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2 March 2022

[REDACTED]

REF: OIA-9512

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 16 January 2022 requesting the following information under the Official Information Act 1982 (the Act):

*A cost breakdown of Waka Kotahi's ad campaign about new speed limits, since 2020.
Including but not excluded to:*

- *Production costs*
- *Cost to air on television*
- *Cost to air on social media, including YouTube and other online services.*
- *Any other category of advertisement, i.e. billboards, posters, flyers, newspaper ads.*

To provide you with some 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 from 2021 to 2024. This includes, among other things, a campaign to raise public awareness and understanding 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 between 2021 and 2024, \$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 find more information about the RSPP here: www.nzta.govt.nz/assets/resources/road-policing-programme/docs/rpp-2021-24.pdf.

Over the period 2020 to 16 January 2022, Waka Kotahi NZ Transport Agency had only aired one advertisement on speed limits: ¹*Speed advertising: Safe limits*. For the *Speed advertising: Safe limits* campaign, the total production costs and media costs are detailed below

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
Total production costs	\$988,032.00

The total media costs (as at 1 February 2022) for this campaign were \$1,410,590. This is broken down as follows:

Category	Costs (\$)
Television advertising media	\$908,154.00
Radio advertising media	\$230,384.00
Digital and social media advertising media	\$272,052.00
Total media costs	\$1,410,590.00

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

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

Yours sincerely



Lauren Cooke
Senior Manager, Education and Marketing