

Education New Zealand  
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25 August 2022

s9(2)(a)

Dear s9(2)(a)

### Official Information Act 1982 request – ENZ staff details

I refer to your official information act request (OIA), received by Education New Zealand (ENZ) on 28 July 2022. We have addressed each of your questions separately below.

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*

As a Crown agency with a dedicated focus on international education, ENZ undertakes promotional activities and events to promote the New Zealand education system and New Zealand's expertise in delivering education products and services offshore.

The spending on social media advertising for the last financial year and the five years before that are listed in the table below:

Year	Social Media Costs
2021 / 2022	\$664,988
2020 / 2021	\$262,637
2019 / 2020	\$279,527
2018 / 2019	\$402,593
2017 / 2018	\$521,767
2016 / 2017	\$457,716

2. *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*

The staff costs for the last financial year and the five years before that are listed in the table on the next page:

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Year	Personnel Costs (000)
2021 / 2022	\$14,576
2020 / 2021	\$13,509
2019 / 2020	\$13,301
2018 / 2019	\$12,010
2017 / 2018	\$11,495
2016 / 2017	\$11,688

3. *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

In total, ENZ spent \$8,244,480 on contractors/consultants between 1 July 2021 and 30 June 2022.

In preparing this information release ENZ has considered the public interest considerations in section 9(1) of the Official Information Act. 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 <https://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. We do not publish requesters' personal information. We will let you know when we respond to your request if we intend to publish it. Please contact us if you have any questions about this.

Yours sincerely



Di Solomon  
General Manager  
Government Relations