

1 November 2023



REF: OIA-13759

Dear 

Request made under the Official Information Act 1982

Thank you for your email of 3 October 2023 requesting the following information under the Official Information Act 1982 (the Act):

- *How much money has been spent on advertising Road to Zero, each year for the past six years, broken down by expenditure type.*
- *How much money has been spent on advertising LGWM, each year for the past six years, broken down by expenditure type.*
- *How much money has been spent on advertising reduced/'safer' speed limits, each year for the past six years, broken down by expenditure type.*
- *How much money has NZTA spent in total on advertising, each year for the past six years, broken down by expenditure type.*
- *How much money has NZTA spent in total on polling/surveys, each year for the past six years, broken down by expenditure type.*

The following table provides a breakdown of spending in the areas you have requested for the six years 1 July 2018 to 30 June 2024:

Financial year	2018/19 (\$)	2019/20 (\$)	2020/21 (\$)	2021/22 (\$)	2022/23 (\$)	2023/24* (\$)
Road to Zero – Public Awareness advertising	-	-	1,887,779	4,297,950	3,257,236	415,661
Let's Get Wellington Moving advertising	See table below for spend by calendar year					
Speed advertising **	4,198,884	3,713,116	4,400,046	4,593,100	4,681,333	726,089
Total advertising ***	17,490,180	17,361,799	17,705,785	23,169,856	22,182,190	3,402,159
Polling, surveys and market research	1,811,308	1,227,933	1,595,328	2,386,378	2,380,357	****

* 2023 figures are as at 30 September 2023.

** Speed advertising includes advertising on reduced/safer speed limits, as well as advertising encouraging drivers to slow down when driving.

*** Total advertising does not include spend for LGWM.

**** A 2023/24 year-to-date total for polling, surveys and market research is not available.

The following table provides a breakdown of spend on advertising for Let's Get Wellington Moving for the six years 1 January 2018 to 31 December 2023:

Calendar year	2018 (\$)	2019 (\$)	2020 (\$)	2021 (\$)	2022 (\$)	2023* (\$)
Let's Get Wellington Moving advertising	44,850	86,661	377,373	777,949	281,426	92,533

* 2023 figures are as at 30 September 2023

You have also requested:

- *How many communications staff are currently employed at NZTA?*

As at 24 February 2023, Waka Kotahi employed 40.2 permanent and fixed-term full-time equivalent (FTE) staff in roles focusing on social media, public relations and/or communications. Waka Kotahi is required to report these staff numbers as part of the Select Committee annual review and estimates processes.

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 us by email to official.correspondence@nzta.govt.nz.

Yours sincerely



Josh Driscoll
Manager Ministerial Services - Transport Services