



Te Kawa Mataaho

Public Service Commission

17 December 2025

9(2)(a) privacy

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Official Information Request

Our Ref: OIA 2025-0137

I refer to your official information request received on 23 October 2025 for:

...the following information relating to this campaign

1. Budget and Expenditure

- The total cost of the campaign, including but not limited to any payments to external agencies, media platforms, or contractors.
- A full breakdown by channel (Facebook, Google, radio, print, etc.) and supplier.
- Copies of any invoices, purchase orders, or internal financial approvals related to this campaign.

2. Internal Resources and Staffing

- The number of staff involved in developing, approving, and managing the campaign (both FTEs and individuals).
- An estimate of the total staff time and cost spent on this work.
- Any role descriptions or delegation documents showing which officials had the authority to commission and approve the campaign.

3. Decision-Making and Oversight

- All internal communications (emails, Teams/Slack messages, meeting minutes, and notes) discussing the purpose, framing, tone, or messaging of the campaign.
- All documents identifying who initiated the campaign, who approved it, and any sign-offs from senior leaders or Commissioners.
- Any correspondence between the PSC and Ministerial offices and MPs or other agencies about the campaign.
- Any risk assessments, communications strategies, or briefing notes that discuss reputational, ethical, or political risks — particularly those referring to perceptions of bias, misuse of taxpayer funds, or damage to the Commission's neutrality.

4. Evaluation and Aftermath

- Any evaluation reports, internal reviews, or debriefs on the campaign's effectiveness, public response, or criticism received. Including correspondence sent to ministerial offices regarding these campaign after it went live.

This request seeks to understand how and why the Commission — an agency expected to model neutrality and uphold trust in the public service — chose to deploy public resources on a campaign that appears to undermine the lawful actions and rights of public sector workers.

As you were advised on 20 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.

Information publicly available

The following information covered by your request is, and will soon be, publicly available on the Public Service Commission's website at the link provided for in the table below.

Item	Date	Document Description	Website Address
1	17 December 2025	OIA Response 2025-0130	OIA-2025-0130-Social-Media-Advertisements-campaigning-against-strike-action.pdf

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.

Some relevant information has been removed from documents listed in the above table and should continue to be withheld under the OIA, on the grounds described in the documents.

I am refusing the part of your request for *"the number of staff involved in developing, approving, and managing the campaign (both FTEs and individuals)"* and *"An estimate of the total staff time and cost spent on this work"* under section 18(e) of the OIA on the grounds this information does not exist. The Commission does not have a central record of the number of staff involved in developing, approving, and managing the campaign (both FTEs and individuals), or an estimate of the total staff time and cost spent on this work.

I am also refusing part four of your request *"Any evaluation reports, internal reviews, or debriefs on the campaign's effectiveness, public response, or criticism received. Including*

correspondence sent to ministerial offices regarding these campaign after it went live” under section 18(e) of the OIA on the grounds the information does not exist at the time of your request. 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.

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