

16 March 2026

C210367

Tēnā koe

Thank you for your email of 16 February 2026 to the Department of Corrections – Ara Poutama Aotearoa, requesting information about spending on media. Your request has been considered under the Official Information Act 1982 (OIA).

Corrections manages more than 11,000 people in prison and approximately 25,000 people serving a sentence or order in the community. We anticipate that the prison population will continue to grow, and it is important that our recruitment keeps pace.

Our strong focus on recruitment has seen excellent results over the last few years. All advertising and promotional campaigns relate to the recruitment of staff. Following the launch of our recruitment campaign ‘Stories from the Inside’ in February 2024, and thanks to the hard work of our recruitment teams, we received 74,305 applications for roles at Corrections during the 2024/25 financial year and hired an additional 1,521 full-time equivalent staff, including 922 additional corrections officers.

In January 2026, we launched our new recruitment campaign, ‘The Real Job’, and we will be monitoring the impact of the campaign over the coming months to ensure it is successful and delivering results.

You requested:

In the 2025 calendar year, how much did the Department of Corrections (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.

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.

In the 2025 calendar year, how much did the Department of Corrections (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, JCDcaux, 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.

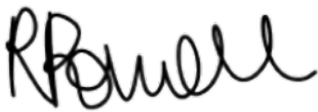
A breakdown of that spending at each of those companies and what the spending was for.

Please refer to Appendix One, which provides Corrections' spending on advertising between 1 January 2025 – 31 December 2025, broken down by platform and media type. As noted above, all advertising and promotional campaigns on these platforms relate to the recruitment of staff.

Please note that this response may be published on Corrections' website. Typically, responses are published quarterly or as otherwise determined. Your personal information including name and contact details will be removed for publication.

I hope this information is helpful. I encourage you to raise any concerns about this response with Corrections. Alternatively, you are advised of your right to raise any concerns with the Office of the Ombudsman. Contact details are: Office of the Ombudsman, PO Box 10152, Wellington 6143.

Ngā mihi

A handwritten signature in black ink, appearing to read 'R Powell', with a stylized, cursive script.

Rebecca Powell
Deputy Chief Executive
People and Capability

Appendix One: Corrections' spending on recruitment advertising between 1 January 2025 – 31 December 2025, broken down by platform and media type.

Platform	Type of Media	Net Spend
TVNZ	Television	\$36,495.00
Sky	Television	\$13,496.15
Maori Television	Television	\$4,000.00
Google – Search	Search	\$62,996.31
TVNZ	Digital	\$128,700.00
3Now	Digital	\$110,482.48
YouTube	Digital	\$174,180.79
Tiktok	Digital	\$56,501.41
Google - Various Sites	Digital	\$124,889.01
Indeed Singapore Pte Ltd	Digital	\$844.75
Kaitiaki Nursing NZ	Digital	\$50.00
LinkedIn	Digital	\$5,013.81
Ahu Jobs	Digital	\$1,770.00
Aotearoa NZ Association of Social Work	Digital	\$376.50
Jobs for Mums	Digital	\$198.00
Mahi.co.nz	Digital	\$2,475.00
MaoriPacificJobs.co.nz	Digital	\$1,300.00
Meta - Facebook	Social	\$217,240.83
Meta - Instagram	Social	\$20,058.82
HYPER NZ	Out of Home	\$2,885.49
Go Media NZ	Out of Home	\$36,858.82
oOh! Media NZ	Out of Home	\$52,039.24
MediaWorks	Out of Home	\$25,089.87
Val Morgan Outdoor (VMO) New Zealand	Out of Home	\$1,593.11
BrandSpace - Scentre Group NZ	Out of Home	\$9,074.78
CARTEL Media	Out of Home	\$28.35
Market Media	Out of Home	\$11,402.31
Lumo	Out of Home	\$26,153.45
NZME	Print	\$1,633.39
Stuff	Print	\$8,826.73
Community Newspapers Association	Print	\$684.56
Wellington Suburban Newspapers	Print	\$2,538.00
Otaki Today	Print	\$1,300.00
Whakatane Beacon	Print	\$429.29
NZME	Radio	\$4,325.42
Mediaworks	Radio	\$16,162.80

Notes for table:

- Out of home advertising includes media such as billboards, bus advertisements and street posters.
- The search media type relates to sponsored search results on internet search engines.
- Digital media includes advertising spend on social media platforms, including display banners and videos.
- Radio refers to free to air radio and streaming services.