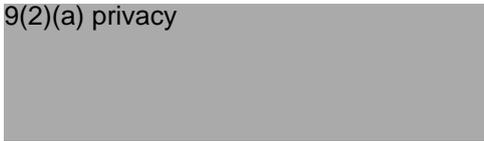




14 January 2026

9(2)(a) privacy



9(2)(a) privacy



Official Information Request
Our Ref: OIA 2025-0220

Our apologies for the delay in response. Your request had not been logged due to administrative error. I refer to your official information request received on 23 October 2025 for:

1. *All social-media and digital advertisements produced or commissioned by the PSC between 1 October 2025 and 23 October 2025 that relate to the industrial action by public sector workers (including teachers, nurses, and other health or education staff) on 23 October 2025.*

For each advertisement, please provide:

- *the date it was published;*
 - *the target audience (where available);*
 - *the text and imagery used;*
 - *the cost to the PSC of creating and publishing the advertisement;*
 - *the platform (e.g., Facebook); and,*
 - *any available metrics such as audience reach or impressions.*
2. *The justification and approval process for each advertisement, including:*
 - *which PSC official(s) approved the advertisement (by role or job title, not individual name);*
 - *whether ministers or ministerial offices were involved or informed of the advertisements;*
 - *the stated objective of the advertisement; and*
 - *any advice sought from the PSC's legal or communications staff.*
 3. *All internal communications (including emails, memos, and briefing notes) within the PSC relating to decisions to use public funds for advertising about strike action or industrial action by public sector employees during this time period. This includes any communications with the relevant minister(s) or their offices.*
 4. *Any evaluation or review conducted by the PSC of the advertisements noted above, including any metrics or assessments of whether the advertisements achieved their intended objective, or how their effectiveness was judged.*

5. *The PSC's policies or internal guidelines regarding the use of public funds and social-media advertising in relation to industrial action, strikes, or union activity in the public sector, as of the date of this request.*
6. *The number of complaints received by the PSC about these advertisements to date.*

Information publicly available – Parts 1-5

The following information is covered by 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	17 December 2025	Response to OIA 2025-0130	OIA-2025-0130-Social-Media-Advertisements-campaigning-against-strike-action.pdf

Accordingly, I have refused your Parts 1-5 of your request 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.

Information being released – Part 6

The Commission does not hold a central record of all complaints received on these advertisements as some were made via social media comments and some via email/phone.

We are able to advise that we received 15 complaints and 10 OIA requests via email/phone regarding the Commission's social media posts.

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