

Question: 12926 (2025)

What is the total amount, if any, spent on advertising and promotional campaigns by any agencies under the Minister's responsibility since 27 November 2023, broken down by agency, purpose, and media platform?

Table: WorkSafe New Zealand expenditure on advertising and promotional campaigns since 27 November 2023

Platform	Purpose	Amount (\$)
Facebook	Energy Safety Summer Campaign	21,471
Google	Energy Safety Summer Campaign	1,897
	Energy Safety Winter Campaign	753
	Evergreen	146
	SafePlus	16,917
Offline Media	Energy Safety Winter Campaign	37,604
Radio	Claude the Cat (Energy Safety)	275
Stuff.co.nz	Energy Safety Summer Campaign	10,492
Media Advertising	Energy Safety Summer Campaign	133,853
	Energy Safety Winter Campaign	35,979
	Evergreen	1,015
	Claude the Cat (Energy Safety)	1,259
	SafePlus	11,949
Online Media	Energy Safety Summer Campaign	22,247
	Energy Safety Winter Campaign	8,636
YouTube	Energy Safety Summer Campaign	13,441
Meteorological Service	Energy Safety Summer Campaign	6,928
Total		324,862