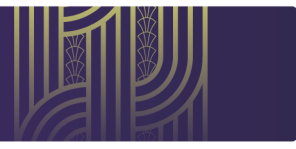




Scan for
NZSL name




Visual description: A purple Whaikaha logo with a QR scan for the NZSL name.

OIA0978



20 February 2026

Tēnā koe 

Thank you for your Official Information Act 1982 (OIA) request of 16 February 2026, to the Ministry of Disabled People - Whaikaha (Whaikaha), requesting information about media spend.

I have answered each part of your request below.

- **In the 2025 calendar year, how much did the Ministry of Disabled People - Whaikaha (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.**
- **A break down of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.**

In the 2025 calendar year, Whaikaha spent \$92.74 on Meta (Facebook) services. This spending was used to promote Facebook posts about the New Zealand Disability Strategy, which was open for public consultation in 2025.

No money was spent on Google/Alphabet or TikTok services.

- **In the 2025 calendar year, how much did the Ministry of Disabled People - Whaikaha (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.**

- **A break down of that spending at each of those companies and what the spending was for.**

In the 2025 calendar year, Whaikaha spent \$510 on services from New Zealand-based media organisations. Please refer to Table 1 for a breakdown of the amount spent and the purpose of the expenditure.

Table 1: Amount spent at New Zealand-based media companies in the 2025 calendar year

Organisation	Amount spent	Purpose
The Post	\$200	News subscriptions
NZ Herald	\$80	News subscriptions
NZ Doctor	\$230	News subscriptions

Please note, as part of its commitment towards increasing transparency, Whaikaha intends to make the information contained in this letter, and any attached documents, available to the wider public. Whaikaha will do this by publishing this letter on our website. Your personal details will be deleted, and no information that would identify you as the requestor will be released.

If you wish to discuss this response with us, or if you are seeking any further information, please contact OIA_requests@whaikaha.govt.nz.

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui



Emma Williams
Manager, Ministerial and Executive Services