

13 September 2024

s9(2)(a)

REF: OIA-16203

Dear s9(2)(a)

Request made under the Official Information Act 1982

Thank you for your email of 18 August 2024 requesting information regarding the advertising campaign for “Road to Zero” under the Official Information Act 1982:

I will address each part of your request in turn below.

1. Whose idea was it for the campaign in the first place?

Released in late 2019, Road to Zero was the previous Government’s 10-year road safety strategy which planned to invest \$10 billion dollars across 5 focus areas and outlined 15 key actions that would improve road safety and achieve a targeted 40% reduction in death and serious injuries (from 2018 levels) by 2030.

The strategy included a vision for a New Zealand where no one is killed or seriously injured in road crashes and within the first action plan outlined the specific actions required to be delivered by Road Safety Partners including but not limited to NZ Transport Agency Waka Kotahi (NZTA). The actions included a significant safety infrastructure improvements and speed management programme focussed on high-risk roads and intersections, investment in road policing, vehicle safety, work-related safety and system management.

System Management included actions about road safety communications and education with a small part to assist public understanding of the Road to Zero strategy in improving road safety outcomes for New Zealand. The Road to Zero public information campaign was developed in support of this action.

2. How much was spent on developing the campaign for advertising?

I have interpreted your request for development costs to encompass the creative and production costs for the campaign. These costs totalled \$1,336,737.

3. How much was spent advertising from the beginning of the campaign until present?

The media costs for this campaign came to a total of \$8,521,889 these costs were incurred between the 2020/21 2023/24 financial years.

4. When was the last time this campaign was aired?

Advertising for this campaign was last aired in October 2023.

In line with NZTA policy, this response will soon be published on our website, with personal information removed.

If you would like to discuss this reply with NZTA, please contact the Ministerial Services team by email to official.correspondence@nzta.govt.nz

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Lauren Cooke', is positioned below the text 'Yours sincerely'. The signature is fluid and cursive.

Lauren Cooke
National Manager, Communications and Marketing