

## National Education and Advertising Programme Business Case 2021-2024

In confidence

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### Recommendation

This paper seeks the Board's approval for investment in the 2021-2024 National Road Safety Education and Advertising Programme - through the National Land Transport Programme (NLTP) - under two concurrent and integrated streams of work.

It is recommended that the Board:

- Redacted - Out of scope
- Redacted - Out of scope
- Approves \$14.7 million of new funding for the Road to Zero Public Awareness Campaign for the three-year NLTP period 2021-2024.
- Notes a condition precedent to funding the Public Awareness Campaign is the activity must be assessed and included in the 2021-2024 NLTP as a prioritised activity.

### Background

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and the Road to Zero Public Awareness Campaign (*the Public Awareness Campaign*).

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**Redacted - Out of scope**. As a new activity, the funding sought for the Road to Zero Public Awareness Campaign is not currently included in the continuous programme funding of **s 9(2)(b)(ii)**. In addition, as a new activity, this campaign and funding is still to be assessed as part of the 2021-2024 National Land Transport Programme prioritisation process, so approval is sought on the condition that this campaign is assessed and included as a prioritised activity.

Given the different nature of the funding requests (one continuous and one new), the two streams of work have been assessed separately in the National Road Safety Education and Advertising Business case with individual Benefit Cost Ratios, Investment Prioritisation Methodologies and Options analyses for each one.

In keeping with this approach, the two streams of work are covered separately below.

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### **The Public Awareness Campaign – overview and investment options**

Evidence suggests that awareness of, and support for, Road to Zero and the safe system interventions required – such as speed and infrastructure changes - is not widespread.<sup>1</sup> To address this, the 10-year outcome for the Public Awareness Campaign is to build public acceptance of, and demand for, the interventions required to achieve the Road to Zero Strategy outcome of a 40% reduction in DSIs.

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<sup>1</sup> 2020 Public Attitudes to Road Safety Survey.

The outcomes sought from the 2021–2024 funding period for the campaign are to build New Zealanders' understanding and awareness of Road to Zero and the safe system approach, highlighting that everyone is a part of the system and has a role to play in achieving Vision Zero.

Since presenting the direction of the public awareness campaign to the Regulatory Sub-Committee in March 2021, work has continued to further develop the campaign. The target launch date for the campaign is September/October 2021, starting with an internal launch and then an external one (stakeholders and public).

An overview of the new creative campaign will be given to the Board at its scheduled meeting in August 2021.

In considering funding options for the Public Awareness Campaign, we reviewed the current and historical funding for initiatives with similar outcomes in the National Road Safety Advertising Programme. Specifically, the funding for high priority initiatives – alcohol and speed – and medium priority initiatives – motorcyclists and restraints – and the awareness and recall results for these campaigns.

Three investment options for the continuous programme are presented in the business case:

1. Option A: Minimum Viable Investment – this option is not recommended as it restricts both reach and breadth of messaging for the campaign, significantly impacting the effectiveness and benefits delivered to the wider Road to Zero programme.
2. Option B: Fit for Purpose Investment – this is the **recommended option** that enables all core messages to be delivered at the optimum reach and frequency levels required to impact public awareness and understanding. This investment level is modelled on the approach taken for high priority advertising initiatives – speed and alcohol – which has proven to reach large-scale audiences with positive effects on driver behaviour and influencing others.
3. Option C: Extension Investment – this option is not recommended as there is a risk of over-investing in the awareness campaign seeing a negative impact on benefits realisation due to over-saturation of messages and imbalance between the pace of the campaign and public appetite for and acceptance of Road to Zero.

Option B gives the best benefit cost ratio. Further details on the BCR and IPM assessments are available in the Resource Centre.

## Summary

Table 4 of the GPS 'Investment expectations for Government Commitments to be met in NLTPs' identifies the recommended distribution of spend for the Road to Zero programme in 2021-31; 15% on local road infrastructure, 30% on state highway infrastructure, 40% on road policing and 15% on road safety promotion and other safety spend.

The level of investment this paper recommends for road safety promotion is within the indicative allocation the Board has previously agreed and buys delivery of the education and advertising programme at an appropriate level, ensuring impact across target audiences and leveraging national and local programmes to deliver Road to Zero messaging.

The additional \$14.7 million being sought for the Road to Zero Public Awareness Campaign would have a minor impact if allocated across the rest of the programme and will critically build social licence for the interventions it will deliver, such as median barrier installation and lower-cost interventions such as speed reviews. The campaign is key to building public understanding and support for system change. Without this, our ability to deliver on interventions and achieve our targets under Road to Zero is limited.

The Programme Business Case illustrates that separately, but especially together, the Public Awareness Campaign and the Education and Advertising Programme contribute positively towards achieving the Road to Zero objectives. The options analysis, the Benefit Cost Ratios and the

Investment Prioritisation Method show that the recommended options - Option B for the Public Awareness Campaign, with an investment of \$14.7m **Redacted - Out of scope**

## Risks

The main risk associated with these campaigns is that they do not reach or resonate with their intended audiences and/or with the wider public. If this happens, our messages will not positively influence attitudes, beliefs and behaviours and widespread acceptance of road safety interventions may not exist - reducing the ability of Waka Kotahi to implement interventions effectively and efficiently. This can be mitigated by ongoing research, evaluation, measurement of effectiveness of the initiatives and campaigns, and continuing to build a deep understanding of target audiences as they continue to evolve.

Based on the teams growing expertise and access to data we are confident that this risk can be mitigated. A full risk mitigation table is included as Attachment 1.

## Attachments

**Attachment 1** Risk identification and mitigation

## Resource Centre

**Document 1** Benefit Cost Ratio and Investment Prioritisation Methodology

# Attachment 1

## Risk identification and mitigation

Outcome risks	Likelihood	Impact	Risk countermeasure
If the advertising and education initiatives do not reach and resonate with the intended audiences, then the proposed messages will not influence attitudes, beliefs, or behaviours, and the realisation of benefits will be delayed or will not accrue.	Possible	Significant	<p>Reduce the risk by:</p> <ul style="list-style-type: none"> <li>supporting the programme with robust research and evaluation</li> <li>understanding how, when and where target audiences are active and likely to receive proposed messages</li> <li>understanding the motivations and barriers to receptivity and change for all target audiences.</li> </ul> <p>Fallback – allocate a funding reserve to cater for emerging themes and changes in expected uptake by target audiences.</p>
If the public awareness campaign does not reach and resonate with the public, then widespread public acceptance of road safety interventions may not exist and Waka Kotahi's ability to implement interventions effectively and efficiently may be reduced.	Possible	Moderate	<p>Reduce the risk by:</p> <ul style="list-style-type: none"> <li>supporting the campaign with robust research and evaluation</li> <li>building into the campaign approach the ability to learn and adapt quickly based on new insight</li> <li>engaging key stakeholders to align messaging.</li> </ul>
If organisations that are expected to complement the proposed education and advertising messages select different themes for their own initiatives, then the effectiveness of the Waka Kotahi programme may be less than it might otherwise have been.	Possible but unlikely	Minor	<p>Avoid the risk by developing relationships with organisations, investigating and identifying possible barriers and agreeing appropriate content.</p> <p>Reduce the risk by:</p> <ul style="list-style-type: none"> <li>developing materials in collaboration with stakeholder organisations</li> <li>ensuring materials are readily accessible on the Waka Kotahi website</li> <li>ensuring materials are fit for purpose and meet the needs of other organisations</li> </ul>
If New Zealand Police does not enforce legislation, then individuals will be less inclined to respond to the advertising and educational messages, in which case the expected benefits will not accrue.	Possible but unlikely	Minor	<p>Avoid the risk by maintaining relationships with New Zealand Police and continuing to collaborate on achieving the desired outcomes.</p>