

**From:** Jo O'Brien <Jo.O'Brien@nzta.govt.nz>  
**Sent:** Wednesday, October 9, 2024 11:41 AM  
**To:** Cassandra Rivers <Cassandra.Rivers@nzta.govt.nz>; Caitlin Ferner <caitlin.ferner@nzta.govt.nz>  
**Subject:** RE: For approval - driver licence social media

Yes, this looks fab

**From:** Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>  
**Sent:** Wednesday, October 9, 2024 11:07 AM  
**To:** Chris Rodley <[chris.rodley@nzta.govt.nz](mailto:chris.rodley@nzta.govt.nz)>; Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>  
**Cc:** Jo O'Brien <Jo.O'Brien@nzta.govt.nz>  
**Subject:** RE: For approval - driver licence social media

Great work Caitlin!!

**From:** Chris Rodley <[chris.rodley@nzta.govt.nz](mailto:chris.rodley@nzta.govt.nz)>  
**Sent:** Wednesday, October 9, 2024 10:51 AM  
**To:** Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>  
**Cc:** Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>; Jo O'Brien <Jo.O'Brien@nzta.govt.nz>  
**Subject:** RE: For approval - driver licence social media

Great work guys I really like it. Green light and let's go

Kind regards,  
Chris

**From:** Caitlin Ferner <[caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)>  
**Sent:** Tuesday, October 8, 2024 2:44 PM  
**To:** Chris Rodley <[chris.rodley@nzta.govt.nz](mailto:chris.rodley@nzta.govt.nz)>  
**Cc:** Cassandra Rivers <[Cassandra.Rivers@nzta.govt.nz](mailto:Cassandra.Rivers@nzta.govt.nz)>; Jo O'Brien <Jo.O'Brien@nzta.govt.nz>  
**Subject:** For approval - driver licence social media

Hi Chris,

We've finalised the designs for the start of the driver licencing social media, just wanting you to give a quick review and then green light for us to start scheduling these in for publication.

Text has come directly from the road code, or from theory questions themselves.

I've put it into a very basic ppt just for ease of matching text to image

Driver licencing social media

Post text is on the left, the graphics are on the right. There's a lot of rinse and repeat of information so reviewing shouldn't seem as big of a task as it looks like.

Translations for OVC applicants are with DIA now.

I know there's high interest in this internally, happy to do a show & tell with the team before anything goes live if there's appetite for it.

Thanks,

**Caitlin Ferner** (she/her)

**Senior Communications Advisor, Regulatory**

Te Waka Kōtuitia | Engagement and Partnerships

Email: [caitlin.ferner@nzta.govt.nz](mailto:caitlin.ferner@nzta.govt.nz)

Mobile: § 9(2)(a)

**NZ Transport Agency** Waka Kotahi

44 Bowen Street

Private Bag 6995, Wellington 6141, New Zealand

Released under the Official Information Act 1982