



27 January 2023

### OIA: 1302027 – Every School Day is a big day

Thank you for your email of 9 December 2022 to the Ministry of Education (the Ministry) requesting the following information:

*Relating to the campaign run with Stanley St on Attendance and Engagement in Learning – “Every school day is a big day”. Reference: <https://stanleyst.nz/work/attendance-and-engagement-in-learning/>*

*We request the following information:*

- 1. The total cost to the Ministry of Education of this campaign.*
- 2. How much was paid to Stanley St (and its affiliate companies) for this campaign?*
- 3. A breakdown of the media buying cost by digital, OOH, TV, bus backs, and any other media utilised. (This may need to be obtained from the media buying agency.)*
- 4. Any briefing documents provided to Stanley St by the ministry.*
- 5. The KPIs and/or goals set for this campaign. (I am especially interested in any KPI/goal that states the impact this campaign was expected to have on attendance numbers in New Zealand).*
- 6. An explanation or summary as to **how** this campaign addresses the problem of declining attendance in New Zealand and in what ways this campaign improved attendance.*
- 7. The numerical or statistical increase in attendance in New Zealand as a result of (or following) this campaign, if any*

Your request has been considered under the Official Information Act 1982 (the Act).

Information relating to the broader ‘Every School Day is a Big Day’ national communication campaign can be found at the following links, as well as broader information surrounding our All in for Learning Attendance and Engagement Strategy:

- <https://www.education.govt.nz/our-work/information-releases/issue-specific-releases/every-school-day-is-a-big-day-national-communication-campaign/#sh-every%20school%20day>
- <https://temahau.govt.nz/all-in-for-learning>
- <https://www.education.govt.nz/our-work/overall-strategies-and-policies/attendance-and-engagement-strategy/>

In response to **part one** of your request, the total cost to the Ministry was around \$1 million of baseline funding. A further breakdown of this can be found at the above links.

In response to **part two** of your request, Stanley St was paid \$774,000 for this campaign, inclusive of media buying costs of \$480,000.

In response to **part three** of your request, I attach a breakdown of the media buying cost as **Appendix A**.

In response to **part four** of your request, a workshop session was held with Stanley St where the strategy and context was shared. More information about our overall attendance and engagement strategy can be found at the following link: <https://www.education.govt.nz/our-work/overall-strategies-and-policies/attendance-and-engagement-strategy/>. We did not provide Stanley St with any briefing documents, so I am refusing this part of your request under section 18(e) of the Act, as the information requested does not exist.

In response to **parts five and six** of your request, our national communications approach was designed to make attendance a national priority by:

1. helping parents, whanau, ākongā and communities understand the importance of regular attendance and engagement at school
2. enabling one story to be consistently and repeatedly heard; and
3. enhancing awareness of regular attendance as an issue at a regional and local level.

This first phase aimed to raise awareness as a precursor to influencing attitudes and behaviour. Further information, including an impact assessment summary of the campaign, can be found at the following link: <https://www.education.govt.nz/our-work/information-releases/issue-specific-releases/every-school-day-is-a-big-day-national-communication-campaign/#sh-every%20school%20day>

In response to **part seven** of your request, the purpose of the campaign was to raise awareness and change perceptions about attendance and engagement as a national issue. As such, it was not expected to have a direct, quantifiable impact on attendance rates in itself. We note that schools and regions have a range of activities underway at any one time around attendance, so it would be difficult to have a quantifiable measure related to the impact of the campaign only. No data has been collected on attendance rates in relation to this campaign, therefore we are refusing this part of your request under section 18(e) of the Act, as the information requested does not exist. The Ministry regularly publishes attendance data on Education Counts at the following link: <https://www.educationcounts.govt.nz/statistics/attendance>. We note the Term 3 data for 2022 is not yet available but will be published in due course. Overall attendance data is collected for each school term, and we are unable to separate this out in relation to the campaign.

Please note, the Ministry now proactively publishes OIA responses on our website. As such, we may publish this response on our website after five working days. Your name and contact details will be removed.

Thank you again for your email. You have the right to ask an Ombudsman to review my decision on your request, in accordance with section 28 of the Act. You can do this by writing to [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz) or to Office of the Ombudsman, PO Box 10152, Wellington 6143.

Nāku noa, nā

A handwritten signature in black ink, appearing to read 'Tracy Mellor', with a long horizontal flourish extending to the right.

Tracy Mellor  
**Programme Director Attendance and Engagement Strategy**  
**Te Mahau | Te Pae Aronui (Operations and Integration)**