

Update on Road to Zero public awareness campaign

In confidence

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Purpose

This paper updates the Board on the development of the Road to Zero public awareness campaign and provides an overview of our integrated communications and engagement approach for the campaign launch in October 2021.

The Board will receive a presentation on the most recent creative execution of the campaign at the meeting.

Strategic relevance

Improving road safety outcomes across New Zealand's transport system is a strategic priority outlined in GPS 2021 and forms a key part of Te Kāpehu | Our compass. Enabling a safe system is one of the four roles that Waka Kotahi must carry out to achieve our vision of a land transport system connecting people, products and places for a thriving Aotearoa.

A key enabler of the Road to Zero programme led by Waka Kotahi is to drive a shift in road safety attitude and culture, creating a social licence for the interventions required to achieve the Road to Zero outcomes.

Background

Road to Zero, the Government's road safety strategy for 2020-30, sets out the strategic path for the change required to move New Zealand towards a future where no death or serious injury is acceptable on our roads. It sets a target to reduce deaths and serious injuries on New Zealand's roads, cycleways and footpaths by 40 percent over the next 10 years.

The strategy has identified five areas of focus: infrastructure and speed; vehicles; work-related road safety; road user choices; and system management.

The system management focus area recognises the need to build public understanding and support for road safety action, to develop a greater level of awareness of the complexity behind road safety and the deaths and serious injuries that result from road crashes.

Survey results from September 2020 show that a majority of New Zealanders think deaths are acceptable on our roads. 44% of respondents thought that zero would be an acceptable number of road deaths next year and 15% thought that more than 200 deaths would be acceptable.¹ This highlights the need for a Vision Zero approach to bring about a shift in public thinking – so that deaths are no longer accepted as a ‘toll’ we are prepared to pay for mobility.

The Road to Zero public awareness campaign is designed to create the shift by asking people to reconsider road safety and the levels of harm from road crashes they will and will not tolerate.

The Regulatory Committee received a paper on the Road to Zero public awareness campaign in March 2021.

Campaign overview and objectives

To create the social licence for the interventions required for Road to Zero to be successful, we require public awareness, understanding and ultimately acceptance of the Road to Zero strategy and the philosophy and approach that underpin it. This represents a significant shift in mindset and attitudes towards road safety in New Zealand, as well as a significant shift in the way Waka Kotahi approaches and leads the national road safety conversation in New Zealand.

A multi-year, multi-phased approach is required to drive this shift and create the social licence required. At the highest level, the objectives are outlined in the following table. Our current work on the public awareness campaign focuses on the Year 1 – 3 outcome, to raise awareness of Road to

Road to Zero public awareness campaign: 10-year vision of success		
There is social licence for Road to Zero, underpinned by public belief that zero deaths and serious injuries on our roads is possible and in our collective control		
Year 1 – 3 Outcome	Year 4 – 6 Outcome	Year 7 -10 Outcome
There is public awareness and a growing understanding of Road to Zero and the Safe System approach. Measure of success: Public awareness of Road to Zero	There is public understanding of Road to Zero and the safe system and a growing demand for the necessary actions to be taken to achieve a reduction in deaths and serious injuries.	There is public demand for the necessary actions to be taken to achieve Road to Zero.

Zero, and lays the foundation for the outcomes in future years.

Waka Kotahi is working with the creative agency FCB to deliver Phase 1 of the campaign, which will use an integrated communications framework to:

- **Disrupt** the current sense of complacency around the road safety problem by announcing that we have a new plan
- **Demonstrate** how we can work together to drive us towards zero road deaths

¹ Kantar Public Attitudes Survey to Road Safety survey, September 2020

- **Democratise** ownership and support of the system in action.

Phase 1 of Year 1, starting with the launch of the campaign in October 2021, will generate a new conversation with New Zealanders about road safety. Phase 2 of the campaign will start on 1 January 2022 and continue to build awareness and start increasing understanding of Road to Zero - in line with the outcome we are targeting for Year 1-3.

Campaign construction

To achieve the level of disruption required, the Road to Zero public awareness campaign will launch with a high-impact, multi-channel approach, led by two hero advertisements. Our strategic approach to the campaign involves the concepts of the 'Vision' and the 'System' working together, i.e. the 'why' and the 'how'. This approach will continue through Year 1.

The first advertisement 'Toll Booth' focuses on the vision and the message that it is time to stop paying the road toll. It is a powerful and emotive message and sets the scene to show that we have a plan to reach zero deaths and serious injuries on our roads by 2050.

The second advertisement 'Riding Together' follows 'Toll Booth'. It shows that it takes different parts of the road system working together to achieve our vision.

The concepts and messaging behind both the 'Toll Booth' and 'Riding Together' advertisements performed very strongly during comprehensive testing with audiences to inform their development.

Communications and engagement plan

Our comprehensive communications and engagement plan will amplify the effectiveness of the public awareness campaign, by rallying Waka Kotahi staff, partners and stakeholders around Road to Zero and encouraging them to get involved and share campaign messaging and support.

We are also drafting messaging in line with the evidence-based Common Cause framework, which uses narratives that focus on the outcomes being sought through a whole of system change, rather than individual behaviour change, to grow people's understanding, reframe their mindsets and ultimately change their behaviour.

The objectives we are seeking with our partners and stakeholders in Year 1 of the campaign are:

- To raise Waka Kotahi staff, partner and stakeholder awareness of the Road to Zero strategy and what it seeks to achieve.
- To work with partners and stakeholders to build support for, and amplify, messaging.
- To provide resources and collateral to Waka Kotahi staff, partners and stakeholders to help them demonstrate their support of Road to Zero.

Over time, through our integrated marketing, communications and engagement activity, we will build on this awareness:

- To increase understanding of what makes a safe road system.
- To encourage New Zealanders to acknowledge they too play a role in reducing deaths and serious injuries on the roads
- To empower New Zealanders to support the initiatives and interventions that will contribute to Road to Zero outcomes.

Internal engagement

Internally, we will build anticipation in the lead up to the campaign going live to help implement a successful and disruptive launch. Our engagement will continue during and after the campaign and demonstrate that staff have a role to play in delivering Road to Zero.

External engagement with iwi, partners and stakeholders

The campaign will be supported by a Ministerial launch event and activation and PR activities. These are laid out in a comprehensive Communications and Engagement Plan.

Externally, we will engage with around 60 key organisations – including industry groups, disability organisations, private enterprises, public transport operators, emergency services and central government agencies. We will also target local government (including Mayors, Chairs and Regional Transport Committees).

We are developing a specific plan to engage with iwi and Māori, including te reo versions of the campaign resources and collateral for partners and stakeholders. We will also leverage existing relationships and channels to help us to promote this te reo content internally and externally. We are also considering any Māori road safety initiatives we can announce during the campaign.

Our external engagement also includes:

- Establishing a working group with NZ Police, Ministry of Transport, ACC, WorkSafe and Auckland Transport
- Developing specific partnership initiatives with iwi, Students Against Dangerous Driving, Victim Support and Brake (road safety charity)
- Rallying support from other organisations through existing relationships and touchpoints
- Developing digital resources and collateral to make it easy for other organisations to get involved
- Rolling out collateral at AA, VTNZ and VINZ retail sites.

Next steps

We are working towards a high-profile campaign launch event with the Minister of Transport and our Chief Executive on 11 October 2021. This timing is indicative. We will share the final campaign content with you prior to the launch date in an email update.

Budget

In June 2021, the Board conditionally approved \$14.7 million in new funding for the public awareness campaign in the 2021-24 NLTP period – subject to it being included in NLTP 2021-24 as a prioritised activity.

We are working to a budget of \$4 million for the campaign in 2021/22. We are currently on track against this budget, moving through the strategic procurement phase and into the production phase. While we are producing two separate advertisements, we will gain significant cost efficiencies in the production phase in shooting both 'Toll Booth' and 'Riding Together' at the same time.

Evaluation

We are developing benchmarks to measure the effectiveness of the campaign, including measuring awareness of the campaign and its key messages and sentiment both internally and externally through surveys. Our website analytics and social media monitoring will also play an important role in our evaluation.

Health & safety, customer/stakeholder & environmental impact

The impact of this decision is considered by Waka Kotahi to be positive in terms of health and safety, the public and other stakeholders.

Attachment 1

Key risks and mitigations

Risk	Mitigation
Waka Kotahi staff, partners and stakeholders think the campaign will be a 'silver bullet' to get the public onside with road safety interventions	Messaging to explain that it's a 10-year campaign that will take the public on the journey, and behaviour change is a long process. Define the intent of this stage of the campaign to ensure it is clear what it will deliver.
Stakeholders detract from Road to Zero messages by running safety campaigns at odds with Road to Zero messages	Identify stakeholders that need to understand timings and intent of the campaign so they can help support our messages instead of detracting from them
We compete against other top of mind issues for the public, e.g. housing, and don't get the airtime we need with the public.	Lead with the vision/the why in our communications.
Government criticised for focusing on a road safety campaign instead of issues such as mental health or environmental issues.	Lead with the vision/the why in our communications. Back pocket messaging to explain the importance of making changes in road safety to keep people safe on our roads.
Waka Kotahi is criticised for campaign content re-traumatising people affected by deaths and serious injuries on our roads.	Work with the charities Brake and Victim Support to get them onboard with the campaign and to provide supporting collateral if people feel impacted.
High profile people criticise the strategy and say the focus should be on driver training and behaviour.	Use experts, e.g. from the Global Road Safety Alliance, to counter that argument. Sell the vision in communications and reinforce there isn't one 'fix' for a safe road system.
People blame the lack of maintenance on roads for safety concerns	Sell the vision in communications and reinforce there isn't one 'fix' for a safe road system
Waka Kotahi is criticised for not spending enough on infrastructure and road safety due to constrained funding environments within the 2021-2024 NLTP.	Continue to be open and transparent with stakeholders about funding constraints. Emphasise we're working with what we've got, and we've had to prioritise.
Waka Kotahi is criticised for spending money on this campaign while there are constrained funding environments within the 2021-2024 NLTP.	Acknowledge there are competing priorities, and this has been taken into account. Reiterate the key message that there are things we can do now to keep people safe on our roads and the social cost of just one death is more than this campaign.
Waka Kotahi are seen to be endorsing one company over another by working with them to promote the campaign e.g. working with Z Energy on an in-store promotion.	Content is balanced so it can't be perceived as an endorsement. Emphasise we're working with organisations and companies we already have active relationships with in the first

	instance and then we plan to reach out to other organisations.
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