

18 January 2022

[REDACTED]

REF: OIA-9157

[REDACTED]

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

Thank you for your email of 30 November 2021 requesting information about Waka Kotahi NZ Transport Agency's *Safe Limits* campaign under the Official Information Act 1982 (the Act):

1. *How much Money was spent on this advert including the radio advert I have heard plus any other advertising associated with this campaign*
  - 1a. *Please provide a breakdown of costs including how much was spent to make the advert and how much has been spent to have it played on the radio/how much has been spent for it to be played on other media types or advertising platforms*
2. *Why is the advert one-sided and why is it suggesting we need to reduce speed limits instead of telling people we have an opportunity to support or oppose reduced speed limits through the notification and consultation process legally required as part of the land transport rule setting of speed limits rule 54001?*
3. *Can you please provide to me the full audio file(s) including a file for any variations of the advert which are being used or will be used to advertise to the public (Please note I don't require a copy of the audio for variations of this advert not being used/won't be used)*

Please find responses to each of your questions below:

1. **How much Money was spent on this advert including the radio advert I have heard plus any other advertising associated with this campaign**
  - 1a. **Please provide a breakdown of costs including how much was spent to make the advert and how much has been spent to have it played on the radio/how much has been spent for it to be played on other media types or advertising platforms**

To provide context, in November 2019, the Government announced New Zealand's Road Safety Strategy, Road to Zero. To support the strategy, Waka Kotahi NZ Transport Agency is looking to invest about \$197 million in national, regional and local road safety promotion and education campaigns supporting Road to Zero programmes over the next three years. This includes a campaign to raise public awareness of Road to Zero.

To further support the road safety strategy, Waka Kotahi is also working closely with the NZ Police and the Ministry of Transport under the Road Safety Partnership Programme (RSPP). In the next three years, \$1.24 billion will be allocated to the programme to provide road policing activities. These activities are focused on restraints, impairment, distraction and speed (RIDS) and include almost doubling enforcement of speed and drunk driving. You can read more about the RSPP, you can find more information here: <https://www.nzta.govt.nz/assets/resources/road-policing-programme/docs/rpp-2021-24.pdf>.

The total production costs of this campaign were \$988,032.00. This is broken down as follows:

Category	Costs (\$)
Television advertising production	\$900,692.00
Radio advertising production	\$15,390.00
Digital and social media advertising production	\$71,950.00
<b>Total production costs</b>	<b>\$988,032.00</b>

The total media costs (as at December 2021) for this campaign were \$949,154.00. This is broken down as follows:

Category	Costs (\$)
Television advertising media	\$634,471.00
Radio advertising media	\$150,083.00
Digital and social media advertising media	\$164,600.00
<b>Total media costs</b>	<b>\$949,154.00</b>

Given that we only launched this ad recently, the cost is slightly higher as media weightings are heavier for launch flights (aired with higher frequency and over a longer time period), media costs will come down for future flights.

## **2. Why is the advert one sided and why is it suggesting we need to reduce speed limits instead of telling people we have an opportunity to support or oppose reduced speed limits through the notification and consultation process legally required as part of the land transport rule setting of speed limits rule 54001**

The objective of this campaign is to raise awareness about the importance of setting safe speeds and the intention of the campaign is to provide insights into why we need to review some speed limits. For instance, as shown in the campaign, changes to the environment, growth, and development may affect how the road is used. Focused on the overall context in which speeds are reviewed, it is not the intention of the campaign to speak to the speed review process itself.

This speed review process is set out on the Waka Kotahi website:

<https://www.nzta.govt.nz/safety/what-waka-kotahi-is-doing/nz-road-safety-strategy/speed-and-infrastructure/speed-management/deciding-speed-limits/>

When conducting a speed review, Waka Kotahi engages and consults with the community as part of the legal process set out by the Setting of Speed Limits Rule 2017. During the consultation phase, Waka Kotahi communicates widely with communities and stakeholders in the affected area to inform / invite them to be part of the process and seek additional information that may impact any decision made in relation to the speed review in question.

**3. Can you please provide to me the full audio file(s) including a file for any variations of the advert which are being used or will be used to advertise to the public (Please note I don't require a copy of the audio for variations of this advert not being used/won't be used)**

As requested, I have attached a copy of the three radio ads that were developed as part of this campaign. These are enclosed:

- Attachment 1 - NTA2532-SpeedGetsInTheWay-PARAMEDIC-Final-RADIO.mp3
- Attachment 2 - NTA2532-SpeedGetsInTheWay-POLICE-Final-RADIO.mp3
- Attachment 3 - NTA2532-SpeedGetsInTheWay-TRUCKIE-Final-RADIO.mp3

Lastly, I would like to use this opportunity to clarify what the truck driver says in the radio advert that you reference in your email. You noted that in the radio ad you heard, the truck driver says, "I've seen plenty of f\*\*\* ups on some of our roads." This is incorrect, the truck driver says "muck-ups" in this script.

In accordance 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 Adrian Stephenson, Principal Marketing Advisor by email at [adrian.stephenson@nzta.govt.nz](mailto:adrian.stephenson@nzta.govt.nz).

Yours sincerely

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

**Lauren Cooke**

Senior Manager, Education and Marketing