

9930 (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?

The amount spent on advertising by Defence Recruiting is detailed in the below table.

Financial Year	Advertising Spend (excl. GST)
2021/2022	\$2,408,811.01
2022/2023	\$2,139,832.80
2023/2024	\$1,760,624.51
2024/2025	\$1,351,053.40
2025/2026 (to 23/03/2026)	\$1,831,221.07

The operating expenditure for Defence Public Affairs for the full financial years since 2021/22 is provided in the following table.

Financial Year	OPEX
2021/2022	\$1,071,319
2022/2023	\$1,597,387
2023/2024	\$1,533,072
2024/2025	\$1,088,103

For the Ministry of Defence, These details are provided in the Ministry's responses to select committee questions for the Annual Review. Details are unchanged since the response to question 51 in the 2023/24 Annual Review, which is published on the Parliament website here:

<https://www3.parliament.nz/media/11735/compendium-of-annual-review-reports-2023-24-vol-2.pdf>.