

Table One: Advertising, public relations campaigns and publications expenditure in financial years 2023/24 and 2024/25.

Financial year 2023/24	Total spend excluding GST
Media Lab for Future Census Engagement	\$77,945
2023 Census Campaign Closure (VMLY&R LIMITED)	\$70,742
2023 Census Thank You Video (DIOSCURI LIMITED)	\$10,000
Merchandise to support external event for Otahuhu Fun day	\$72
2023 Census - Radio Package Flava Drive Sponsorship & Hawke's Bay Hearing Expo Half-Page Ad (May 2023 event)	\$1,050
Facebook ad - 2023 Disability Survey campaign	\$272
Total	\$160,081
Financial year 2024/25	Total spend excluding GST
2026 long-term insights briefing topic consultation	\$740.66
Video production – value of census data	\$101,175
Future Census education and engagement campaign	\$ 32,451
Total	\$134,366

Table Two: Expenditure on service providers that provided communications, media or public relations advice or services in financial years 2023/24 and 2024/25.

Service provider	Financial year	
	2024/25	2023/24
ACNielsen (NZ) ULC Extended Social Licence Survey to develop insights of audience engagement with Stats NZ and willingness to engage with Stats NZ.	\$58,075	-
Excio Limited To support Stats NZ with visual communications to enhance the clarity, accessibility, and engagement of Stats NZ content.	\$9,600	-
Cine Timore Productions To support innovative creative media content that showcases the value of census data in connecting communities, empowering individuals, and driving meaningful, impactful change.	\$101,175	-
Cabix To provide Stats NZ with media training.	\$3,532	-
Isentia To provide print media, broadcasting, and internet media monitoring services.	-	\$16,800

Note:

- 'Cine Timore' has also been captured in Table One in the 'Video production – value of census data' expenditure.

Table Three: Expenditure on renovations and additional furniture purchased for Stats NZ offices in financial years 2023/24 and 2024/25 by description and cost of the project.

2023/24		2024/25	
New security door	\$31,313	Additional storage	\$115,344
New IT room as part of WorkSafe move to 8 Willis Street	\$51,928	Large meeting space tech upgrade	\$32,783
Additional functionality to existing furniture	\$18,360	Additional phone booth for collaborative space	\$18,230
		Auckland Office Move – Meeting room furniture, access cards, recovering of furniture, Automated External Defibrillator, locker numbering	\$64,000
		Additional phone booth for collaborative space	\$9,765
Total	\$101,601	Total	\$240,122