

EECA response to WPQ 10119 Answer:

Costs \$					
	2025/26*	2024/25	2023/24	2022/23	2021/22
External communications	0	0	0	0	0
Advertising campaigns	1,038,080	3,903,790	3,485,090	5,807,720	4,340,801
Public Relations	8,680	2,888	13,613	30,960	51,519
Media monitoring	54,074	57,237	51,120	50,279	46,301
Total	1,100,834	3,498,703	5,838,680	4,403,919	4,992,596

* YTD

PQ 10119

Fin Year	Media Monitoring	TPM guidelines transcript (RNZ National) - 10/6/20	Total
2025/26	\$ 8,386.74		\$ 8,386.74
2024/25	\$ 12,114.18		\$ 12,114.18
2023/24	\$ 12,424.80		\$ 12,424.80
2022/23	\$ 12,524.80		\$ 12,524.80
2021/22	\$ 12,454.80		\$ 12,454.80
2020/21	\$ 13,564.80		\$ 13,564.80
2019/20	\$ 724.78	\$125	\$ 849.78
	\$ 72,194.90	\$ 125.00	\$ 72,319.90