

14 February 2023

Jamie Ensor  
Digital Political Reporter  
Newshub  
jamie\_ensor@discovery.com

REF: OIA-11860

Dear Jamie

**Request made under the Official Information Act 1982**

Thank you for your email of 16 January 2023 requesting information under the Official Information Act 1982 (the Act) in relation to the road safety promotion investment. I will respond to each of your questions in turn as follows:

- 1. With reference to NZTA saying it is planning to spend roughly \$197m on promotional and education campaigns on Road to Zero between 2021 and 2024, how much has so far been spent?**

As at 31 December 2022, Waka Kotahi NZ Transport Agency had spent \$62,156,834 on promotional and education campaigns to support Road to Zero. The approved allocation of \$197 million is for the full three-year National Land Transport Programme period of the 2021/22 to 2023/24 financial years.

- 2. Specifically, what was this money spent on and when? i.e - X ad cost Y**

Outlined in the table below is a high-level breakdown by category of the road safety promotion spend, including actual spend figures for financial year 2021/22, and actual spend as of 31 December 2022 for financial year 2022/23. Please note, Waka Kotahi financial systems classify transactions by Road Safety issue or topic, not by each individual advertising campaign, education programme or local road safety initiative. To create and provide this level of detail to you would require considerable manual interrogation of multiple years' worth of transactions.

As the information is not held in the format sought by you, I am refusing your request for a breakdown by advertising campaign under section 18(g)(i) as the information requested is not held by Waka Kotahi and I have no grounds for believing that the information is held by another department (for itself and for a departmental agency hosted by it or an interdepartmental executive board serviced by it) or interdepartmental venture or Minister of the Crown or organisation, or by a local authority.

| Activity category                                     | 2021/22 actual spend (\$) | 2022/23 actual spend as at 31/12/22 | Total spend 01/07/21 – 31/12/22 |
|-------------------------------------------------------|---------------------------|-------------------------------------|---------------------------------|
| Local Road Safety Promotion programmes                | 12,048,548                | 3,843,837                           | 15,892,385                      |
| Waka Kotahi regional Road Safety Promotion programmes | 568,875                   | 113,702                             | 682,577                         |
| National Road Safety Promotion programme              | 24,988,805                | 11,832,466                          | 36,821,271                      |
| Public information campaign                           | 3,758,129                 | 2,011,420                           | 5,769,549                       |
| Safe vehicles programme                               | 608,812                   | 420,239                             | 1,029,051                       |
| Alcohol interlock and vehicle impoundment             | 1,367,375                 | 594,626                             | 1,962,001                       |

Specific information about funding allocations for the Road to Zero advertising campaign, including board papers, was released on 29 March 2022 and published to our website, you can find that response at the following link:

[www.nzta.govt.nz/about-us/official-information-act/non-media-official-information-act-oia-responses/](http://www.nzta.govt.nz/about-us/official-information-act/non-media-official-information-act-oia-responses/)

The Minister of Transport has also responded to a number of Written Parliamentary Questions on the advertising activities of Waka Kotahi and other agencies within the Transport portfolio, and these are available at the following link:

[www.parliament.nz/en/pb/order-paper-questions/written-questions](http://www.parliament.nz/en/pb/order-paper-questions/written-questions)

- 3. What targets/indicators are being used to measure the effectiveness of the campaigns?**
- 4. What progress has been made so far towards these targets?**

All targets and measures can be found in our statement of performance expectations where we report against advertising effectiveness for the National road safety promotion programme. You can find the Statement of Performance Expectations 2022/23 at the following link, referring to page 130:

[www.nzta.govt.nz/assets/resources/statement-of-performance-expectations/2022-2023/spe-2022-2023.pdf](http://www.nzta.govt.nz/assets/resources/statement-of-performance-expectations/2022-2023/spe-2022-2023.pdf)

More broadly the Road to Zero monitoring report sets out further targets in relation to road safety promotion. You can find the Road to Zero monitoring report for 2021 at the following link, referring to page 86: [www.transport.govt.nz/assets/Uploads/MOT-4163-Road-to-Zero-Monitoring-Report-2021-P8\\_V1.pdf](http://www.transport.govt.nz/assets/Uploads/MOT-4163-Road-to-Zero-Monitoring-Report-2021-P8_V1.pdf)

The 2022 monitoring report is yet to be finalised and will be proactively published when it is completed in mid-2023.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to refuse part of this request. The contact details for the Ombudsman can be located at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz).

In line with Waka Kotahi policy, this response will soon be published on our website.

If you would like to discuss this reply with Waka Kotahi, please contact Andy Knackstedt, Senior Media Manager, by email at [andrew.knackstedt@nzta.govt.nz](mailto:andrew.knackstedt@nzta.govt.nz).

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Lauren Cooke', with a stylized flourish.

**Lauren Cooke**  
Senior Manager, Education and Marketing