

Sent: Wednesday, 5 October 2016 1:36 p.m.

Subject: Information request

I refer to your email of 19 September requesting information on the Council spend on advertising for the last financial year.

Below are the amounts requested as per your email:

- a) The total cost of the advertising spend for the last financial year: **\$707,928 for the year ended 30 June 2016**

- b) How much of that was spent on advertising on the following platforms:
 - 1. Youtube – Nil
 - 2. Google – Nil
 - 3. Facebook - **\$20,707**

We are obliged to advise that you may contact the Ombudsman at the address below if you have any concerns with the response provided by Council, by writing to:

The Office of the Ombudsman
PO Box 10 152
WELLINGTON 6143

Alternatively, you may email info@ombudsman.parliament.nz or use the online complaints form available at www.ombudsman.parliament.nz/make-a-complaint.

Regards

Jean-Paul Gaston *Group Manager, Strategy and Partnerships*
P: 07 351 8302 | M: 0276554415
E: Jean-Paul.Gaston@rotorualc.nz | W: rotorualakescouncil.nz
A: 1061 Haupapa St, Private Bag 3029, Rotorua Mail Centre, Rotorua 3046, New Zealand

The logo for Rotorua Lakes Council, featuring the words "ROTORUA" and "LAKES COUNCIL" in a bold, blue, sans-serif font, stacked vertically.