

WPQ 9976 (2026) attachment

Department of Internal Affairs:

Financial Year	2025/26 (28 February)	2024/25	2023/24	2022/23	2021/22
Spend on external communications, public relations, advertising, or media monitoring (\$000)	492	601	1,841	687	2,099

Note:

1. 2023/24 spend includes \$1.218 million for Covid-19 Lessons Learned public information campaign.
2. 2021/22 spend includes \$1.695 million for the Three Waters public information and education on the importance of water, the case for change and Government's reform proposals.

The Classification Office:

Year	Category	\$
2021/22	Advertising	5,300
	Public Relations	6,300
2022/23	Advertising	6,800
	Public Relations	17,500
2023/24	Advertising	3,000
	External Communications	4,300
2024/25	Advertising	4,800
	Public Relations	3,200
2025/26	Advertising	1,700

Fire and Emergency NZ:

Year	Category	\$
2021/22	Advertising	6,387,560
	Media Monitoring	15,466
2022/23	Advertising	5,330,123
2023/24	Advertising	5,412,662
	Media Monitoring	15,466
2024/25	External Communications	35,500
	Advertising	4,997,087
	Media Monitoring	15,446
2025/26	External Communications	97,500
	Advertising	3,886,256
	Media Monitoring	17,866

Lotto NZ:

Year	Category	\$
2021/2022	Promotion and retail support	18,129,000
	Media Monitoring	30,834
	Public Relations	48,547
2022/2023	Promotion and retail support	21,363,000
	Media Monitoring	30,703
	Public Relations	33,171
2023/2024	Promotion and retail support	21,935,000
	Media Monitoring	43,737
	Public Relations	59,116
2024/2025	Promotion and retail support	23,442,000
	Media Monitoring	28,183
	Public Relations	22,559
2025/2026 to Feb 26	Promotion and retail support	13,592,000
	Media Monitoring	20,062
	Public Relations	28,623

NB: Advertising is reported annually under the umbrella of 'promotion and retail support' in our Integrated Report, and it includes advertising, draws, other promotions and retail support.