

15 May 2023



REF: OIA-12439

Dear 

**Request made under the Official Information Act 1982**

Thank you for your email of 14 April 2023 requesting the following information under the Official Information Act 1982 (the Act):

*Can I please get a breakdown of the media spend for Waka Kotahi's Road to Zero for the 2021/2022 Financial year by channel (e.g. TV, Outdoor, Social, Radio etc.).*

Road to Zero, New Zealand's road safety strategy, was launched by Te Manatū Waka | Ministry of Transport in 2019 and Waka Kotahi NZ Transport Agency is the government agency leading its delivery. Underpinned by a vision of zero deaths and serious injuries in Aotearoa, Road to Zero is the first step in achieving this vision and specifically aims to reduce deaths and serious injuries on New Zealand roads to 40 percent of 2018 levels by 2030.

For more information on New Zealand's road safety strategy, go to: [www.roadtozero.govt.nz](http://www.roadtozero.govt.nz).

The total media spend for Waka Kotahi's Road to Zero public information campaign for the 2021/2022 financial year is \$2,533,222, exclusive of GST. As all media is placed through our media partner, we are unable to provide the advertising expenditure by channel as media costs are not broken down by individual media channel in our finance system.

Therefore, I have to refuse your request under section 18(g) of the Act because the information requested is not held to that level of detail by Waka Kotahi NZ Transport Agency and I have no grounds for believing that the information is either connected more closely with the functions of another department or Minister of the Crown or organisation or of a local authority.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to refuse this request. The contact details for the Ombudsman can be located at [www.ombudsman.parliament.nz](http://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 Amanda Duncan, Marketing Manager, by email to [amanda.duncan@nzta.govt.nz](mailto:amanda.duncan@nzta.govt.nz)

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Lauren Cooke', enclosed in a light blue rectangular box.

**Lauren Cooke**

National Manager Education and Marketing