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8 August 2022

[REDACTED]

REF: OIA-10550

Dear [REDACTED]

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

Thank you for your email of 11 July 2022 requesting the following information under the Official Information Act 1982 (the Act):

*with respect to your Road To Zero campaign, we question the basis of the campaign, and ask that you confirm the basis of your decision, by confirming what other countries with comparable driver to population ratios have in reality achieved zero accidents, as in our opinion, it makes no sense to launch an advertising campaign that has no prospect of being achievable or realistic.*

*In addition, we ask;*

*“that you disclose how the basis of the zero target decision was determined, plus we enquire what is the cost of the current Road to Zero advertising campaign, and has there been any post campaign polling or research to understand public reaction in order to verify its effectiveness”.*

*In our opinion, a zero target is unrealistic, with the result being that the public will not accept the campaign as being realistic or achievable. Accordingly, we challenge you to explain your logic in making this critical decision which we consider is badly flawed. [...]*

I have numbered each part of your request for ease of reference and will respond to each part in turn.

- 1) We ask that you confirm the basis of your decision, by confirming what other countries with comparable driver to population ratios, have in reality achieved zero accidents.**
- 2) Accordingly, we challenge you to explain your logic in making this critical decision which we consider is badly flawed.**
- 3) How was the basis of the zero target decision determined?**

In November 2019, Cabinet agreed to publish Road to Zero: New Zealand's road safety strategy and initial action plan.

Road to Zero commits us to a long-term vision where everyone, whether they're walking, cycling, driving, motorcycling or taking public transport, can get to where they're going safely. The strategy

sets New Zealand on a path towards Vision Zero. Vision Zero, is based on the ethical premise that no deaths or serious injuries are acceptable on our roads.

Road to Zero sets a target of a 40 percent reduction in deaths and serious injuries (DSIs) by 2030. This represents a significant interim step towards the longer-term vision.

In 2008, an international best-practice guide published by the Organisation for Economic Co-operation and Development (OECD) recommended that all countries should adopt a long-term vision of zero DSIs and set incremental targets to move systematically towards that goal: [www.itf-oecd.org/sites/default/files/docs/08targetssummary.pdf](http://www.itf-oecd.org/sites/default/files/docs/08targetssummary.pdf).

Many countries and cities have adopted Vision Zero as their long-term vision with some going so far as to ascribe a target date. Sweden was one of the first countries to adopt Vision Zero in the late 1990s and has since achieved a substantial reduction in deaths and serious injuries. Between 2007 and 2020, there was more than 50 percent reduction in deaths and it is currently one of the best performing countries for road safety. Sweden aims to achieve zero road deaths by 2050.

On 31 August 2020, the United Nations General Assembly adopted resolution A/RES/74/299 on *Improving Global Road Safety*. It includes the global adoption of a Safe System and Vision Zero approach promoting an evidence-based, data-led approach. You can read more about this here: [www.roadssafetyngos.org/about/about-road-safety/un-resolution-on-improving-global-road-safety/](http://www.roadssafetyngos.org/about/about-road-safety/un-resolution-on-improving-global-road-safety/)

To clarify, the Road to Zero vision is not to achieve zero crashes, but to eliminate the fatal and serious injuries that result from crashes. We accept that people make mistakes, and some crashes will always occur. Road to Zero also adopts a Safe System approach which includes installing median barriers, improving the safety performance of the vehicle fleet, encouraging road users to be alert and compliant. By doing this we can prevent crashes and reduce the severity of those crashes that do occur, so fewer people will be killed or seriously injured.

#### **4) What is the cost of the current Road to Zero advertising campaign?**

The total cost of the marketing and communications spend in relation to the Road to Zero campaign is \$6.185 million as at 30 June 2022.

#### **5) Has there been any post campaign polling or research to understand public reaction in order to verify its effectiveness?**

Waka Kotahi monitors the results of all advertising (ad) campaigns it produces to gauge its effectiveness and relevance to the target audience. While the ad campaign for Road to Zero is in its early stages, we have observed some positive indicators in these results as at June 2022. The current results of this ad campaign are:

- The ad campaign has had significant reach, reaching 93 percent of New Zealanders aged 18 and over in the first two months.
- high recall with the television ads *Booth* achieving 66 percent and *Riding together* achieving 67 percent. Our press campaign, *Vision* achieved 28 percent recall
- an increase in the awareness of Road to Zero from 11 percent in December 2021 to 59 percent in June 2022.
- 74 percent of people surveyed strongly support/support the Road to Zero vision for New Zealand.

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](mailto:official.correspondence@nzta.govt.nz).

Yours sincerely

A handwritten signature in dark ink, appearing to read 'F Marsh', with a stylized flourish at the end.

**Fabian Marsh**

Senior Manager, Road Safety