

15 September 2022

[REDACTED]

Tēnā koe

### Your Official Information Act Request – Covid Vaccination Incentives

Thank you for your email of 18 August 2022, asking for the following which has been considered under the Official Information Act 1982 (the Act):

1. **Since the beginning of the Covid-19 pandemic [March 2020] to date [August 2022], how much money has BOPDHB spent on giving free items to the public to encourage them to get vaccinated?**

**This includes food, coffee, gift cards, prizes such as local and overseas trips, mobile phones, fuel and supermarket vouchers, Christmas hams and any other such prizes to entice people to get vaccinated.**

**Could you please provide a breakdown per category of how much was spent for each?**

From March 2020 to August 2022, Te Whatu Ora – Health New Zealand Hauora a Toi Bay of Plenty (formerly the Bay of Plenty District Health Board) paid \$177,918 in COVID-19 vaccination incentives. This figure includes food and drink, vouchers, and attractions. It also includes the cost of incentives purchased for the Super Saturday initiative held on 16 October 2021.

Food and drink = \$30,860  
Vouchers = \$97,370  
Attractions = \$49,688

2. **How much was spent on Super Saturday events?**

Te Whatu Ora – Health New Zealand Hauora a Toi Bay of Plenty (formerly the Bay of Plenty District Health Board) paid \$48,424 in costs related to the Super Saturday initiative, held on 16 October 2021. This figure included operational expenses such as traffic management, security and language translation services. It also includes incentives purchased for Super Saturday.

**My colleague Jenny Ling at the Northern Advocate filed a similar OIA but the response she received only had data for Oct 2021 - Dec 2021. We would like to know how much has been spent between March 2020 and Aug 2022.** Jenny Ling made a similar request but we provided her a prior response from another requester.

**Note:** The figure provided in the original request received on 16 December 2021 was incorrect. Items incorrectly coded as Covid Vaccination Incentives included staff, venue hire, supplies, advertising etc and totalled \$152,678. The correct total of Covid Vaccination Incentives for Oct-Dec 2021 is \$96,752.

If you have any questions, you can contact us at [oia.request@bopdhb.govt.nz](mailto:oia.request@bopdhb.govt.nz)

If you are not happy with this response, you have the right to make a complaint to the Ombudsman. Information about how to do this is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or by phoning 0800 802 602.

As this information may be of interest to other members of the public, Hauora a Toi Bay of Plenty may proactively release a copy of this response on our website. All requester data, including your name and contact details, will be removed prior to release. The released response will be made available here [Official Information Act | Te Whatu Ora | Health New Zealand | Hauora a Toi Bay of Plenty \(bopdhb.health.nz\)](http://Official Information Act | Te Whatu Ora | Health New Zealand | Hauora a Toi Bay of Plenty (bopdhb.health.nz))

Nāku iti noa, nā



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