

11 March 2026

[REDACTED]

[REDACTED]

Dear [REDACTED]

### Official Information request and response

Thank you for your request under the Official Information Act (“OIA”) dated 16<sup>th</sup> February 2025.

You have requested:

1. *In the 2025 calendar year, how much did the Retirement Commission - Te Ara Ahunga Ora (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
2. *A break down 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.*
3. *In the 2025 calendar year, how much did the Retirement Commission - Te Ara Ahunga Ora (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.*
4. *A break down of that spending at each of those companies and what the spending was for.*

Our response:

Question 1 and 2

Organisation/Entity	Spend in 2025	What was the spending for
Google/Alphabet	\$191,342.82	Combination of Facebook and Instagram which includes a mix of placements (posts, stories, reels) and formats (static images, video, animations). This work is managed via an agency and is therefore grouped via brand, Meta, and not broken into sub brands (Facebook, Instagram). The objective of this spend is to build understanding (learning) then retarget users to encourage engagement with the content on sorted.org.nz.

Meta	\$132,060.44	We have ongoing google search spend across our Retirement Commission suite including the Sorted brand and Sorted In Schools. Spend on Google search was \$113,853.50. Spend on Google YouTube totalled \$21,910.80. Spend on Google display totalled \$55,578.52. Google search is used to capture high-intent demand on key topics, driving users to sorted.org.nz. YouTube is used to build awareness of Sorted through engaging video content, and Google ads are used to extend reach, reinforce our key messages and drive consideration and action, targeting our three key audiences (active budgeters, social spenders and aspirational aspirers).
Tiktok	\$0	N/A

#### Question 3 and 4

Organisation/Entity	Spend in 2025	What was the spending for
The National Pacific Media Trust	\$19,999.75	Pacific peoples are a priority audience for Sorted and Te Ara Ahunga Ora Retirement Commission. We engaged the National Media Trust to help reach Pacific communities and support improved financial capability, with a focus on budgeting and managing debt. The campaign targeted 18–35-year-olds and ran across radio and social media. Radio activity included pre-recorded ads in English and Pacific languages, as well as a live interview with one of our stakeholder specialists. This was supported by social media carousels on Facebook and Instagram. Both radio and social activity ran for one month, from May to June.
Spinoff	\$13,499.45	We partnered with The Spinoff's column The Cost of Being, which provided a creative and engaging platform for our brand campaign. Three distinct messages were delivered across three advertorial articles within the column, exploring cost-of-living topics that were highly relevant to Sorted. The tone and visual style of The Spinoff aligned strongly with our brand, making it a natural fit. The partnership included sponsor mentions in each article introduction, along with one native ad placement per instalment.
<b>The expenditure below was for our Money Month 2025 campaign.</b>		
Lumo Media	\$22,999.72	The objective of our Money Month campaign was to empower New Zealanders – particularly young adults, Māori, Pacific peoples and women – to build financial resilience by starting an emergency fund, while reinforcing Sorted as the trusted go-to resource for financial guidance. LUMO, JCDecaux and Go Media out-of-home formats were used to reach younger audiences who are frequently on the move, while The Radio Bureau enabled reach during key commute times. Together, outdoor and radio were used to drive broad awareness of the campaign.
JCDecaux Media	\$29,860.76	
Go Media	\$9,719.00	
The Radio Bureau	\$11,999.85	
NZME	\$1,800.00	



		We engaged the New Zealand Herald's Money Wise section through a half-page advertorial to leverage its credibility in personal finance and reach an audience already seeking trusted money guidance during Money Month.
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You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). Te Ara Ahunga Ora proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the Te Ara Ahunga Ora website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely



Jane Wrightson

**RETIREMENT COMMISSIONER / MANA AHUNGARUA**

