



Headquarters
New Zealand Defence Force
Defence House
Private Bag 39997
Wellington Mail Centre
Lower Hutt 5045
New Zealand

OIA-2024-5141

18 October 2024

Dear [REDACTED]

I refer to your email of 22 September 2024 concerning *information sharing with Meta, Facebook and other platforms* and requesting, under the Official Information Act 1982 (OIA), information about New Zealand Defence Force (NZDF) advertising on various digital platforms.

The NZDF advertises across a variety of media, including digital platforms, for the purposes of recruiting. This advertising is managed on behalf of the NZDF by an external media agency. For the 2023/24 financial year, the agency was OMD, and since September 2024 the media agency has been MBM. There has not yet been any advertising placed by MBM on behalf of the NZDF.

In FY 2023/24 the NZDF spent approximately \$2.13 million on advertising. Copies of the contracts with the NZDF are withheld in full in accordance with section 9(2)(j) of the OIA to avoid prejudice to negotiations.

No "custom audience" lists are used for NZDF advertising.

With respect to meetings, the NZDF met with representatives from LinkedIn in August 2024 to determine if the digital platform could offer products of value to Defence Recruiting. No products of use to the NZDF were selected and no notes were captured as a result of the meeting. The NZDF representation at the meeting were the Director of Defence Recruiting, Wing Commander Rebecca Magdalinos, and a junior member of Defence Recruiting whose name is withheld in accordance with section 9(2)(a) of the OIA to protect privacy. The NZDF does not have any dedicated account managers relating to digital advertising platforms.

You have the right, under section 28(3) of the OIA, to ask an Ombudsman to review this response to your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that responses to official information requests are proactively released where possible. This response to your request will be published shortly on the NZDF website, with your personal information removed.

Yours sincerely

AJ WOODS
Air Commodore
Chief of Staff HQNZDF