> <p> Te Kaitiaki Take Kōwhiri New Zealand Government</p>
--	---	---

Learn more link to the PSC Website

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 3:37:48 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Re: PSC communications planning - upcoming industrial action

Thank you, 9(2)(a) privacy, .

Get [Outlook for iOS](#)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

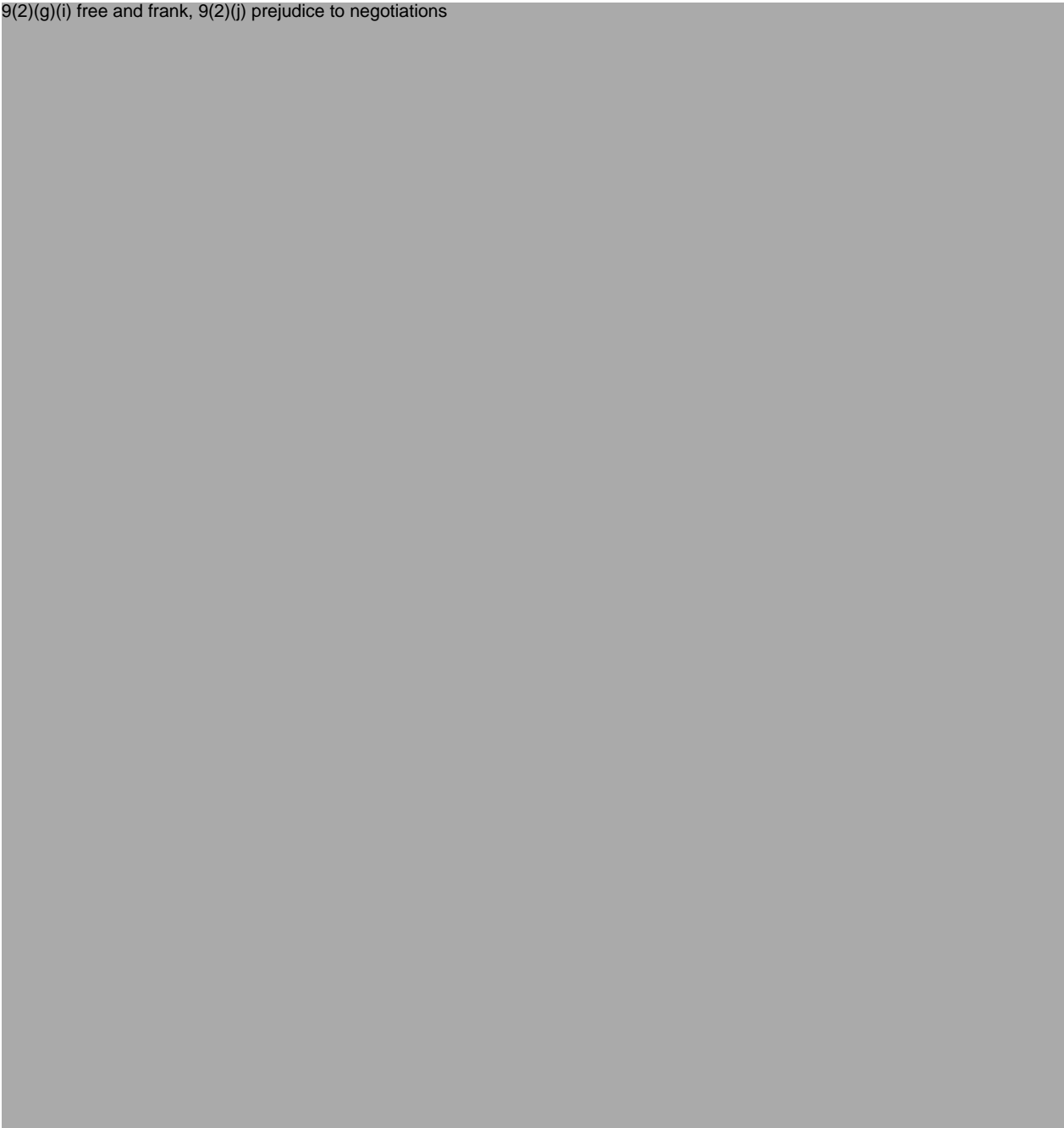
Sent: Monday, October 20, 2025 3:08:49 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment


Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: RE: PSC communications planning - upcoming industrial action


9(2)(g)(i) free and frank, 9(2)(j) prejudice to negotiations



9(2)(g)(i) free and frank, 9(2)(j) prejudice to negotiations



out of scope



From: 9(2)(a) privacy,
To: 9(2)(a) privacy, 9(2)(g)(ii)
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Re: Social media tiles
Date: Monday, 20 October 2025 7:55:27 pm

Thanks for the confirmation 9(2)(a) privacy, .

9(2)(a) privacy,

Get [Outlook for iOS](#)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, October 20, 2025 7:30:58 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Re: Social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

So does that mean the open letter is incorrect?

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, October 20, 2025 7:25 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Social media tiles

All good with the tiles See below...

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 6:28 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Fw: Social media tiles

Hi 9(2)(a) privacy,

9(2)(a) privacy has come back to us querying a couple of the numbers. Please see below.

We have checked these tiles with Education. Can you please take a look and give 9(2)(a) privacy and I an explanation and/or assurance that the tiles are correct.

Thanks

9(2)(g)(ii) harassmen

Get [Outlook for iOS](#)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 6:23:57 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Re: Social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hi 9(2)(g)(ii) harassmen

Just wanted to query the third tile re primary school teachers. The open letter says “66 percent will be paid a base salary of at least \$100,000 *within 12 months of ratification*” and the socials tile says “on ratification”. It would be good to clarify which is correct please. **It is on ratification – per the tile**

Also noting that the open letter uses a couple of different figures around secondary teachers and nurses. They look like they’re talking about slightly different things but just keen to double check those figures are right.

- Letter says “The average salary for both Senior and Registered Nurses is \$125,662, which includes overtime, a professional development allowance and penal rates.”. The socials tile uses a different number- which I assume doesn’t include the overtime, professional development allowance and penal rates. **Correct – the figure in the tile is a straight salary figure**
- Letter says “The latest offer to secondary teachers means 76 percent will be paid a base salary of at least \$100,000 from 29 October 2025” vs 70% earning \$107,886 within 12 months in the socials tiles. **Yes – reflects the smaller percentage that are (or will be) on the top step after a year – top step would be valued 107,886**

Thanks

9(2)(a)
privacy

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 5:48 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Social media tiles

Hi 9(2)(a)
privacy

FYI - Here are the social media tiles which will go live from 6am Tuesday morning and finish Wednesday at 9pm.

The tiles and numbers have been fact checked by HealthNZ and MOE.

Our legal and integrity team has also reviewed.

Any questions, let me know.

Thanks

9(2)(g)(ii)
harassme

.....
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.....
Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

2025 10 21 - Texts between [redacted] (PSC) [redacted] (Office of Hon Judith Collins) and [redacted] (PSC)



From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)
Cc: 9(2)(a) privacy, 9(2)(g)(ii)
Subject: RE: Social media tiles
Date: Tuesday, 21 October 2025 10:24:34 am
Attachments: [image001.jpg](#)

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Thanks – could you please confirm whether you are updating the tiles or if we should update the line used in the open letter (already published) and the PR (going out tomorrow)?

Thanks

9(2)
(a)



9(2)(a) privacy, 9(2)(g)(ii) harassment | Office of Hon Judith Collins KC MP
Member of Parliament for Papakura
Attorney-General | Minister of Defence | Minister for Digitising Government | Minister for the Public Service | Minister Responsible for the GCSB | Minister Responsible for the NZSIS | Minister for Space
Mobile: 9(2)(a)
Email: 9(2)(a) privacy, 9(2)(g)(ii) Website: www.Beehive.govt.nz
Private bag 18041, Parliament Buildings, Wellington 6160, New Zealand

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Tuesday, 21 October 2025 9:13 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Social media tiles

FOLLOW UP – PRIMARY TEACHERS

The solution on the primary teachers slide is for the final sentence to read “**within 12 months**”. This is slightly underselling the primary teacher offer, but is still true, and in line with the open letter.

The key numbers are – 66% of primary teachers on at least 100k within 12 months

I have discussed with 9(2)(a) to agree this.

Thanks

9(2)(a)

From: 9(2)(a)
Sent: Monday, 20 October 2025 7:24 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Social media tiles
Importance: High

All good with the tiles See below...

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Monday, 20 October 2025 6:28 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Fw: Social media tiles

Hi 9(2)(a)
privacy

9(2)(a) has come back to us querying a couple of the numbers. Please see below.

We have checked these tiles with Education. Can you please take a look and give 9(2)(a) and I an explanation and/or assurance that the tiles are correct.

Thanks

9(2)(g)
(ii)

Get [Outlook for iOS](#)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 6:23:57 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Re: Social media tiles

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Hi 9(2)(g)
(ii)

Just wanted to query the third tile re primary school teachers. The open letter says “66 percent will be paid a base salary of at least \$100,000 *within 12 months of ratification*” and the socials tile says “on ratification”. It would be good to clarify which is correct please. **It is on ratification – per the tile**

Also noting that the open letter uses a couple of different figures around secondary teachers and nurses. They look like they’re talking about slightly different things but just keen to double check those figures are right.

- Letter says “The average salary for both Senior and Registered Nurses is \$125,662, which includes overtime, a professional development allowance and penal rates.”. The socials tile uses a different number- which I assume doesn’t include the overtime, professional development allowance and penal rates. **Correct – the figure in the tile is a straight salary figure**
- Letter says “The latest offer to secondary teachers means 76 percent will be paid a base salary of at least \$100,000 from 29 October 2025” vs 70% earning \$107,886 within 12 months in the socials tiles. **Yes – reflects the smaller percentage that are (or will be) on the top step after a year – top step would be valued 107,886**

Thanks

9(2)
(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Sent: Monday, October 20, 2025 5:48 PM

To: 9(2)(a) privacy, 9(2)(g)(ii) harassment

Subject: Social media tiles

Hi 9(2)
(a)

FYI - Here are the social media tiles which will go live from 6am Tuesday morning and finish Wednesday at 9pm.

The tiles and numbers have been fact checked by HealthNZ and MOE.

Our legal and integrity team has also reviewed.

Any questions, let me know.

Thanks

9(2)(g)
(ii)

.....
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.....
Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

From: 9(2)(a) privacy,
To: 9(2)(a)
Cc: 9(2) 9(2)(a) privacy,
Subject: 9(2)(a) 9(2)(g)(ii) FW: [UNCLASSIFIED] FW: PSC communications planning - upcoming industrial action
Date: Tuesday, 14 October 2025 7:41:59 pm
Attachments: 9(2)(g)(i) free and frank
out of scope

Hi 9(2)(a) privacy.

We have been working at pace with DPMC today to update the Industrial Action Comms Plan with social media activity.

Attached is the comms plan that has gone to PMO this evening through DPMC. 9(2)(g)(i) free and frank

[REDACTED]

[REDACTED]

[REDACTED]

out of scope

[REDACTED]

I believe 9(2)(a) privacy, 9(2)(g)(ii) has been in contact with 9(2)(a) privacy, in regards to this throughout the day.

Any questions, let me know.

Thanks

9(2)(g)(ii) harassmen

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Tuesday, 14 October 2025 7:06 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
[REDACTED]
[REDACTED]
Subject: [UNCLASSIFIED] FW: PSC communications planning - upcoming industrial action

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

[UNCLASSIFIED]

Hi 9(2)(a) privacy,

Good to chat earlier today (and that's a missed call from me). Attached is the updated PSC

communications plan regarding the upcoming industrial action. Key updates focus on the targeted PSC social media campaign that will launch later this week.

Of note:

- PSC social media messaging will focus on stating the govt's position in negotiations, the fairness of the offers, encouraging unions back to the table, and that New Zealander's are being deprived of essential service.
- Sector agencies (Health, Education and FENZ) will run parallel social media messaging focusing on essential services (what services will be disrupted and where, and what alternatives are available to the public).
- PSC will provide PMO/Mins an updated social media pack containing developed social media tiles – these will be provided regularly (daily to begin with) ahead of publication.
- PSC intend to produce a daily metrics dashboard across all government socials looking at message reach and resonance over the previous 24 hours (this will be explored tomorrow).

I'll be attending a PSC-led social media/comms meeting tomorrow where more tactical planning will be discussed, and an update will follow.

Ngā mihi,

9(2)(a) privacy,
9(2)(g)(ii)

The information contained in this email message is for the attention of the intended recipient only and is not necessarily the official view or communication of the Department of the Prime Minister and Cabinet. If you are not the intended recipient you must not disclose, copy or distribute this message or the information in it. If you have received this message in error, please destroy the email and notify the sender immediately.

PDF PACK D

Please find enclosed the following documents included in **PDF Pack D**:

Item	Date	Document Description	Decision
1D	17 October 2025	Internal email seeking maximum approval of spend	Released in part
2D	24 October 2025	External email from Hon Judith Collins' office clarifying total spend	Released in part
3D	18 October 2025 – 23 October 2025	Invoices with Meta	Released in part

Notes:

5. Item 1D: Please note, the funding approval sought in Item 1D was only granted on the basis that it would be recovered from the relevant agencies (e.g., Health New Zealand and the Ministry of Education). The amount was underwritten but never budgeted for.

From: 9(2)(a)
To: 9(2)(a) privacy, 9(2)(g)(ii)
Cc: 9(2)(g)(ii)
Subject: RE: Budget request: Social Media Boosting Budget Proposal - Coordinated Strikes Communications
Date: Friday, 17 October 2025 9:22:40 am
Attachments: [image002.png](#)
[image003.png](#)
[image004.png](#)

Thanks 9(2)(a) – we should absolutely recover this. We should prepare a letter to go from Brian to the relevant agencies.

But yes in the meantime I can underwrite \$5k.

I think we have a good process in place to ensure compliance with the advertising guidance and political neutrality obligations with the twice daily stand ups (with all key people present) and 9(2)(a) privacy and I doing the final sign off.

Thanks,

9(2)(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, 17 October 2025 9:13 am
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: Budget request: Social Media Boosting Budget Proposal - Coordinated Strikes Communications

Hi 9(2)(a) privacy, 9(2)(g)(ii)
I'm ok with this, but don't have the \$10k in by budget.
I think we should try to recover this from the agencies if possible.
In the mean time 9(2)(a), would you be able to underwrite half of this with me (so up to \$5k from each of our budgets) in case we don't manage to get any of it back from the agencies?
Also, my approval is on the basis of what we discussed at TMW yesterday that there is appropriate oversight of any posts that get boosted to ensure compliance with the advertising guidance.
Cheers
9(2)(a)

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Thursday, 16 October 2025 5:34 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: Budget request: Social Media Boosting Budget Proposal - Coordinated Strikes Communications

Hi 9(2)(a)

Seeking approval:

- **To spend up to \$10,000 to boost key social media posts.**
- **To use the Te Kawa Mataaho issued credit card in my name to pay for the boosted posts.**

To ensure effective visibility and engagement around the upcoming coordinated strikes, we propose allocating up to \$10,000 to boost key social media posts across the Commission's two primary channels - Facebook and Instagram. This investment will significantly enhance the reach of our communications, ensuring that target audiences including affected communities, stakeholders, and the general public receive timely and accurate information.

Boosting posts will allow us to:

- Increase visibility of critical updates and strike-related messaging.
- Target specific demographics and geographic areas most impacted.
- Amplify engagement and drive traffic to official resources.
- Maintain public trust through proactive and transparent communication.

This budget will be used strategically over the campaign period to support priority content and maximise impact primarily through our Facebook channel.

To ensure that we are following policies and guidance:

- The IES Team and Legal have reviewed the plan and have run an assessment to ensure that the Commission is in accordance with our policies and guidance. I will send you a copy of that assessment as soon as I receive it.
- All messaging will be reviewed and signed off by Legal, IES and two designated DCEs (as per 9(2)(a) privacy 9(2) email).

Accompanying documents:

- Industrial Action October 2025 - Draft comms plan
- Draft Social Media plan
- Draft PR - The Commissioner
- Social Media posts proposed for this weekend that are with legal and the Integrity Team for review. More to come on Monday.
- To come: IES Assessment

Please let me know if you need any further information to be able to consider this proposal.

Thanks

9(2)(g)(ii)
harassment

9(2)(g)(ii) harassment,
9(2)(a) privacy

9(2)(a) privacy, 9(2)(g)(ii) harassment

waea pūkoro: 9(2)(a) privacy | **īmēra:** 9(2)(a) privacy, 9(2)(g)(ii) harassment



Te Kawa Mataaho
Public Service Commission

www.publicservice.govt.nz | www.govt.nz



From: 9(2)(a)
To: 9(2)(g)(ii) 9(2)
Cc: 9(2)(g)(ii)
Subject: Re: FB ad costs
Date: Friday, 24 October 2025 2:02:41 pm

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

Ok, thank you.

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, October 24, 2025 1:51:45 PM
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Cc: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: RE: FB ad costs

Hi 9(2)(a)
privacy

The final amount is \$426.32. This number will not change as there are no ads running now.

Thanks

9(2)
(g)(ii)

From: PSC Media <media@publicservice.govt.nz>
Sent: Friday, 24 October 2025 1:37 pm
To: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Subject: FW: FB ad costs

From: 9(2)(a) privacy, 9(2)(g)(ii) harassment
Sent: Friday, October 24, 2025 12:37:02 AM (UTC+00:00) Monrovia, Reykjavik
To: PSC Media <media@publicservice.govt.nz>
Subject: FB ad costs

This email was sent from someone outside of Te Kawa Mataaho. Please take extra care.

The Minister will be on RNZ on Tuesday about the US trip but might also be asked about the strike. Could you please let me know if \$382.66 is still the most up to date number on the PSC ads and if this is expected to change before Tuesday.

Thanks

9(2)(a)
privacy

.....
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Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
19 Oct 2025, 13:28

Payment method
9(2)(a)
Reference number: 8SGEE55NL2

Transaction ID
24860804840274272-25214099601611456

Product type
Meta ads

Paid

NZ\$15.00 NZD

You're being billed because you've reached your NZ\$15.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$8.90
From 18 Oct 2025, 00:00 to 19 Oct 2025, 13:28		
Genuine Offers	1,426 Impressions	NZ\$8.90
23 Oct - Disruptions		NZ\$6.10
From 18 Oct 2025, 00:00 to 19 Oct 2025, 13:28		
Disruptions	782 Impressions	NZ\$6.10

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
19 Oct 2025, 17:17

Payment method
9(2)(a)
Reference number: Y8GNJ5ZML2

Paid

NZ\$16.00 NZD

Transaction ID
24862246190130137-24889791987375553

You're being billed because you've reached your NZ\$16.00 payment threshold.

Product type
Meta ads

Campaigns

23 Oct - Genuine Offers		NZ\$9.58
From 19 Oct 2025, 00:00 to 19 Oct 2025, 17:17		
Genuine Offers	1,342 Impressions	NZ\$9.58
23 Oct - Disruptions		NZ\$6.42
From 19 Oct 2025, 00:00 to 19 Oct 2025, 17:17		
Disruptions	925 Impressions	NZ\$6.42

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
19 Oct 2025, 22:54

Payment method
9(2)(a)
Reference number: 3HZTT5RML2

Transaction ID
24864393299915426-25025681793786574

Product type
Meta ads

Paid

NZ\$17.00 NZD

You're being billed because you've reached your NZ\$17.00 payment threshold.

Campaigns

23 Oct - Disruptions		NZ\$8.97
From 19 Oct 2025, 00:00 to 19 Oct 2025, 22:54		
Disruptions	937 Impressions	NZ\$8.97
23 Oct - Genuine Offers		NZ\$8.03
From 19 Oct 2025, 00:00 to 19 Oct 2025, 22:54		
Genuine Offers	1,063 Impressions	NZ\$8.03

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
20 Oct 2025, 06:20

Payment method
9(2)(a)
Reference number: RHTLE4VML2

Transaction ID
24999198219768267-24867610389593717

Product type
Meta ads

Paid

NZ\$19.00 NZD

You're being billed because you've reached your NZ\$19.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$11.11
From 19 Oct 2025, 00:00 to 20 Oct 2025, 06:20		
Genuine Offers	1,058 Impressions	NZ\$11.11
23 Oct - Disruptions		NZ\$7.89
From 19 Oct 2025, 00:00 to 20 Oct 2025, 06:20		
Disruptions	907 Impressions	NZ\$7.89

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
20 Oct 2025, 08:23

Payment method
9(2)(a)
Reference number: XRBMG55NL2

Transaction ID
25025738457114237-25000111093010313

Product type
Meta ads

Paid

NZ\$21.00 NZD

You're being billed because you've reached your NZ\$21.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$10.13
From 19 Oct 2025, 00:00 to 20 Oct 2025, 08:23		
Genuine Offers	877 Impressions	NZ\$10.13
23 Oct - Disruptions		NZ\$10.87
From 19 Oct 2025, 00:00 to 20 Oct 2025, 08:23		
Disruptions	1,286 Impressions	NZ\$10.87

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
20 Oct 2025, 11:16

Payment method
9(2)(a)
Reference number: N23KB69NL2

Transaction ID
25751635434524535-25026820037006079

Product type
Meta ads

Paid

NZ\$23.00 NZD

You're being billed because you've reached your NZ\$23.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$9.84
From 19 Oct 2025, 00:00 to 20 Oct 2025, 11:16		
Genuine Offers	1,117 Impressions	NZ\$9.84
23 Oct - Disruptions		NZ\$13.16
From 19 Oct 2025, 00:00 to 20 Oct 2025, 11:16		
Disruptions	1,791 Impressions	NZ\$13.16

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
21 Oct 2025, 06:37

Payment method
9(2)(a)
Reference number: JEEXD69NL2

Transaction ID
24995396100148480-25038730105815076

Product type
Meta ads

Paid

NZ\$25.00 NZD

You're being billed because you've reached your NZ\$25.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$10.21
From 20 Oct 2025, 00:00 to 21 Oct 2025, 06:37		
Genuine Offers	1,189 Impressions	NZ\$10.21
23 Oct - Disruptions		NZ\$11.73
From 20 Oct 2025, 00:00 to 21 Oct 2025, 06:37		
Disruptions	1,525 Impressions	NZ\$11.73
Details of offers - Health		NZ\$1.23
From 20 Oct 2025, 00:00 to 21 Oct 2025, 06:37		
Health offer	108 Impressions	NZ\$1.23
Details of offers - Education		NZ\$1.83
From 20 Oct 2025, 00:00 to 21 Oct 2025, 06:37		
Education offer	200 Impressions	NZ\$1.83

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
21 Oct 2025, 09:31

Payment method
9(2)(a)
Reference number: V33BP4DNL2

Transaction ID
24878672048487551-25010602465294509

Product type
Meta ads

Paid

NZ\$28.00 NZD

You're being billed because you've reached your NZ\$28.00 payment threshold.

Campaigns

Details of offers - Health		NZ\$12.59
From 19 Oct 2025, 00:00 to 21 Oct 2025, 09:31		
Health offer	1,398 Impressions	NZ\$12.59
Details of offers - Education		NZ\$15.33
From 19 Oct 2025, 00:00 to 21 Oct 2025, 09:31		
Education offer	2,004 Impressions	NZ\$15.33
23 Oct - Disruptions		NZ\$0.03
From 19 Oct 2025, 00:00 to 21 Oct 2025, 09:31		
Disruptions	4 Impressions	NZ\$0.03
23 Oct - Genuine Offers		NZ\$0.05
From 19 Oct 2025, 00:00 to 21 Oct 2025, 09:31		
Genuine Offers	7 Impressions	NZ\$0.05

Invoice/payment date
21 Oct 2025, 16:30

Payment method
9(2)(a)
Reference number: 5H3JS4DML2

Transaction ID
25093352767019480-25042874265400660

Product type
Meta ads

Paid

NZ\$31.00 NZD

You're being billed because you've reached your NZ\$31.00 payment threshold.

Campaigns

23 Oct - Disruptions		NZ\$0.02
From 20 Oct 2025, 00:00 to 21 Oct 2025, 16:30		
Disruptions	3 Impressions	NZ\$0.02
Details of offers - Health		NZ\$18.73
From 20 Oct 2025, 00:00 to 21 Oct 2025, 16:30		
Health offer	2,145 Impressions	NZ\$18.73
23 Oct - Genuine Offers		NZ\$0.01
From 20 Oct 2025, 00:00 to 21 Oct 2025, 16:30		
Genuine Offers	1 Impression	NZ\$0.01
Details of offers - Education		NZ\$12.24
From 20 Oct 2025, 00:00 to 21 Oct 2025, 16:30		
Education offer	1,404 Impressions	NZ\$12.24

Invoice/payment date
22 Oct 2025, 02:01

Payment method
9(2)(a)
Reference number: CDZ3R7HML2

Transaction ID
25003795652641858-24913492621672156

Product type
Meta ads

Paid

NZ\$34.00 NZD

You're being billed because you've reached your NZ\$34.00 payment threshold.

Campaigns

Details of offers - Health		NZ\$8.68
From 21 Oct 2025, 00:00 to 22 Oct 2025, 02:01		
Health offer	739 Impressions	NZ\$8.68
Details of offers - Education		NZ\$25.32
From 21 Oct 2025, 00:00 to 22 Oct 2025, 02:01		
Education offer	2,060 Impressions	NZ\$25.32

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
22 Oct 2025, 11:11

Payment method
9(2)(a)

Reference number: LWRGS4DNL2

Transaction ID
25051099587911461-24917511544603597

Product type
Meta ads

Paid

NZ\$37.00 NZD

You're being billed because you've reached your NZ\$37.00 payment threshold.

Campaigns

Details of offers - Education		NZ\$20.00
From 21 Oct 2025, 00:00 to 22 Oct 2025, 11:11		
Education offer	1,470 Impressions	NZ\$20.00
Details of offers - Health		NZ\$17.00
From 21 Oct 2025, 00:00 to 22 Oct 2025, 11:11		
Health offer	1,229 Impressions	NZ\$17.00

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
22 Oct 2025, 17:40

Payment method
9(2)(a)
Reference number: HVLCP55NL2

Transaction ID
25024011973953558-25053315431023210

Product type
Meta ads

Paid

NZ\$41.00 NZD

You're being billed because you've reached your NZ\$41.00 payment threshold.

Campaigns

Details of offers - Education		NZ\$15.26
From 22 Oct 2025, 00:00 to 22 Oct 2025, 17:40		
Education offer	1,495 Impressions	NZ\$15.26
Details of offers - Health		NZ\$25.74
From 22 Oct 2025, 00:00 to 22 Oct 2025, 17:40		
Health offer	2,009 Impressions	NZ\$25.74

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
23 Oct 2025, 08:56

Payment method
9(2)(a)
Reference number: 85KL56RML2

Transaction ID
24926199700401448-24917881401233286

Product type
Meta ads

Paid

NZ\$4.00 NZD

You requested this manual payment.

Campaigns

Details of offers - Health		NZ\$2.87
From 21 Oct 2025, 00:00 to 22 Oct 2025, 23:59		
Health offer	189 Impressions	NZ\$2.87
Details of offers - Education		NZ\$1.13
From 21 Oct 2025, 00:00 to 22 Oct 2025, 23:59		
Education offer	78 Impressions	NZ\$1.13

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
18 Oct 2025, 10:32

Payment method
9(2)(a)
Reference number: 63CKN5RML2

Transaction ID
25198978543123562-25007258568962230

Product type
Meta ads

Paid

NZ\$5.00 NZD

You're being billed because you've reached your NZ\$5.00 payment threshold.

Campaigns

23 Oct - Disruptions		NZ\$3.17
From 18 Oct 2025, 00:00 to 18 Oct 2025, 10:32		
Disruptions	241 Impressions	NZ\$3.17
23 Oct - Genuine Offers		NZ\$1.83
From 18 Oct 2025, 00:00 to 18 Oct 2025, 10:32		
Genuine Offers	103 Impressions	NZ\$1.83

Invoice/payment date
18 Oct 2025, 10:42

Payment method
9(2)(a)
Reference number: 7E4R4CMLL2

Transaction ID
25199052053116211-24977367805284642

Product type
Meta ads

Paid

NZ\$6.00 NZD

You're being billed because you've reached your NZ\$6.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$3.56
From 18 Oct 2025, 00:00 to 18 Oct 2025, 10:42		
Genuine Offers	200 Impressions	NZ\$3.56
23 Oct - Disruptions		NZ\$2.44
From 18 Oct 2025, 00:00 to 18 Oct 2025, 10:42		
Disruptions	163 Impressions	NZ\$2.44

Invoice/payment date
18 Oct 2025, 10:53

Payment method
9(2)(a)
Reference number: DPFK469NL2

Transaction ID
24977444798610276-25003178159370267

Product type
Meta ads

Paid

NZ\$7.00 NZD

You're being billed because you've reached your NZ\$7.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$4.97
From 18 Oct 2025, 00:00 to 18 Oct 2025, 10:53		
Genuine Offers	219 Impressions	NZ\$4.97
23 Oct - Disruptions		NZ\$2.03
From 18 Oct 2025, 00:00 to 18 Oct 2025, 10:53		
Disruptions	177 Impressions	NZ\$2.03

Invoice/payment date
18 Oct 2025, 11:12

Payment method
9(2)(a)
Reference number: 5PWH84VML2

Transaction ID
24865390129815747-25056329980721759

Product type
Meta ads

Paid

NZ\$8.00 NZD

You're being billed because you've reached your NZ\$8.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$4.30
From 18 Oct 2025, 00:00 to 18 Oct 2025, 11:12		
Genuine Offers	214 Impressions	NZ\$4.30
23 Oct - Disruptions		NZ\$3.70
From 18 Oct 2025, 00:00 to 18 Oct 2025, 11:12		
Disruptions	257 Impressions	NZ\$3.70

Invoice/payment date
18 Oct 2025, 11:47

Payment method
9(2)(a)
Reference number: MRR5E5ZML2

Transaction ID
24846564321698324-25007778022243618

Product type
Meta ads

Paid

NZ\$8.00 NZD

You're being billed because you've reached your NZ\$8.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$2.21
From 18 Oct 2025, 00:00 to 18 Oct 2025, 11:47		
Genuine Offers	95 Impressions	NZ\$2.21
23 Oct - Disruptions		NZ\$5.79
From 18 Oct 2025, 00:00 to 18 Oct 2025, 11:47		
Disruptions	322 Impressions	NZ\$5.79

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
18 Oct 2025, 13:18

Payment method
9(2)(a)
Reference number: HFVR84VML2

Transaction ID
24874583732229712-25728988443455901

Product type
Meta ads

Paid

NZ\$9.00 NZD

You're being billed because you've reached your NZ\$9.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$4.40
From 18 Oct 2025, 00:00 to 18 Oct 2025, 13:18		
Genuine Offers	247 Impressions	NZ\$4.40
23 Oct - Disruptions		NZ\$4.60
From 18 Oct 2025, 00:00 to 18 Oct 2025, 13:18		
Disruptions	290 Impressions	NZ\$4.60

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
18 Oct 2025, 15:22

Payment method
9(2)(a)
Reference number: VMD5569NL2

Paid

NZ\$10.00 NZD

Transaction ID
25005052202516196-24875452835476135

You're being billed because you've reached your NZ\$10.00 payment threshold.

Product type
Meta ads

Campaigns

23 Oct - Genuine Offers		NZ\$5.13
From 18 Oct 2025, 00:00 to 18 Oct 2025, 15:22		
Genuine Offers	273 Impressions	NZ\$5.13
23 Oct - Disruptions		NZ\$4.87
From 18 Oct 2025, 00:00 to 18 Oct 2025, 15:22		
Disruptions	414 Impressions	NZ\$4.87

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
18 Oct 2025, 18:31

Payment method
9(2)(a)
Reference number: SW4P5CMML2

Paid

NZ\$11.00 NZD

Transaction ID
25006808382340578-24849375424750547

You're being billed because you've reached your NZ\$11.00 payment threshold.

Product type
Meta ads

Campaigns

23 Oct - Genuine Offers		NZ\$6.40
From 18 Oct 2025, 00:00 to 18 Oct 2025, 18:31		
Genuine Offers	563 Impressions	NZ\$6.40
23 Oct - Disruptions		NZ\$4.60
From 18 Oct 2025, 00:00 to 18 Oct 2025, 18:31		
Disruptions	443 Impressions	NZ\$4.60

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
19 Oct 2025, 00:33

Payment method
9(2)(a)
Reference number: 8UFBA4VML2

Transaction ID
25062651883422902-25011635521857864

Product type
Meta ads

Paid

NZ\$12.00 NZD

You're being billed because you've reached your NZ\$12.00 payment threshold.

Campaigns

23 Oct - Disruptions		NZ\$6.58
From 18 Oct 2025, 00:00 to 19 Oct 2025, 00:33		
Disruptions	788 Impressions	NZ\$6.58
23 Oct - Genuine Offers		NZ\$5.42
From 18 Oct 2025, 00:00 to 19 Oct 2025, 00:33		
Genuine Offers	739 Impressions	NZ\$5.42

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
19 Oct 2025, 06:57

Payment method
9(2)(a)

Reference number: FWGSK4DML2

Transaction ID
24975654252122665-25210750438613039

Product type
Meta ads

Paid

NZ\$13.00 NZD

You're being billed because you've reached your NZ\$13.00 payment threshold.

Campaigns

23 Oct - Disruptions		NZ\$3.39
From 18 Oct 2025, 00:00 to 19 Oct 2025, 06:57		
Disruptions	448 Impressions	NZ\$3.39
23 Oct - Genuine Offers		NZ\$9.61
From 18 Oct 2025, 00:00 to 19 Oct 2025, 06:57		
Genuine Offers	935 Impressions	NZ\$9.61

Invoice/payment date
19 Oct 2025, 08:47

Payment method
9(2)(a)
Reference number: A524L4DML2

Transaction ID
24990557610632328-24876654195356007

Product type
Meta ads

Paid

NZ\$14.00 NZD

You're being billed because you've reached your NZ\$14.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$2.84
From 19 Oct 2025, 00:00 to 19 Oct 2025, 08:47		
Genuine Offers	455 Impressions	NZ\$2.84
23 Oct - Disruptions		NZ\$11.16
From 19 Oct 2025, 00:00 to 19 Oct 2025, 08:47		
Disruptions	933 Impressions	NZ\$11.16

Receipt for PSC Ads

Account ID 9(2)(a) privacy



Invoice/payment date
18 Oct 2025, 09:40

Payment method
9(2)(a) privacy

Reference number: L74GN5RML2

Transaction ID
24845703061784450-25055693710785386

Product type
Meta ads

Paid

NZ\$4.00 NZD

You're being billed because you've reached your NZ\$4.00 payment threshold.

Campaigns

23 Oct - Genuine Offers		NZ\$1.42
From 18 Oct 2025, 00:00 to 18 Oct 2025, 09:40		
Genuine Offers	56 Impressions	NZ\$1.42
23 Oct - Disruptions		NZ\$2.58
From 18 Oct 2025, 00:00 to 18 Oct 2025, 09:40		
Disruptions	109 Impressions	NZ\$2.58

Receipt for PSC Ads

Account ID: 9(2)(a) privacy



Invoice/payment date
18 Oct 2025, 10:10

Payment method
9(2)(a)
Reference number: VW7DD7HML2

Transaction ID
25727687796919299-24864967306524696

Product type
Meta ads

Paid

NZ\$8.41 NZD

You made this manual payment.

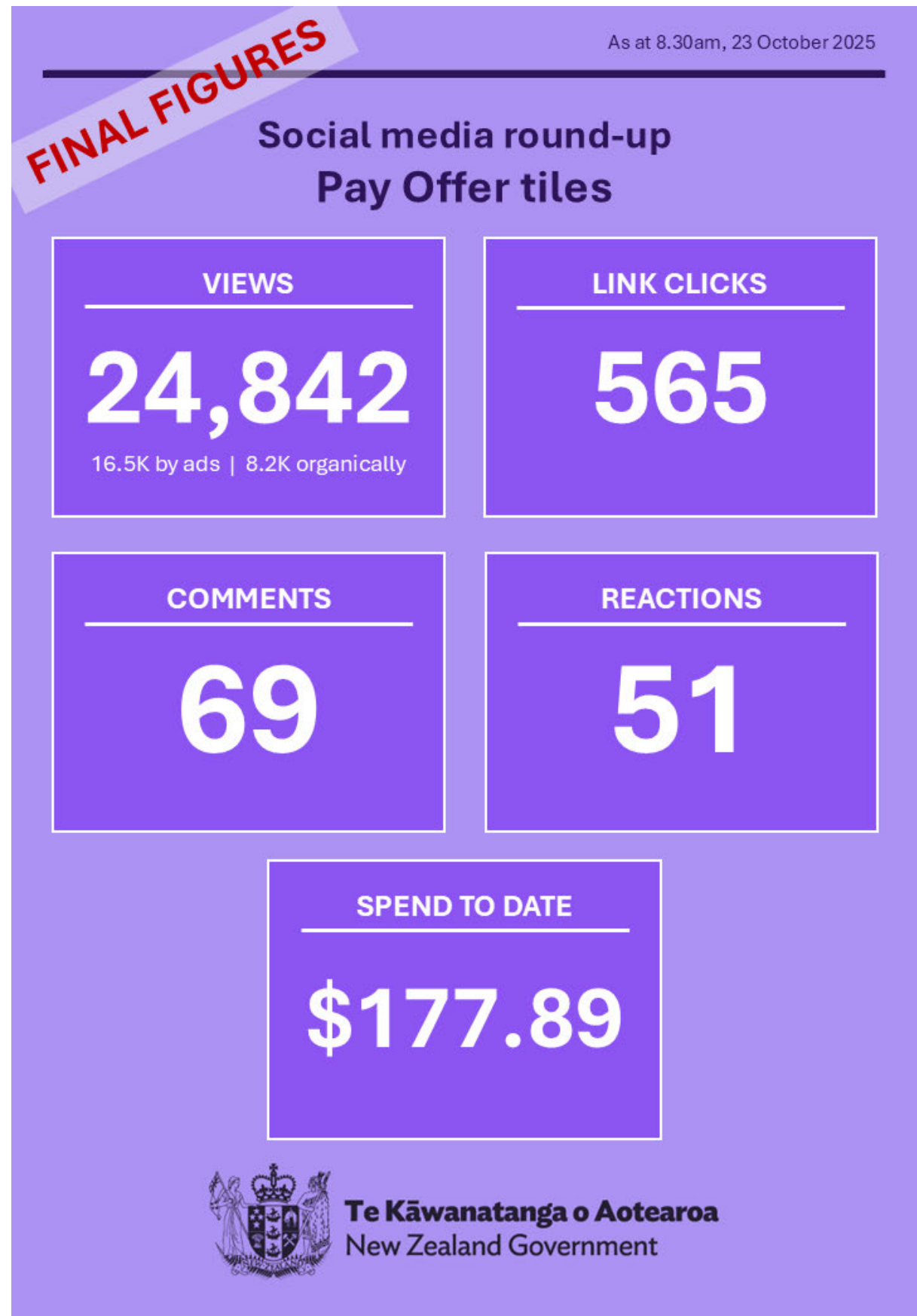
Campaigns

23 Oct - Disruptions		NZ\$3.00
From 18 Oct 2025, 00:00 to 18 Oct 2025, 09:55		
Disruptions	272 Impressions	NZ\$3.00
23 Oct - Genuine Offers		NZ\$5.41
From 18 Oct 2025, 00:00 to 18 Oct 2025, 09:55		
Genuine Offers	281 Impressions	NZ\$5.41

PDF PACK E

Please find enclosed the following documents included in **PDF Pack E**:

Item	Date	Document Description	Decision
1E	23 October 2025	Reach analytics of boosted social media posts	Released in full



FINAL FIGURES*

As at 8.30am, 23 October 2025

Social media round-up Combined tiles

VIEWS

59,785

39.5K by ads | 19.2K organically

LINK CLICKS

2,421

COMMENTS

199

REACTIONS

158

TOTAL SPEND

\$426.32



Te Kāwanatanga o Aotearoa
New Zealand Government

*While the paid advertising has concluded, ads may still get organic views

FINAL FIGURES

As at close of ads, 20 October 2025

Social media round-up 'Genuine offers' and 'Disruption' tiles

VIEWS

34,943

23K by ads | 11K organically

LINK CLICKS

1,856

COMMENTS

130

REACTIONS

107

TOTAL SPEND

\$248.43



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New Zealand Government