

Service Request: [REDACTED]

Civic House, 110 Trafalgar Street  
PO Box 645, Nelson 7040, New Zealand

19 October 2021

P (03) 546 0200  
E LGOIMA@ncc.govt.nz  
[nelson.govt.nz](http://nelson.govt.nz)

Dear [REDACTED]

**[REDACTED] INFORMATION REQUEST FOR THE COSTS OF ADVERTS PROMOTING SOCIAL HOUSING**

I refer to your information request dated 21 September 2021, requesting the cost of the adverts promoting social housing in the papers and on Facebook.

I have taken 'social housing' to mean the recent feedback period on the proposal to sell 421 Rutherford Street and/or 69 to 101 Achilles Avenue to Kāinga Ora for social and affordable housing. And 'papers' to refer to newspapers.

Please note, as per your request, only information relating to print advertisements (newspapers) and Facebook is provided below. I have included the design costs in relation to the print advertisements but have not included costs of advertising that did not fit in the newspapers or Facebook categories.

It is worth noting that due to the COVID-19 lockdown period, feedback on this proposal was extended by an extra week. Lockdown also severely limited the amount of information we were able to provide to our community in person (such as through information events or physical displays at expos).

**Cost of adverts promoting social housing in the papers (newspapers) and on Facebook.**

**Facebook advertising:**

\$400

**Newspaper advertising:**

**Cost of placing the advertisements:**

\$4687.50

**Design costs for advertisements:**

\$285

Internal Document ID: [REDACTED]

Please note all of the amounts listed above are net amounts.

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or Freephone 0800 802 602.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Kim Grade', is positioned above the printed name.

**Kim Grade**

Manager Communications