

[personal information]

From: [personal information]
Sent: Friday, 22 March 2019 12:18 PM
To: [personal information]
Cc: [personal information]
Subject: Official Information Act Request regarding spending on advertising
CRM:049600034

Dear [personal information]

I refer to your emails of 30 January and 22 February and your subsequent telephone conversation with [redacted]. Please note that we've processed your request on the basis that it was received on 22 February given we couldn't access most of your questions using the prior link provided (the questionnaire didn't enable us to 'click through' and view the questions until we had started entering answers).

We originally understood that you sought information on how much the FMA spent on 'advertising' in each of its financial years ended 30 June 2016, 2017, 2018 and the year 1 July 2018 to date. This being the case we were going to confirm our previous advice that the FMA does not 'advertise' its services in the usual sense (ie to sell our services).

However, we now understand from your telephone conversation with [redacted] that you are additionally seeking any information we hold about our total spending on:

- Public awareness campaigns; and,
- Recruitment.

Spending on public awareness campaigns is designed to support investors and consumers of financial products, in line with our investor capability strategy.

Below we have provided some information about our spending on public awareness campaigns. Please note that:

- We code our costs by what we spend on specific campaigns and focus areas - we don't attribute costs against particular media channels.
- We have not paid for TV, print, or outdoor channels. We did pay for radio appearances (as opposed to radio spot ads) in 2017, but not in other years.
- Some of all of the total spends are approximate. This is because we have paid several invoices that included social media costs amongst other expenses.

Against that background, the information we hold on our estimated total spend on public awareness campaigns over the past four years is as follows:

- 1 July 2015 – 30 June 2016 - across Facebook, social media influencers, LinkedIn (other social media) and other online channels: **\$85,559.**
- 1 July 2016 – 30 June 2017 - across Facebook, LinkedIn (other social media) and other online channels as well as paid radio appearances: **\$73,409**
- 1 July 2017 – 30 June 2018 - across Facebook, social media influencers, LinkedIn (other social media) and other online channels: **\$77,915**
- 1 July 2018 – 31 December 2018 - across Facebook, social media influencers, LinkedIn (other social media) and other online channels: **\$83,334**

Spending on recruitment

The information we hold on our estimated total spend on advertising for recruitment over the past five years is as follows:

- 1 July 2014 - 30 June 2015: **\$23,050** (Note: A further \$8,453 was spent on a careers expo)
- 1 July 2015 - 30 June 2016: **\$32,302**
- 1 July 2016 - 30 June 2017: **\$11,325**
- 1 July 2017 - 30 June 2018: **\$24,251** (Note: A further \$1,257 was spent on a careers expo)
- 1 July 2018 - 31 January 2019: **\$11,377**

Please feel free to phone [redacted] if you have any further queries.

Kind regards,

[personal information]