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12 May 2022

[REDACTED]
[REDACTED]

REF: OIA-9870

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 11 April 2022 requesting the following information under the Official Information Act 1982 (the Act):

- *A cost breakdown outlining NZTA's advertising about half price fares, including but not limited to:*
 - *Design and administrative costs for producing advert material*
 - *Costs of running these adverts, i.e., costs for television ads, newspaper ads, pamphlets and posters*

The anticipated production and media budget for the first phase of the Half Price Fares campaign is \$275,897, exclusive of GST. The first phase takes the campaign through to 30 April 2022. This is broken down as follows:

- production costs for all creative assets: \$52,075
- media placement costs: \$223,822.

In announcements by the Government on 14 and 22 March 2022, it was confirmed that funding would be provided for local government to implement half price public transport fares covering core public transport services, Te Huia and Capital Connection train services, and Total Mobility services for those with long-term impairments who are unable to use public transport.

Waka Kotahi NZ Transport Agency worked with partners to develop a public information campaign to support the introduction of the half price public fares from 1 April 2022.

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 Amanda Duncan, Marketing Manager, by email at Amanda.Duncan@nzta.govt.nz

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Lauren', with a large circular flourish on the left side.

Lauren Cooke

Senior Manager, Education and Marketing