

27 November 2018

Thomas Coughlan
Political Reporter
Newsroom Pro
Parliamentary Press Gallery
Thomas.Coughlan@newsroom.co.nz

REF: OIA-4337

Dear Thomas

Request made under the Official Information Act 1982

Thank you for your email of 30 October 2018 requesting the following information under the Official Information Act 1982 (the Act):

- 1. The most recent, up-to-date figures available for NZTA's advertising spend on online advertising last year, including advertising for public health campaigns etc. Please specify which online platform/social media platform used.*
- 2. The most recent, up-to-date figures available for NZTA's advertising spend on other media including traditional media like TV, radio and print.*

On 6 November 2018 we sent you a refinement of your request however, as we did not receive a response we have interpreted your request as 'Road Safety Campaigns'.

The following document falls within the scope of your request and is enclosed:

- Attachment 1 - NZ Transport Agency advertising media spend 2017 – 2018

This table outlines the NZ Transport Agency's advertising spend on all media (online and traditional) for the National Road Safety Advertising Programme in the 2017 – 2018 financial year. The information has been broken down to show each individual campaign and both the online and social media platforms used.

Please note that we will also be publishing the response to this request on our website:
<https://www.nzta.govt.nz/about-us/news-and-media/official-information-act/official-informationact-oia-responses/>

If you would like to discuss this reply with the NZ Transport Agency, please contact Andrew Knackstedt, Senior Manager Media, by email to Andrew.Knackstedt@nzta.govt.nz or by phone on 04 894 628

Yours sincerely

A handwritten signature in black ink that reads "P. D. Giles". The signature is written in a cursive, slightly slanted style.

Paul Giles

Senior Manager, Customer-Centric Design & Support