

10023 (2026) Attachment

Inland Revenue's spend on external communications, public relations, advertising, or media monitoring						
Spending Category	21/22	22/23	23/24	24/25	25/26 (Part year to Feb 26)	Total
Advertising	889,632	800,701	667,401	1,024,391	511,465	3,893,591
Communications	109,226	85,515	68,764	63,550	47,546	374,602
Media Monitoring	34,517	40,340	38,638	40,020	33,285	186,800
Social Media	70,081	72,614	57,972	55,096	12,176	267,939
Social Media Monitoring	70,870	93,340	62,498	13,457	23,788	263,952
Grand Total	1,174,327	1,092,510	895,273	1,196,514	628,260	4,986,884