

9(2)(a)

19/05/2026

Dear 9(2)(a)

Official Information Act request - Fuel Saving Tips Campaign

Thank you for your email on 20 April 2026 in which you requested information under the Official Information Act 1982. In summary, you requested:

- 1 The total budget for the fuelsavingtips.govt.nz ad campaign. the total spend so far as well, and break down what the costs are for - and how much of it has been spent on contractors and consultants.
- 2 how long the ad campaign will go for
- 3 why this is taking place. If this campaign came about after a Government Minister's directive, provide all communications with said Minister on the topic.
- 4 How many people have visited the fuelsavingtips.govt.nz website in total since it started (and provide dates as well).

In response to your request:

1. At 15 May, EECA had spent around \$3.55 million on the campaign. This includes creative design and production of \$340,000, media placement of \$3.135 million, and monitoring & evaluation of \$75,000. One employee has been seconded from the New Zealand Transport Agency (specifically for the fuel campaign). That employee continues to be employed by NZTA, and EECA is not providing any reimbursement for their salary.
2. The campaign is currently scheduled for twelve weeks from 28 March 2026 to 19 June 2026. The campaign frontloads spending in the early weeks to achieve rapid reach and penetration. Spending is planned to be reduced substantially in later weeks, particularly weeks 7 to 12, to maintain impact of messaging at a lower cost.
3. Public information is a core part of EECA's role in the [New Zealand's Fuel Response Plan 2026](#). The Ministerial Economic Security and Supply Chains Group (the Oversight Group) agreed to EECA running a campaign on 25 March 2026. Advice to the Oversight Group has been led out of the Ministry of Business, Innovation and Employment (MBIE). EECA has worked collaboratively with MBIE on the campaign. There has been no direct

communication between EECA and decision-making Ministers on the commissioning of the current campaign.

4. The 'Stretch Every Tank' campaign commenced on 28 March 2026, as of 14 May, fuelsavingtips.govt.nz has had 480,180 site visits.

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