

7 March 2022

Mr Phil Pennington
Radio New Zealand
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Tēnā koe Mr Pennington

Thank you for your email on 17 December 2021 to Oranga Tamariki—Ministry for Children (Oranga Tamariki), requesting the following information under the Official Information Act 1982 (the Act):

- *Pls release in fully searchable format to RNZ regarding the campaign at <https://www.hearmeeseeme.nz/about-the-campaign/>*
- *The fullest and latest audience interaction data OT has from the likes of Google Analytics or similar, by month, since campaign's launch including:*
 - *User numbers*
 - *Unique users*
 - *Sessions*
 - *Time spent on site*
- *The primary cost-benefit analysis/ses or similar– it may have been provided under an RFP – drawn on in setting this up*
- *Campaign costs in total including*
 - *Original budgets and forecasts*
 - *Budget year by year*
 - *Actual spend year by year*
 - *What it is forecast to cost in out-years*
- *The campaign aims to inspire adults to help youth.*
 - *How is OT measuring how effective it is, against that goal?*
 - *And what do those measure/s show since launch till now?*

We have answered each part of your request in turn below.

The fullest and latest audience interaction data OT has from the likes of Google Analytics or similar, by month, since campaign's launch including user numbers, unique users, sessions, time spent on site.

IN-CONFIDENCE

The *Hear Me See Me* Campaign was ‘soft’ launched on 22 March 2021, with the launch of the website. The official advertising campaign started in early April and ran for six months. This was created by the Oranga Tamariki Engaging all New Zealanders (EaNZ) team. The campaign has been served to New Zealanders more than 9 million times through its website, social media campaigns and digital advertising campaign.

The table below provides the statistics for website visits month by month.

Metrics	User Numbers	Unique “New Users”	Sessions	Average Time Spent	Pages Visited Per User
March 2021	695	695	1,058	5min 30 seconds	5.58
April 2021	11,377	11,369	14,654	43 seconds	1.47
May 2021	12,879	12,381	16,237	39 seconds	1.5
June 2021	9,615	9,052	11,602	46 seconds	1.21
July 2021	10,518	10,099	13,012	37 seconds	1.24
August 2021	6,997	6,616	8,830	43 seconds	1.26
September 2021	1,164	1,056	1,562	1min 47 seconds	2.3
October 2021	439	381	728	1min 40 seconds	2.16
November 2021	525	486	748	2min 50 seconds	4.15
December 2021	749	701	927	1min 24 seconds	2.21

Source: Google Analytics

Please note that the lower user number versus higher page visits and higher average time spent on the site for March 2021 results from community groups viewing the site before the 22 March launch. In April, when the official advertising campaign started, the user numbers increased considerably, but the average time and the page visits per user dropped. This was expected and the numbers from April to December are within a satisfactory benchmark. After a performance analysis, the posts that most resonate with our audience are now given a paid boost to increase traffic and attract new followers.

The primary cost-benefit analysis/ses or similar – it may have been provided under an RFP – drawn on in setting this up:

Hear Me See Me is developed inhouse and supported by young people from diverse backgrounds from around New Zealand. It is a long-term behaviour change campaign that encourages New Zealanders to listen to, understand, then better support and advocate for children and young people facing significant challenges.

There is a cross-agency Advisory Group with youth representation that provides input and guidance into the programme. The benefits of the investment made so far can be measured via feedback from youth supporters of the campaign, as well as community organisations listed in the *Hear Me See Me* website, and from young people and youth focused groups that we are collaborating with.

IN-CONFIDENCE

The campaign is actively working towards value and behavioural change, and progress can be seen on multiple occasions. For example, in 2021 the Campaign took part in the 'Festival for the Future' and the 'Involve Youth Conference,' for which it received positive feedback from the respective audiences.

To measure the cost-benefit in numbers, the Oranga Tamariki Social Research and Analysis team are launching a survey, 'Children in New Zealand Communities Survey 2022,' which commenced in February, with the results aiming to be delivered in July 2022. The survey has questions relating to *Hear Me See Me*, which will enable Oranga Tamariki to track any shifts in sentiment towards young people.

Campaign costs in total including original budgets and forecasts, budget year by year, actual spend year by year, what it is forecast to cost in out-years:

In February 2020, the following funds were agreed in principle to be allocated to *Hear Me See Me*:

- 2020/21 Financial year- \$1,500,000.00
- 2021/22 Financial year - \$880,000.00

Actual spend by year has been:

- 2020/21 Financial year actual spend - \$290,345.00
- 2021/22 Financial year forecasted to spend \$305,154.00.

Funding has been agreed to in principle for 2022/23. However, the exact amount is yet to be determined, as the final internal budgeting decisions in line with the strategic direction of EaNZ are yet to be made by the current leadership team.

The expenditure to date includes, web hosting costs, production (including outsourcing specialists), social media advertising, collateral/other advertising, and event/community engagement.

The COVID-19 pandemic has impacted the project, as the EaNZ team prioritised supporting the organisation's COVID-19 communications response during the first national lockdown of 2020, particularly on social media and working with other organisations to develop resources. This led to the team delaying the campaign's launch to the following year, rather than launching in 2020 as originally planned. The delay resulted in an underspend of \$1.2 million for 2020/2021. This was used to fund the EaNZ teams support for the COVID response and any remaining underspend was used to fund Strategic Initiatives as per Joint Minister approval.

Please note that the EaNZ business unit did not receive any external ongoing funding beyond 2017/18. This group and the *Hear Me, See Me* initiative has continued from a combination of In Principle Expense Transfers (IPETs) from the original funding and reprioritisation of other baseline funding. Funding beyond 21/22 will be assessed as part of the internal budget process.

IN-CONFIDENCE

The campaign aims to inspire adults to help youth. How is OT measuring how effective it is, against that goal? And what do those measure/s show since launch till now?

The campaign aims to highlight the idea that everyone, regardless of age, sex, culture or identity can do something to contribute to the wellbeing of young people. The results of the 'Children in New Zealand Communities' survey in July aims to measure how the campaign, amongst other factors, has influenced attitudes towards young people. Currently, social and digital metrics are used to track engagement.

The table below shows the social media metrics from 1 April to 31 December 2021:

Metrics	Website	Facebook	Instagram	Audio Stream Service
Demographics	100%	100%	100%	-
Age				
18-24	27.50%	18.20%	28.6%	
25-34	33.50%	21.40%	31.8%	
35-44	15.50%	26%	23.1%	
45-54	12.50%	25.1%	8.8%	
55-64		7.4%	5.8%	
65+		1.9%	2.1%	
Engagement	-	1,186,472	641,919	-
Users/Followers		460	508	
Profile visits		2,054	5,718	
Page reach		1,160,581	609,837	
Website	234,000	-	-	-
Users	54,2634			
Sessions	69,358			
Page views	108,463			
Podcast Stats	-	-	-	6,347

Source: Google Analytics – Facebook Business Suite – Transistor.com- Spotify for Podcaster

From a qualitative research perspective, the campaign collaborates with others in Aotearoa who are helping to improve society for young people.

- Over 100 community organisations are closely associated with the campaign, as listed on the website [Discover community groups doing great stuff in your region | Hear Me See Me](#)
- Individual advocates for young people are contributing to the campaign. This includes Dr Glen Colquhoun and Mr Ben Brown. Mr Brown is Te Awhi Rito New Zealand Reading Ambassador, who promotes the importance of reading in the lives of rangatahi, their whānau, and communities; young people who are advocating in a variety of spaces such as disabilities, mental health, migrant communities and teen parenting.

IN-CONFIDENCE

- Community organisations are partnering with the campaign to advocate and advise young people and their supporters through informative content. Partnering organisations include Talking Trouble (communication assistants who support young people in court and at family group conferences), Netsafe, the Māoriland Tech Creative Hub as well as alternative and mainstream educators.

Oranga Tamariki intends to make the information contained in this letter available to the wider public shortly. We will do this by publishing this letter on our website. Your personal details will be deleted, and we will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@ot.govt.nz.

If you are not satisfied with this response, you have the right to ask an Ombudsman to review this decision. Information about this is available at www.ombudsman.parliament.nz or by contacting them on 0800 802 602.

Nāku noa, nā



Steve Groom
General Manager Public, Ministerial and Executive Services