



18 August 2021

[REDACTED]

Tēnā koe [REDACTED]

Thank you for your email of 21 July 2021 to the Ministry of Education requesting the following information:

- *A breakdown of any and all costs related to promoting the Kauwhata Reo program, including planned or estimated costs not yet spent*
- *Please provide the breakdown by cost, advertising medium, company and date*

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

[Kauwhata Reo](#) is a website that houses and promotes te reo Māori resources for all teachers and learners of te reo Māori, including whānau. Kauwhata Reo also houses communications of importance to the te reo Māori sector and is the Ministry's main platform for te reo Māori teaching and learning supports.

As requested, I have provided promotional costs incurred to date for the Kauwhata Reo website as **Appendix A** below.

The promotion of Kauwhata Reo included a social media campaign and the purchasing of promotional merchandise. This promotional merchandise has been used at a number of te reo Māori events as advertising material that is fixed and reusable (such as banners and posters), and smaller takeaway items given out to event attendees (such as stationery items).

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 this decision. You can do this by writing to info@ombudsman.parliament.nz or Office of the Ombudsman, PO Box 10152, Wellington 6143.

Nāku noa, nā



Ellen MacGregor-Reid
Deputy Secretary
Early Learning and Student Achievement

Appendix A. Kauwhata Reo promotion expenditure (2018 – 2021)

Advertising medium	Detail	Provider/ company	Totals spend/ cost (including GST)	Financial Year
Kauwhata Reo <i>branded merchandise</i>	Promotional merchandise and material used at various te reo Māori teaching and learning events around Aotearoa. Additional breakdown as follows:	Bluestar	-	-
	Kauwhata Reo Wall panels		\$1,242.92	18/19
	Kauwhata Reo Floor Laminate			
	Infinity Pens Urban Coffee Mugs PVC Keyrings Viva Tote bags Pull up banners Tear drop flag Shedline Instant Marquee (commercial aluminium construction) Kia colouring sets Colour max lanyards Wizard phone grips		\$37,540.60	19/20
	Kauwhata Reo pull up banners		\$860.61	20/21
<i>Social media campaign</i>	Facebook and Instagram	Arataua Ltd	\$49,000.00	20/21