

26 July 2023

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REF: OIA-13008

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 29 June 2023 requesting information around Waka Kotahi NZ Transport Agency's attendance at Fieldays 2023, under the Official Information Act 1982 (the Act). I will address each part of your request in turn.

- *How much did NZTA pay for its stall?*

This year Waka Kotahi NZ Transport Agency was part of a joint Road Safety stand with NZ Police, Te Manatū Waka Ministry of Transport, Auckland Transport, WorkSafe and ACC. As large event with a number of attendees, Fieldays is an effective channel to communicate important road safety messages.

The total contribution towards the cost of the stand, from Waka Kotahi, was \$20,083.85, excluding GST. This includes the cost of freight for display items.

- *How many members of staff attended the stall, were they paid over time and please include the amount it cost to transport staff to field days and back?*

As this was a joint stand with road safety partners, Waka Kotahi staff members joined our partners' staff members to help run the stand. The number of Waka Kotahi staff on the stand each day was:

- Wednesday 14 June - 8
- Thursday 15 June - 4
- Friday 16 June - 6
- Saturday 17 June – 7.

Overtime was not paid to Waka Kotahi staff members.

\$986.38, excluding GST, was spent on flights to transport two Waka Kotahi staff members who lived outside the Waikato/Bay of Plenty area to and from the Fieldays site.

- *How much did the display of broken cars cost?*

The crashed cars and surrounding display were developed during the 2018-2021 National Land Transport Programme period as part of the Waka Kotahi Safe Vehicles Programme. They were created to be used at events and activations such as Fieldays, to educate people on the importance of vehicle safety ratings. As the crashed cars display is an existing asset, there was no cost, other than freight, associated with the use of the display at the Fieldays stand. The cost of freight is included in the overall amount as per the answer to the first question.

- *How much did the big red '0%' cost at the display cost?*

Five Road to Zero lightboxes were produced for the launch of the Road to Zero public information campaign in 2022. As the lightbox was an existing asset and was transported to the Fieldays site by a Waka Kotahi staff member, there was no cost associated with the use of the Zero at the Fieldays stand.

- *How much was spent on literature at the stall?*

A total of \$626.01 excluding GST was spent on printing material specifically for the Fieldays stand. In addition, existing education brochures were also used on the stand.

- *What were the results of the satisfaction survey?*
 - *How many people took the survey after having visited the stall? What were the results?*

We had 290 responses to our satisfaction survey. The survey found that

- 98 percent said our people staffing the stand were friendly and helpful.
- 97 percent had a positive or extremely positive experience from visiting the stand.
- 65 percent felt differently about road safety after visiting the stand
- 61 percent felt their impression of the road safety partners had improved.
- 50 percent were drawn to the stand by the crashed car display.
- *How much was spent on advertising the stall prior to and during field days?*
 - *Include social media boosting, papers, radio, tv etc.*

An advertisement promoting the joint Road Safety stand was placed in the Fieldays Focus, the official Fieldays publication. Total cost for design and placement was \$3,733.40 excluding GST.

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

If you would like to discuss this reply with Waka Kotahi, please contact Ministerial Services, by email to official.correspondence@nzta.govt.nz

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Lauren Cooke', enclosed within a faint rectangular border.

Lauren Cooke
National Manager Education & Marketing