

14 November 2024

s9(2)(f)(iv)

REF: OIA-16770

Dear s9(2)(f)(iv)

Request made under the Official Information Act 1982

Thank you for your email of 24 October 2024 requesting the following information regarding a social media post on driver licencing under the Official Information Act 1982 (the Act). I will respond to each part of your request in turn as follows:

- *Any directives about this social media post, whether internal or external to NZTA.*
- *Any internal discussions and correspondence about this specific social media post in NZTA*

There were no directives internally or externally about this post. It was developed as part of a wider campaign to discuss wait times in driver licencing. The topics were chosen as they were some of the most common reasons for failure of learner and restrict licence tests, and could be easily communicated into social media content.

Documents, which contain discussions on sourcing data references in the post from our partners at VTNZ, are enclosed as Attachments 1, 5-7 and 10 (see **Document Schedule** appended to this letter).

While the discussion is about the campaign as a whole, the commentary still applies to the social media post. Internal approval of the campaign is outlined in Attachment 9.

- *Any correspondence and discussions between NZTA staff and those external to the organisation about this post, or directing NZTA to post this.*

An email conversation, of when NZ Transport Agency Waka Kotahi (NZTA) shared the campaign and all relevant material with the New Zealand Automobile Association (AA), is enclosed as Attachment 11.

- *Any discussion of the reaction to this post. This should be both internal correspondence and external correspondence. External correspondence to NZTA should cover any communication between NZTA and other public servants, politicians, or government staff.*

Documents, which contain reporting and discussion about public sentiment in response to the campaign, and the setting up of the reporting dashboard from the social media team, are enclosed as Attachments 5 and 8.

Certain information has been withheld under section 9(2)(a) of the Act to protect the privacy of natural persons, including that of deceased natural persons.

With respect to the information that has been withheld, I do not consider there are any other factors which would render it desirable, in the public interest, to make the information available.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to withhold part of this information. The contact details for the Ombudsman can be accessed at www.ombudsman.parliament.nz.

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 us by email to official.correspondence@nzta.govt.nz.

Yours sincerely



Lauren Cooke
National Manager, Communications and Marketing

Document Schedule

Ref.	Document name	Date	Information withheld
1.	CSW-22919 Driver licencing scheduling (for social media) <i>(email)</i>	11 October 2024	Released in full.
2.	Driver licencing social media (for design) <i>(email)</i>	20 September 2024	Staff person's phone number to protect their privacy, as per s9(2)(a) of the Act.
3.	Licence test social graphics <i>(images (.png files) attached to email)</i>		Released in full.
4.	Driver licencing wait times design brief <i>(attachment to email)</i>		Released in full.
5.	Driver licensing wait times reporting <i>(email)</i>	17 October 2024	Released in full.
6.	Fwd Information for social media campaign on wait times <i>(email)</i>	18 September 2024	Staff persons' phone numbers to protect their privacy, as per s9(2)(a) of the Act.
7.	1R & 1F 2024 Tablet Test Data – Errors & Assessment Tasks <i>(spreadsheet attached to email)</i>		Released in full.
8.	RE DL social media report for reg report <i>(email)</i>	24 October 2024	External persons' names and details, and staff person's phone number, to protect their privacy, as per s9(2)(a) of the Act.
9.	RE For approval - driver licence social media <i>(email)</i>	9 October 2024	Staff person's phone number to protect their privacy, as per s9(2)(a) of the Act.
10.	Upcoming driver licencing social media <i>(email)</i>	14 October 2024	Staff person's phone number to protect their privacy, as per s9(2)(a) of the Act.
11.	RE NZTA campaign update – NZTA App and driver licence <i>(email with AA staff)</i>	25 October 2024	External persons' names and details, and staff person's phone number, to protect their privacy, as per s9(2)(a) of the Act.