

10 March 2026

Rhys Hurley  
New Zealand Taxpayers' Union  
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**RE: Official Information Act Request 1882**

Tēnā koe Rhys

On 10<sup>th</sup> February 2026 you requested, under the Official Information Act 1982 (the Act):

- *the total spend on new campaign, crafted by Curative, titled: 'Dear Children'. Please break this down by website, design and or fees to Curative, and*
- *any documents on intended outcomes and how this decision was made.*

We had very limited budget for *Dear Children*. Items 1-5 are invoices paid to Curative.

| # | Description              | Amount            |
|---|--------------------------|-------------------|
| 1 | Campaign framework       | 7,500.00          |
| 2 | Creative development     | 12,500.00         |
| 3 | Campaign production      | 40,000.00         |
| 4 | Campaign website         | 10,000.00         |
| 5 | Campaign launch          | 6,000.00          |
| 6 | Paid social media        | 15,063.61         |
| 7 | Billboards               | 29,821.49         |
| 8 | Te reo Māori translation | 750.00            |
|   | <b>Total</b>             | <b>121,635.10</b> |

As per the breakdown above, the money we spent included the development of the campaign and all paid placement of campaign materials in the community.

The campaign is now embedded within our business-as-usual advocacy. While we continue to make social media posts and promote the campaign in other ways, there has been no further spend on paid social media, billboards or other advertising.

To put this spend in context, as at 12 February there were over 18,000 new users to the *Dear Children* website, 21% of whom had signed the letter. During the period 6 December – 11 February our Dear Children Facebook page received over 545,000 views and over 1,700 interactions.

In the same period the Dear Children Instagram channel received over 463,000 views. This is on top of over 201,000 organic (non-paid) views of our Mana Mokopuna Facebook and Instagram channels, including nearly 5,000 interactions on those channels.

Beyond these numbers, we have had a very positive response to the campaign, both in terms of earned media helping to spread the word (estimated by Isentia to be about 700,000 views/listens during the same period), and people and organisations reaching out to offer their thanks, support and offers to amplify *Dear Children* in their own networks. As at 12 February, 151 Facebook accounts and 74 LinkedIn pages had promoted *Dear Children* at no cost to us.

The second part of your request is for documents that record intended outcomes and how this decision was made.

Our annual planning process and associated [Statement of Performance Expectations](#) set the direction for public facing advocacy. Through detailed planning that followed, the Children's Commissioner identified two priority areas for advocacy campaigns, one being prevention of child maltreatment, and this advocacy work was provided a limited resource allocation in our annual budget process.

Attached to this letter is the high-level campaign brief approved by the Children's Commissioner which identifies that our intended outcome of this phase of *Dear Children* is to reach as many adults in Aotearoa New Zealand as possible to raise awareness about harm to children and to start national and local conversations about the role we all have to play to prevent harm to children and help mokopuna grow, thrive and be safe, as is their right.

The engagement mechanism we chose is a letter to co-sign with the Children's Commissioner. The letter is still open [here](#) if you or others would like to add your support to the campaign. You are also welcome to contact us for support if you wish to drive a conversation in your community about prevention of child harm.

We are currently drafting a report of activity, reach and engagement to date which will be published on our website in due course.

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

Nga mihi,



Matt Langworthy  
Manager Rights, Insights & Advice  
Mana Mokopuna | Children's Commissioner

**[manamokopuna.org.nz](http://manamokopuna.org.nz)**



***Te moemoea: kia kuru pounamu te rongō: All mokopuna live their best lives***

**Mana Mokopuna – Children's Commissioner**  
**Dear Children campaign, launching December 8, 2025**

*Dear Children* is a new nationwide campaign led by Children's Commissioner Dr Claire Achmad and supported by her team at Mana Mokopuna.

Its goal is to speak to children through a simple and heartfelt letter that will appear on posters, digital billboards and social media channels.

The true audience, however, is adults.

Through a letter she has written directly to the 1.23 million children of Aotearoa New Zealand, Claire affirms "you have the right to be safe." To the adults reading, she's saying "A child's right to safety is something we adults should protect fiercely."

The call to action is to ask people to join our movement and sign a pledge to protect children.

### **Kaupapa**

Mana Mokopuna has identified continuing trends in the harms being caused to children and young people, ranging from bullying and exclusion, through to physical and emotional abuse, and even as extreme as homicide.

Positively framed, the Dear Children campaign aims to start a national conversation about how we can work collectively to protect children from harm. We believe there is a role for strengths-based messaging that helps to ensure that children are valued, respected and protected, and to remind New Zealanders that all mokopuna are taonga, and that we all have a role to play to help them grow and thrive.

### **Timeline**

Dear Children will launch on the morning of December 8, 2025 with a public event for media and our stakeholders in Wellington. Children's Commissioner Dr Claire Achmad will introduce the campaign and sign the pledge on a portable wall we have created for the campaign. Those present will also be invited to sign this pledge, either physically or digitally.

Following the real-life launch, Dear Children will roll out in communities across the motu – on billboards, posters and phone screens. Our paid-media campaign will run for ten days, but we expect to share it through our social media channels over a 2-3 month period.

Dear Children is the first phase of our advocacy campaign and we expect to develop it in messaging and reach over the coming year.

### **Resources**

The Dear Children pledge will sit on a simple website where visitors can sign their name and opt in for email communications to stay connected to the campaign. This site will also include resources such as information about child maltreatment in Aotearoa New Zealand, and where to go for help.

As part of the resource page, we will include a link to Oranga Tamariki and expect to use similar wording to how this information appears [here](#) on the Mana Mokopuna website. We will share this text with the OT communications team before the site goes live on December 8.