

11 March 2026



Official information request in relation to media spending

I refer to your official information request for information in relation to media spending. Your request was received on 17 February 2026.

Your request and our response:

Question	Response
In the 2025 calendar year, how much did the Mental Health and Wellbeing Commission (and any organisations/entities/divisions within it) spend in total at Google/Alphabet, Meta and/or Tiktok.	There was no spend at any of the named companies in 2025
A breakdown of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, Whatsapp etc) and what the spending was for.	There was no spend at any of the named companies in 2025
In the 2025 calendar year, how much did the Mental Health and Wellbeing Commission (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.	Please see table 1 for breakdown and costs.

Table 1

Provider	Description	Jan-Dec 2025 (excluding GST)
Fuseworks Media	Fuseworks provide the Commission with media monitoring and news distribution tool via daily emails	\$5,886.00
New Zealand Press Association trading as Print Media Copyright Agency	Subscription for copyright licence for major New Zealand media outlets	\$1,179.90
New Zealand Media and Entertainment (NZME) Holdings Limited	Subscription for full access to articles and content for NZ Herald	\$1,200.00
The Health Media Limited	Subscription for full access to New Zealand Doctor articles	\$886.96
Newsroom	Subscription for full access to Newsroom articles and content	\$252.17
Total		\$9,405.03

Please note, we publish some OIA responses on our website after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address, or contact details.

I hope you find this information helpful.

This reply addresses the information requested. You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you wish to discuss this information release, please feel free to contact kiaora@mhwc.govt.nz.



Karen Orsborn
Tumu Whakarae | Chief Executive