

From: s 9(2)(a) @aa.co.nz>
Sent: Friday, October 25, 2024 8:09 AM
To: Bianca Stables <bianca.stables@nzta.govt.nz>; s 9(2)(a) @aa.co.nz>; s 9(2)(a) @aa.co.nz>
Cc: s 9(2)(a) @aa.co.nz>; Cassandra Rivers <Cassandra.Rivers@nzta.govt.nz>; Caitlin Ferner <caitlin.ferner@nzta.govt.nz>
Subject: RE: NZTA campaign update - NZTA App and driver licence

Thanks so much Bianca, I can access Google Drive and they look great!

Kia pai te rā,

s 9(2)(a)



s 9(2)(a)

Social Media Specialist
The New Zealand Automobile Association Incorporated

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We've moved!

Our new address is:
Level 5, 20 Viaduct Harbour Avenue, Auckland 1010

From: Bianca Stables <bianca.stables@nzta.govt.nz>
Sent: Wednesday, October 23, 2024 2:00 PM
To: s 9(2)(a) @aa.co.nz>; s 9(2)(a) @aa.co.nz>; s 9(2)(a) @aa.co.nz>
Cc: s 9(2)(a) @aa.co.nz>; Cassandra Rivers <Cassandra.Rivers@nzta.govt.nz>; Caitlin Ferner <caitlin.ferner@nzta.govt.nz>
Subject: RE: NZTA campaign update - NZTA App and driver licence

Kia ora koutou

Please find the attached schedule for our driver licencing social media campaign, and images available for you to publish on social media as appropriate via Google Drive here:

[Internal link](#)

Again, if you are planning on posting organically rather than sharing an existing post, please do wait until we've published the specific post on NZTA channels first, and also only use these on social media 😊

Let me know if you have any trouble accessing the Google Drive folder!

Thanks
Bianca

Bianca Stables (she/her)

Senior Advisor, Partnerships

Te Waka Kōtuitua - Engagement & Partnerships

Email: bianca.stables@nzta.govt.nz

Mobile: s 9(2)(a)

NZ Transport Agency Waka Kotahi

From: Bianca Stables

Sent: Monday, October 14, 2024 4:24 PM

To: s 9(2)(a) @aa.co.nz; s 9(2)(a) @aa.co.nz; s 9(2)(a) @aa.co.nz

Cc: s 9(2)(a) @aa.co.nz; Cassandra Rivers <Cassandra.Rivers@nzta.govt.nz>; Caitlin Ferner <caitlin.ferner@nzta.govt.nz>

Subject: NZTA campaign update - NZTA App and driver licence

Kia ora koutou

Thanks again for your time last week, it was great to check in ahead of the upcoming busy season!

I wanted to send through a few campaign updates, including content that you're welcome to use across/share on social media.

First update is our NZTA App – which we're currently heavily promoting across social media. We have ads running, but are also posting organically on Facebook, Instagram, LinkedIn and X. I have images you're welcome to post on social, which I've saved in Google Drive here:

Internal link

Let me know if there's a better way to share with you, I'm just mindful of sending large files!

You can also find some of our posts here:

<https://www.facebook.com/photo.php?fbid=892882462870831&set=pb.100064472571483.-2207520000&type=3>

<https://www.facebook.com/photo.php?fbid=903622095130201&set=pb.100064472571483.-2207520000&type=3>

<https://www.facebook.com/nztransportagency/videos/download-the-nzta-app/3681239875460042/>

Secondly, I wanted to update you on our social media campaign focused on driver licencing. The campaign started this week, and runs for six months. The goal of the campaign is to raise awareness of what's involved in getting a driver licence, and encourage people to be prepared for their theory and practical tests. You can see a preview of this content below.

I've copied in Cass and Caitlin who are leading this work – feel free to reach out to them directly for more information.

- On your learner licence test you could be asked what you must do when approaching a pedestrian crossing with a raised traffic island. Make sure you're prepared to pass first time by learning the road rules.
- When approaching a pedestrian crossing you must slow down and be ready to stop for people on the crossing or waiting to use the crossing. Wait until anyone crossing in front of you is clear of your vehicle before you proceed.
- If there's a raised traffic island in the middle of the crossing, stop and give way to people on your half of the road who are crossing or waiting to cross.

1 in 3
learner licence test takers got a question about pedestrian crossings wrong.
 Would you pass the test?

- So far this year over 7000 people didn't come to a complete stop at a stop sign during their restricted licence test.
- You must come to a complete stop at a stop sign. That means your vehicle's wheels must be fully still. You can't roll through slowly – always come to a complete stop, give way to everyone, and only go when it's safe.

7000+
people didn't stop correctly on their practical licence test.
 Would you pass the test?

Again, you are more than welcome to share our existing posts on our social media channels, and I am in the process of sourcing the hi-res images that you can post organically (if you prefer to do this rather than sharing). When it comes to posting organically, we'd just ask that they are only posted once live on NZTA channels first, as well as only using them on social media. It'd also be great if you could mention us in the post, so people understand the tips/content is from NZTA.

If you're keen to use the collateral in other ways such as print, let Cass or Caitlin know and they can work with you to get these designed up and made available. Along with the assets, I'll share our schedule so you can see when each post is going out so you can work from if you're keen to share or post organically.

In the meantime, here's the first post that we published on Friday:

<https://www.facebook.com/nztransportagency/posts/pfbid0zQAeDSTjk2PiXmxgNvvw4QDjFpm6AxPi4E2tdWLqfriASBqMbmim416UivKdttbd/>

When you do post organically or share any of our posts – it'd be really helpful to get some insights back on reach and engagement, as well as any other useful metrics like link clicks etc where appropriate. Meagan, is this something you'd be able to provide?

If you have any questions on anything else coming up, feel free to give me a call 😊

Thanks
 Bianca

Bianca Stables (she/her)

Senior Advisor, Partnerships

Te Waka Kōtuia - Engagement & Partnerships

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