

From: Caitlin Ferner

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To: Ben Dirkze <Ben.Dirkze@nzta.govt.nz>; Angela McDonnell <Angela.McDonnell@nzta.govt.nz>; Arlouse Brooking <Arlouse.Brooking@nzta.govt.nz>; Arthur Webber <Arthur.Webber@nzta.govt.nz>; Davey Forbes <Davey.Forbes@nzta.govt.nz>; David Kontze <David.Kontze@nzta.govt.nz>; Geoffrey Strother <Geoffrey.Strother@nzta.govt.nz>; Kannan Babu <Kannan.Babu@nzta.govt.nz>; Kelly Martin <Kelly.Martin@nzta.govt.nz>; Makareta McDonnell <Makareta.McDonnell@nzta.govt.nz>; Rebecca Gilchrist <Rebecca.Gilchrist@nzta.govt.nz>; Stephanie Williams <Stephanie.Williams2@nzta.govt.nz>; Toni Fauonuku <Toni.Fauonuku@nzta.govt.nz>; Tony Ratima-Lane <Tony.Ratima-Lane@nzta.govt.nz>; Mark Pugin <Mark.Pugin@nzta.govt.nz>; Kim Hawe <Kim.Hawe@nzta.govt.nz>

Subject: Upcoming driver licencing social media

Kia ora,

I'm from the regulatory communications team and have been working on a social media series that looks at driver licencing wait times for theory and practical test, encouraging applicants to be prepared before they show up for the test.

I'm sending through what collateral we'll be rolling out over the next month so you're fully informed in case there are any questions from stakeholders you engage with.



The series looks at some of the top questions people get wrong in learner licence tests, and some of the most common critical and immediate failures in practical testing. Each post will focus on one aspect of a test, as well as directing people to the Road Code, Drive, and encouraging people to be prepared before they show up for the test.

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Theory testing

<p>1 in 3 learner licence test takers got a question about pedestrian crossings wrong.</p> <p>Would you pass the test?</p> 	<p>1 in 5 learner licence test takers don't know who should give way here.</p> <p>Would you pass the test?</p> 	<p>1 in 5 learner licence test takers don't know what this sign means.</p> <p>Would you pass the test?</p> 	<p>1 in 5 learner licence test takers don't know when to use a flush median.</p> <p>Would you pass the test?</p> 	<p>1 in 4 learner licence test takers don't know what to do if a tyre blew out.</p> <p>Would you pass the test?</p> 
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Practical testing

<p>7000+ people didn't stop correctly on their practical licence test.</p> <p>Would you pass the test?</p> 	<p>46,000+ people failed to signal on their practical licence test.</p> <p>Would you pass the test?</p> 	<p>37,000+ people drove too slow on their practical licence test.</p> <p>Would you pass the test?</p> 	<p>9000+ people didn't give way on their practical licence test.</p> <p>Would you pass the test?</p> 	<p>Your car must be roadworthy to be used for a driving test.</p> <p>Could you use your car for the test?</p> 
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To supplement this we've also developed more 'hard line' communications informing people of what resources they have, and requirements they must meet once they're in the system.

<p>Prepare for your driver licence test with the road code.</p> 	<p>Prepare for your driver licence test with Drive.</p> 	<p>Cancel or reschedule your driver licence test if you can't make it.</p> <p>There's high demand for driving tests, someone else could use your booking.</p> 	<p>Driver licence test fees include two tests.</p> <p>If you don't show up, it counts as a failure.</p> 
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A second part to this series – focussed on applicants for overseas conversions is currently being translated by DIA, we expect this to be published in early November.

Happy to share more of the thinking behind this or give any more detail if that's something you need.

Thanks,

Caitlin Ferner (she/her)

Senior Communications Advisor, Regulatory

Te Waka Kōtuia | Engagement and Partnerships

Email: caitlin.ferner@nzta.govt.nz

Mobile: s 9(2)(a)

NZ Transport Agency Waka Kotahi

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

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