

9(2)(a)

25 February 2026.

Dear 9(2)(a)

Re: Official Information Act Request

Thank you for your email on 16 February 2026, in which you requested information under the Official Information Act 1982 about Energy Efficiency and Conservation Authority (EECA) marketing spend. The full wording of your request can be found attached to this letter within **Appendix 1**.

Over the 2025 calendar year, EECA spent \$1,734,542 in total working with Google/Alphabet, Meta, and Tiktok and \$1,338,654 with New Zealand-based media companies. A breakdown of this spending is provided in **Appendix 2**.

The expenditure across all these media companies focused on energy efficiency information for individuals and businesses, and specific EECA campaigns such as [Winter Saving Tips](#), [Switch on Efficiency](#), [Warmer Kiwi Homes](#) and our [Energy Rating Label](#).

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.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Murray Bell
Group Manager, Policy and Regulation

Appendix 1: Your Official Information Act Request

- *“In the 2025 calendar year, how much did the Energy Efficiency and Conservation Authority (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- *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.*
- *In the 2025 calendar year, how much did the Energy Efficiency and Conservation Authority (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.*
- *A break down of that spending at each of those companies and what the spending was for.”*

Appendix 2: EECA's 2025 expenditure relating to various media companies.

Table 1: EECA's total expenditure with Google, Meta and TikTok for the 2025 calendar year.

Google total spend	\$1,077,729
Google DV360	\$582,094
Google Search Network	\$495,635
Meta total spend	\$613,047
Facebook	\$461,612
Instagram	\$151,351
WhatsApp	\$84
TikTok total spend	\$43,766

Table 2: EECA's total expenditure with New Zealand based media companies for the 2025 calendar year.

NZ Based Media Owner total spend	\$1,338,654
Allied Press Limited	\$13,238
Archipro Limited	\$43,000
Ashburton Guardian	\$412
Auto Media Group Limited	\$4,700
Cartel Media	\$85,000
Good Magazine	\$4,950
Greymouth Star	\$733
Long Haul Publications	\$7,075
Māori Television Service	\$8,500
Media Hawkes Bay Limited	\$2,700
Meteorological Service of New Zealand	\$26,200

New Zealand House & Garden	\$15,000
Newsworks	\$374
Nook Publishing Limited	\$9,455
NZME	\$77,282
Productify Limited	\$11,000
Scroll Media	\$31,000
Shout Media	\$31,680
Sky Free	\$124,323
Sky Network Television Limited	\$30,916
Slick & Sassy Media Limited	\$15,000
Soar Communications Group Limited	\$4,950
Stuff	\$51,151
The Radio Bureau	\$260,000
The Warehouse Limited	\$172,600
Trade Me	\$30,000
TVNZ Ltd	\$277,415