

Table 9946 (2026)**The Treasury**

Financial costs associated with external communications, public relations, advertising or media monitoring broken down by years are detailed in Treasury's Annual Review documents and can be found in the following table:

Financial Year	Total
2025/26	\$88,106
2024/25	\$166,372
2023/24	\$228,912
2022/23	\$204,657
2021/22	\$201,436
2020/21	\$243,382

RBNZ

I refer the member to the Reserve Bank of New Zealand – Te Pūtea Matua (RBNZ) responses to the Annual Review 2023/24, and Annual Review 2024/2025, which are publicly available at:

Year	Link
2023/24	https://www3.parliament.nz/resource/en-NZ/54SCFIN_EVI_1de1c76b-794b-4a1a-0071-08dce700a150_FIN3200/b051cfc170311ca9cb585f65f485db3de3292c3e
2024/25	https://www3.parliament.nz/resource/en-NZ/54SCFIN_EVI_8470000d-3e34-495a-4f30-08de045f6aa0_FIN176559/5fea12bbae683dd2002d912796e334afc33d3790

Government Superannuation Fund Authority

Over the past five years the GSFA has spent \$337,372 on producing its annual report and related statutory documents (e.g. Statement of Intent) and purchasing Yellow Pages advertising. The breakdown is shown below.

Detail	2021/22 \$	2022/23 \$	2023/24 \$	2024/25 \$	2025/26 YTD \$
Annual & Statutory Reporting	67,111	75,656	73,846	68,327	46,666
Yellow Pages	1,173	1,173	1,173	1,368	879
Total	\$68,284	\$76,829	\$75,019	\$69,695	\$47,545

Guardians of New Zealand Superannuation

2021/22 Communications: \$777.7k Advertising; \$73.2k (recruitment) Media Monitoring: \$23.8k Public Relations: N/A 2022/23 Communications: \$1,060.4k
--

Advertising; \$44.9k (recruitment)
Media Monitoring: \$27.3k
Public Relations: N/A

2023/24

Communications: \$972k
Advertising; \$61.6k (recruitment)
Media Monitoring: \$28.5k
Public Relations: N/A

2024/25

Communications: \$876.7k
Advertising; \$72.7k (recruitment)
Media Monitoring: \$38.6k
Public Relations: \$48k

2025/26 YTD

Communications: \$589.5k
Advertising; \$2k (recruitment advertising) Media
Monitoring: \$39k
Public Relations: \$54k

Note: media monitoring, some advertising and PR costs are included in the overall figures given for Communications spend. Communications spend also include some costs relating to internal communications; under our accounting system it is not practical to separate these out.

NHC

I refer the member to the attached table providing information on spend on external communications, public relations, advertising, or media monitoring by NHC. Information is broken down by spending category and provided for financial years 2023, 2024, 2024, and 2026 (up to 28 February).

I am advised that information is not readily available for financial years 2020/21 and 2021/22 due to a change in NHC's financial reporting system during the 2021/22 financial year.

Spending category	2022/23	2023/24	2024/25	2025/26 (to Feb-26)	Total
External communications	117,747	41,533	97,192	36,001	292,473
Public relations	0	0	0	0	0
Advertising	820,211	940,551	757,145	241,556	2,759,463
Media monitoring	45,550	14,343	14,618	14,363	88,874
Total	983,508	996,426	868,956	291,920	3,140,810