

50 Victoria Street
Private Bag 6995
Wellington 6141
New Zealand
T 64 4 894 5400
F 64 4 894 6100
www.nzta.govt.nz

29 March 2022

[REDACTED]

REF: OIA-9583

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 23 February 2022 requesting the following information under the Official Information Act 1982 (the Act):

With reference to the double-page advertisement from NZTA that appears in our newspapers today could you please supply the following information:

- 1. the total cost of this advertising initiative, including (without limitation) design costs.*
- 2. any papers provided to the NZTA Board on this campaign,*
- 3. all the evidence or analysis (statistical, philosophical, ethical, or whatever) in support of your claim that the "only acceptable" number of road deaths or serious injuries is zero, and that all New Zealanders supposedly need to get on the "same page" on this,*
- 4. NZTA's view of democracy, debate, and legitimate disagreement or even dissent.*

I will address each of your questions in turn:

1. The total cost of this advertising initiative, including (without limitation) design costs.

The total cost of the Road to Zero press advertising in newspapers across Aotearoa was \$138,361 excluding GST.

The cost of the initial stage of the Road to Zero public awareness campaign to is \$4,737,200, exclusive of GST. This includes the production and media costs for two television advertisements as well as the production and media costs for all other supporting assets including radio, digital, social media, print media and out of home media.

The cost breakdown is below:

Category	Costs (\$)
Production costs (Television Commercial)	\$1,973,090
Production costs (other assets)	\$143,000
Media costs	\$2,621,110
Total Costs	\$4,737,200

The current advertising campaign is supporting a much larger Government investment of \$2.9 billion in road safety activities over the next three years, including \$1.2 billion for road policing. The total cost of the three-year advertising campaign is \$14.7m, as detailed in Attachment 1.

To put the investment in this campaign in context, the average social cost of one fatal road crash in New Zealand is \$5.37 million, with the average cost of a serious injury crash estimated at just over \$1 million. At current casualty rates of over 300 deaths and more than 2,000 serious injuries per year, the annual social cost of road crashes to New Zealand is nearly \$5 billion.

2. Any papers provided to the NZTA Board on this campaign.

The Board papers that fall within the scope of your request are detailed in the document schedule below and are enclosed with this response.

3. All the evidence or analysis (statistical, philosophical, ethical, or whatever) in support of your claim that the “only acceptable” number of road deaths or serious injuries is zero, and that all New Zealanders supposedly need to get on the “same page” on this.

In November 2019, Cabinet agreed to publish Road to Zero: New Zealand's road safety strategy and initial action plan. The plan sets New Zealand on a path towards Vision Zero. A vision where everyone, whether they're walking, cycling, driving, motorcycling or taking public transport, can get to where they're going safely. It is our path towards zero deaths, with the initial target of a 40 percent reduction in deaths and serious injuries (DSIs) by 2030. Vision Zero, is based on the ethical premise that no deaths or serious injuries are acceptable on our roads. Vision Zero was adopted by the best performing countries, in terms of road safety performance, back in the late 1990s.

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.

Many countries have adopted Vision Zero with some going so far as to ascribe a target date. On 31 August 2020, the United Nations General Assembly adopted resolution A/RES/74/299 on *Improving Global Road Safety* which includes the adoption of a safe system and vision zero approach promoting an evidence-based, data-led approach.

New Zealand first adopted the Safe System approach and the Safer Journeys strategy in 2010. Under Road to Zero, substantial analysis was undertaken to inform and develop the interim 40 percent target reduction in deaths and serious injuries by 2030. Work on the strategy began in April 2018.

More information on the development of and consultation on Road to Zero can be found here: www.transport.govt.nz/area-of-interest/safety/road-to-zero/.

4. NZTA's view of democracy, debate, and legitimate disagreement or even dissent

It is not appropriate for Waka Kotahi to formulate a position on the topics you have raised as, in accordance with guidance from the Office of the Ombudsman, there is no obligation on an agency or department to form an opinion in order to answer a request under the Act.

Waka Kotahi is a New Zealand Crown Entity tasked with promoting a safe and functional land transport system. It is our duty as public servants to be both impartial and politically neutral. Political neutrality is a constitutional convention that supports the Government's trust in the State services to work in an impartial way. You can read more about the legal framework we operate under, how we work with communities, our environmental and social responsibilities, and access our Statements of Intent and Annual Reports on our website at www.nzta.govt.nz/about-us.

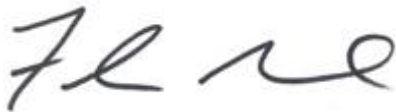
With respect to the information that has been withheld, I do not consider there are any other factors which would render it desirable, in the public interest, to make the information available.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to withhold this information. The contact details for the Ombudsman can be located at www.ombudsman.parliament.nz.

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 Official Correspondence by email at official.correspondence@nzta.govt.nz.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'F Marsh', with a stylized, cursive script.

Fabian Marsh

Senior Manager Road Safety

OIA-9583 Document Schedule

Ref	Document	Date	Description
1.	National Education and Advertising Programme Business Case 2021-2024	24 June 2021	Information withheld as it is outside the scope of the request. Information withheld under section 9(2)(b)(ii) of the Act that would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.
2.	Document 1 - Benefit Cost Ratio and Investment Prioritisation Methodology.pdf.	24 June 2021.	Information withheld as it is outside the scope of the request.
3.	Road to Zero Public Awareness Campaign.	August 2021.	
4.	Update on Road to Zero public awareness campaign.	19 August 2021.	