

18 February 2025



Te Kawa Mataaho

Public Service Commission

9(2)(a) privacy

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Official Information Act Transfer

Our ref: PSCR 2025-0166

I refer to your Official Information Act request dated 18 February 2025 for:

1. *Marketing Agency Details: The name and contact information of the marketing agency or agencies contracted to develop and execute the "Everyone Must Go" campaign.*
2. *Contractual Information: A copy of the contract or agreement between Tourism New Zealand and the marketing agency/agencies, including the scope of work, deliverables, and any amendments or addendums.*
3. *Financial Details: A detailed breakdown of the NZD\$500,000 allocated for the campaign, specifying amounts paid to the marketing agency/agencies, media placements, production costs, and any other expenditures.*
4. *Performance Metrics: Any reports or evaluations assessing the effectiveness of the campaign, including metrics such as audience reach, engagement rates, and return on investment.*
5. *Correspondence: Copies of any correspondence between Tourism New Zealand and the marketing agency/agencies related to the "Everyone Must Go" campaign.*

We have transferred your request to Tourism New Zealand as the information to which your request relates is not held by us but is believed to be more closely connected with the functions of Tourism New Zealand. In these circumstances, we are required by section 14 of the Official Information Act 1982 to transfer your request.

You will hear further from Tourism New Zealand concerning your request.

Yours sincerely

Nicky Dirks

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