



Te Kawa Mataaho

Public Service Commission

20 November 2025

9(2)(a) privacy

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Official Information Request

Our Ref: OIA 2025-0135

I refer to your official information request received on 22 October 2025 for information relevant to the Public Service Commission's (the Commission's) recent social media posts. For ease of reference, we have listed each of your questions and provided our responses directly underneath.

- 1. Did the Commissioner approve the advertisements referenced in the linked Radio New Zealand Article: <https://www.rnz.co.nz/news/political/576537/public-service-commission-s-ads-targeting-strike-absolutely-unbelievable-labour>**

Yes, the Public Service Commissioner (the Commissioner) approved the Commission's communications strategy for the coordinated industrial action that was held on 23 October 2025. This communications strategy included boosted social media posts.

- 2. Was a Minister informed prior to these ads being run?**
- 3. Was this advertisement campaign commissioned by a Minister?**

The communications strategy (which included social media posts) regarding the industrial action held on 23 October 2025 was initiated by the Commission.

The Commission provided the communications strategy to the Office of the Minister for the Public Service on three occasions.

On 10 October 2025, the communication strategy, which did not include social media plans was provided to the Office of the Minister for the Public Service. This version was discussed with the Prime Minister and the Minister for the Public Service.

On 14 October 2025, the Commission's communications strategy was updated to outline that we 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's communications strategy was further updated to outline that we would use targeted (paid) social media to reach audiences affected by the

strikes as well as the wider public. Alongside the strategy, the Minister's office was provided with the content of the social media posts the Commission would be releasing, for their information, prior to them going live.

4. Was the decision to run these ads made with precedent? I.E, has the Public Service Commission previously run campaigns against striking unions, and if so please can you please provide examples of these campaigns."

The Commission has previously boosted social media posts in order to increase their visibility and reach beyond the Commission's account audience with the Public Service Census in May 2021 and the Long-Term Insights Briefing in July 2021 and May 2022.

5. If you could also please provide a copy of the most recent public service guidance on impartiality of public servants.

The following information covers this part of your request and is publicly available on the Commission's website at the link provided for in the table below.

Item	Date	Document Description	Website Address
1	2010	Guidance: Understanding the code of conduct – Impartial	Impartial - Te Kawa Mataaho Public Service Commission

Accordingly, I have refused your request for the documents listed in the above table under section 18(d) of the Official Information Act 1982 (OIA) on the grounds the information requested is or will soon be publicly available.

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) 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