

**Written Question: 10060 (2026)**

How much has been spent on external communications, public relations, advertising, or media monitoring by each department or entity for which the Minister is responsible in each financial year since 2021/22, broken down by department or entity and by spending category?

**Answer:**

I am advised that WorkSafe New Zealand has spent \$2,462,620.85 on external communications, public relations, advertising, or media monitoring since 2021/22. Refer to the table for the detail requested.

|                         | 2021/22             | 2022/23             | 2023/24             | 2024/25             | 2025/26†            | Total                 |
|-------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|-----------------------|
| External Communications | \$40,597.99         | \$80,454.96         | \$49,156.44         | \$34,467.71         | \$26,289.27         | \$230,966.37          |
| Public Relations        | \$142,665.09        | \$320,374.04        | \$113,500.00        | \$6,250.00          | \$11,250.00         | \$594,039.13          |
| Advertising             | \$359,496.49        | \$398,832.36        | \$357,341.83        | \$206,716.71        | \$170,309.12        | \$1,492,696.51        |
| Medial Monitoring       | \$30,240.86         | \$29,450.20         | \$31,010.50         | \$30,473.04         | \$23,744.24         | \$144,918.84          |
| <b>Total</b>            | <b>\$573,000.43</b> | <b>\$829,111.56</b> | <b>\$551,008.77</b> | <b>\$277,907.46</b> | <b>\$231,592.63</b> | <b>\$2,462,620.85</b> |

† year to date