

# Driver licencing wait times

## Purpose

NZTA is working to reduce wait times for theory and practical driver licence tests, with an aim of reducing wait times to an average of 30 days by 31 October 2024.

NZTA is working closely with VTNZ to reduce wait times by increasing the supply of tests, reducing demand for tests, and introducing efficiency improvements in the driver licensing system.

The purpose of this campaign is to ensure applicants are aware of the requirements of every stage of the driver licence system, while raising awareness of what they need to do to pass their test.

## Approach

The campaign will be designed in house to ensure consistency of NZTA style and tone.

Communications will focus on three distinct streams of content to focus on parts of the licencing system that are experiencing the most change/where there is the highest amount of pressure.

1. New entrants
2. Overseas licence conversions
3. Reminder of service (issues management)

Broadly, the messaging will:

- Put the responsibility on the applicant to be prepared, and show up for their test.
- Reiterate what we're doing to bring wait times down.
- Raise awareness of the consequences of failures/no-shows.
- Use the tests themselves as an opportunity to raise awareness of common mistakes and failures.
- Direct people to drive.govt.nz, the New Zealand Road Code, and Driving in New Zealand resources.

## Timeline

Time	Activity
Mid – Sept	Agree messages
Mid - Sept	Send new applicant brief to design Send overseas conversions text to DIA (4-6 working days to complete)
Late - Sept	Finalise new applicant design
Early - Oct	Go-live new applicant series Send overseas conversion text to design
Mid – Oct	Go – live overseas conversions Take stock/add reminder of service messages as necessary

## Design

Ideally there will be an aesthetic through-line across all three content streams.

There's an opportunity, particularly with the new applicant series, to be more creative on how we approach the design. The project team have indicated that they're keen to have the design look distinct from other NZTA products.

Some aspects of the campaign will need to be drawn from the road code, particularly with the theory and practical testing.

Examples of learner licence test questions, and critical/immediate failure reasons on practical tests will be included and will need to be easily identifiable.

The campaign has the potential to transfer to other mediums (digital ads, print).

Released under the Official Information Act 1982

# New entrants + applicant support

This part of the campaign has two focuses, theory and practical testing. Each post will concentrate on an element of the test (learner test question, critical failure reason) that people often get wrong. It'll include information from the road code on what applicants are expected to know/get right in the theory and practical tests.

Each post will raise awareness of the issue, encourage people to come prepared for tests, and inform people on what NZTA is doing to bring wait times down.

Targeting will include new entrants to the driver licencing system (16-25) as well as the applicant support demographic (40-60).

## Theory testing

### Pedestrian crossing – raised traffic island

#### Graphic copy

1 in 3 learner licence test takers got a question about pedestrian crossings wrong.

Would you pass the test?

#### Post copy

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.

Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

The road code is a great way to learn to be a safe and responsible driver. Make sure you've read it before sitting your learner licence test. Our website has the entire road code, including learner licence theory test questions: <https://www.nzta.govt.nz/general-road-code/>

Drive is a free website we've developed that's a fun, interactive way to learn the road rules and get the information you'll need to pass your learner licence test. Use it to get prepared: <https://drive.govt.nz/>

### One lane bridge sign

#### Graphic copy

1 in 5 learner licence test takers don't know what this sign means.

Would you pass the test?

#### Post copy:

On your learner licence test you could be asked what road signs mean. Do you know what these two signs mean? Make sure you're prepared to pass first time by learning the road rules.



These two signs tell you what to expect when approaching a one-lane bridge.

The yellow diamond-shaped warning sign tells you you're coming up to a one-lane bridge and the round sign with a red border tells you to give way to vehicles coming towards you.

Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

The road code is a great way to learn to be a safe and responsible driver. Make sure you've read it before sitting your learner licence test. Our website has the entire road code, including learner licence theory test questions: <https://www.nzta.govt.nz/general-road-code/>

Drive is a free website we've developed that's a fun, interactive way to learn the road rules and get the information you'll need to pass your learner licence test. Use it to get prepared: <https://drive.govt.nz/>

## Give way rule

### Graphic copy

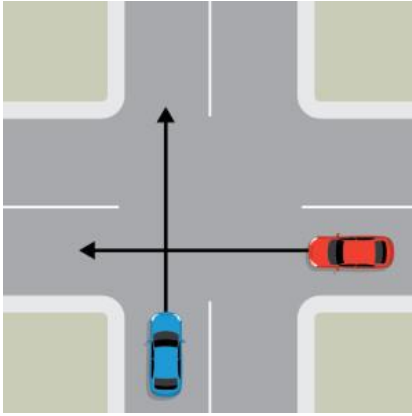
1 in 5 learner licence test takers don't know who should give way here.

Would you pass the test?

### Post copy

On your learner licence test you'll be asked what the give way rules are at different kinds of intersections. Do you know who has right of way here? Make sure you're prepared to pass first time by learning the road rules.

In this instance the blue car must give way. At uncontrolled intersections, you should give way to your right. Uncontrolled intersections can include roundabouts, intersections without give way and stop signs, and crossroads where traffic signals have failed and all approaches have a flashing yellow light.



Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

The road code is a great way to learn to be a safe and responsible driver. Make sure you've read it before sitting your learner licence test. Our website has the entire road code, including learner licence theory test questions: <https://www.nzta.govt.nz/general-road-code/>

Drive is a free website we've developed that's a fun, interactive way to learn the road rules and get the information you'll need to pass your learner licence test. Use it to get prepared: <https://drive.govt.nz/>

## Flush median

### Graphic copy

1 in 5 learner licence test takers don't know when to use a flush median.

Would you pass the test?

### Post copy

On your learner licence test you could be asked when you can use flush medians. Make sure you're prepared to pass first time by learning the road rules.

A flush median is a strip in the centre of the road that's marked with white diagonal lines. They're a place where people in vehicles can wait safely before turning right off the road, or after turning right onto the road.

Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

The road code is a great way to learn to be a safe and responsible driver. Make sure you've read it before sitting your learner licence test. Our website has the entire road code, including learner licence theory test questions: <https://www.nzta.govt.nz/general-road-code/>

Drive is a free website we've developed that's a fun, interactive way to learn the road rules and get the information you'll need to pass your learner licence test. Use it to get prepared: <https://drive.govt.nz/>

## Tyre blowout

### Graphic text

1 in 4 learner licence test takers don't know what to do if a tyre blew out.

Would you pass the test?

### Post copy

On your learner licence test you could be asked what to do if you have a tyre blowout. Make sure you're prepared to pass first time by learning the road rules.

A front-tyre blowout usually causes the vehicle to pull towards the side with the blowout. A rear-tyre blowout usually causes the vehicle to sway from side-to-side.

If you have a blowout while driving, grip the steering wheel tightly, ease off the accelerator, try to keep the vehicle on its path, and signal and steer to the side of the road once you've reduced speed.

Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

The road code is a great way to learn to be a safe and responsible driver. Make sure you've read it before sitting your learner licence test. Our website has the entire road code, including learner licence theory test questions: <https://www.nzta.govt.nz/general-road-code/>

Drive is a free website we've developed that's a fun, interactive way to learn the road rules and get the information you'll need to pass your learner licence test. Use it to get prepared: <https://drive.govt.nz/>

## Practical testing

### Stop sign

#### Graphic copy

Over 7000 people didn't stop correctly on their practical licence test.

Would you pass the test?

#### Post copy

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.

Make sure you're prepared to pass first time by learning the road rules.

Wait times for practical driver licence tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

We're working to make more test slots available by training more testing officers and extending testing hours.

## Fail to signal

### Graphic copy

Over 46, 000 people failed to signal on their practical licence test.

Would you pass the test?

### Post copy

So far this year over 46,000 people failed to use their indicators correctly on their practical driver licence test.

You must signal for at least three seconds before turning, changing lanes, pulling out from a kerb or parking space, or otherwise moving left or right.

Signalling around roundabouts is different. Signal left when you're turning left. Signal right when you're travelling more than halfway around a roundabout. Importantly, you must always signal left just before you exit a roundabout, even if you're just going straight through

There's no minimum time you have to signal for because some roundabouts are small, but always do your best to signal so everyone else knows the direction you're travelling.

Wait times for practical driver licence tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

We're working to make more test slots available by training more testing officers and extending testing hours.

## Driving too slow

### Graphic copy

Over 37, 000 people drove too slow on their practical licence test.

Would you pass the test?

### Post copy

So far this year over 37,000 people drove too slow or stayed stationary for no reason on their practical driving test. This is a critical error in the test which can lead to a test failure.

There's no minimum speed on our roads, but the law requires us to travel at a speed that's reasonable and considerate of everyone else, so in good conditions you should be travelling at a speed at or close to the speed limit.

Slow down when conditions such as bad weather or traffic make it unsafe to travel close to the speed limit.

Wait times for practical driver licence tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

We're working to make more test slots available by training more testing officers and extending testing hours.

## Driver fails to give way

### Graphic copy

Over 9, 000 people didn't give way on their practical licence test.

Would you pass the test?

### Post copy

So far this year over 9000 people failed to give way on their practical driving test.

It's an immediate test fail if someone else has to take evasive action because you haven't given way, including when turning, changing lanes, merging, driving through intersections, and at pedestrian crossings.

Make sure you know the give way rules, and always make safe decisions. Our website has the entire road code, including this section on the give way rules: <https://www.nzta.govt.nz/roadcode/general-road-code/about-driving/giving-way/>

Wait times for practical driver licence tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

We're working to make more test slots available by training more testing officers and extending testing hours.

## Vehicle check

### Graphic copy

Your car must be roadworthy to be used for a driving test.

Could you use your car for the test?

### Post copy

If you're sitting your restricted or full licence test, or someone is using your vehicle to sit a test, make sure the vehicle is roadworthy before arriving for the test.

That means the vehicle must have a current warrant of fitness, registration, and enough fuel to sit the test. The testing officer will also check to see the vehicle doesn't have any damage that could be considered dangerous, its tyres are in safe condition and have good pressure, its mirrors are well-positioned, its seatbelts are safe, and its lights (indicators, brake lights, and headlights), wipers, and horn all work.

Wait times for practical driver licence tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

We're working to make more test slots available by training more testing officers and extending testing hours.



# Overseas licence conversions

This part of the campaign will inform people from non-exempt countries on how to convert their drivers licence to a New Zealand licence. It will focus on basic, actionable information.

Where applicable, we'll direct people to this resource [Driving in New Zealand \(nzta.govt.nz\)](https://nzta.govt.nz).

This information will be translated into:

- Simplified Chinese,
- Punjabi,
- Gujarati,
- Filipino, and
- Hindi.

Targeting will include people in New Zealand who are speakers of this language.

## System information

You need to pass a theory and practical test to convert your driver licence to a New Zealand licence

Make sure you're prepared to pass both tests before you take them.

Be prepared to pass the first time you take the test. If you fail you'll have to rebook and pay the test fee again.

Our website has more information on what you need to do to convert your licence.

[Driving in New Zealand \(nzta.govt.nz\)](https://nzta.govt.nz) (for simplified Chinese and Filipino only)

## Theory test

You need to pass a theory test to convert your driver licence to a New Zealand licence.

To convert your driver licence to a New Zealand licence you need to pass a theory test.

The test includes questions on the New Zealand road code. Take some time to make sure you're familiar with this before taking the test.

Make sure you're prepared to pass first time by learning the road rules. If you fail you'll have to rebook and pay the test fee again.

Our website has the entire road code, including what questions you might be asked.

[Driving in New Zealand \(nzta.govt.nz\)](https://nzta.govt.nz) (for simplified Chinese and Filipino only)

## Practical test

Practical tests assess your driving and your knowledge of New Zealand road rules.

Get lots of practice before sitting a practical test and make sure you're familiar with how our road rules may be different.

If you fail you'll have to rebook and pay the test fee again.

Our website has information on what you'll be assessed on.

Our website has more information on how driving in New Zealand might be different than what you're used to.

[Driving in New Zealand \(nzta.govt.nz\)](https://nzta.govt.nz) (for simplified Chinese and Filipino only)

## Extended timeline (confidential until post minister announcement) + English version

You have 18 months to convert your licence.

This starts from your last entry into New Zealand.

You will need to stop driving if you do not convert your licence in this time.

If your driver licence is from China you must pass a theory and practical driving test to convert your licence.

If your driver licence is from the Philippines you must pass a theory and practical driving test to convert your licence.

If your driver licence is from India you must pass a theory and practical driving test to convert your licence.

Our website has more information on what you need to do to convert your licence.

Released under the Official Information Act 1982

# Reminder of service

This part of the campaign will include any specific information for people in the system that cannot be included in the high-level messaging in the other two parts of the campaign.

This includes changes to the system, general awareness, and legislation/rule changes that may impact the process of applying for a driver licence.

## Fees (from 8 October)

### Graphic text

Driver licence test fees include two tests

If you don't show up, it counts as a failure

### Post text

Car driver licence application fees include two tests. From your third test, you'll have to pay every time you re-sit.

If you don't show up for a test, it counts as a failure.

Our website has more information on test fees for learner, restricted, and full licences:

<https://www.nzta.govt.nz/driver-licences/licensing-fees/test-fees/#gdl>

Cancel or reschedule your restricted or full licence test if you can't make it:

<https://online.nzta.govt.nz/licence-test/>

## Cancel or reschedule

### Graphic text

Cancel or reschedule your driver licence test if you can't make it

There's high demand for driving tests, someone else could use your booking

### Post text

Cancel or reschedule your restricted or full licence test if you can't make it:

<https://online.nzta.govt.nz/licence-test/>

There's high demand for driving tests for restricted and full licences. If you can't make your test time, cancel or reschedule your driving test on our website or directly through your test provider. Even an hour's notice means someone else could use your booking.

If you can't find a test at a time that suits you, keep checking our website to see if any times become available.

## Road code

### Graphic text

Prepare for your driver licence test with the road code.

### Post text

Everything you need to pass the learner licence test is in the Official New Zealand road code.

Make sure you've read it before sitting your test. Our website has the entire road code, including learner licence theory test questions: <https://www.nzta.govt.nz/general-road-code/>

Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

## Drive

### Graphic text

Prepare for your driver licence test with Drive

### Post text

Prepare for your learner licence test with the Drive website to learn the road code and access practice theory tests.

Drive is a free website that's a fun, interactive way to learn the road rules and get the information you'll need to pass your learner licence test. Use it to get prepared: <https://drive.govt.nz/>

Wait times for driver licence theory tests are high. Come prepared to pass first time. If you fail your test you may need to pay a fee to try again.

You'll need to wait 10 working days before you can sit the test again if you fail 2 theory tests on the same day.

We're working to make more test slots available by training more testing officers and extending testing hours.

Released under the Official Information Act 1982

## Detailed timing

Time	Content
11 October	Road code
15 October	Cancel or reschedule
17 October	Pedestrian crossings (theory)
21 October	Drive
23 October	Stop sign (practical)
25 October	Fees
29 October	One-lane bridge (theory)
30 October	Signal (practical)
1 November	Give way (theory)
4 November	Too slow (practical)
6 November	Flush median (theory)
8 November	Give way (practical)
11 November	Tyre blowout (theory)
13 November	Car condition (practical)

Released under the Official Information Act 1982