

## Stephen Day

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**From:** Stephen Day  
**Sent:** Monday, 23 September 2024 1:04 pm  
**To:** [REDACTED]  
**Cc:** info  
**Subject:** RE: OIA request Online custom audiences

Tēnā koe [REDACTED]

Thank you for your letter regarding our engagement with and advertising on social media and digital advertising platforms

In the last financial year, Herenga ā Nuku Aotearoa, the Outdoor Access Commission, paid Meta \$1408.76 including GST, for advertising on Facebook and Instagram. We spent \$11.56 including GST, advertising on Google. We did not pay for advertising on the other platforms you listed. We also spent \$1665.50 including GST, with Lifestyle Publishing Limited to advertise on Wilderness Magazine's online platforms—website and email newsletters.

Herenga ā Nuku did not use an agency to manage that advertising. We did have an account with later.com, which helped us place content, but the advertising itself was done directly with Meta.

Herenga ā Nuku did not create any 'custom audience' lists as part of our advertising.

Herenga ā Nuku has not had any meetings, in person or by other methods, with any representative from Meta, Google, LinkedIn, or TikTok in the last year. We do not have dedicated account managers with any of those platforms. I, Stephen Day, met with the editor of Wilderness Magazine on 11 September 2023 and 15 March 2024 to discuss traditional online advertising (banners on the magazine website and newsletter and sponsorship of its newsletter quiz). I can compile the email correspondence relating to those meetings if you require. I have not done so yet because it appears, on the face of it, outside the scope of your query, and compiling it would slow down my response to you.

To this date, we have not corresponded about custom audiences with Meta, Facebook, Google, Instagram, TikTok, or other platforms.

If you have any questions, please contact me.

Nākū noa, nā

Stephen



Connecting people  
Connecting places

## Stephen Day

Kaiwhakahaere Whakapā | Communications Manager  
Herenga ā Nuku Aotearoa  
Outdoor Access Commission

Pronouns: he/him | See: [mypronouns.org](http://mypronouns.org)

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[herengaanuku.govt.nz](http://herengaanuku.govt.nz)



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**From:** [REDACTED]

**Sent:** Sunday, 22 September 2024 8:00 pm

**To:** info <[info@herengaanuku.govt.nz](mailto:info@herengaanuku.govt.nz)>

**Subject:** OIA request

Dear Sir or Madam,

Please find attached – an OIA request.

[REDACTED]