



16 June 2021

Fred Alvarez
DriveLife Limited

REF: IR-01-21-15651

Dear Fred,

I refer to your Official Information Act 1982 (OIA) request of 16 May 2021.

'I would like a breakdown of marketing/advertising spend related to road safety and education for the calendar year 2019.

A summary of the money spent would be more than acceptable, e.g. intersections, speed, drink/driving etc. The money spent on each category could be listed in dollar or percentage terms'.

My response is as follows:

From 1 January 2019-31 December 2019, New Zealand Police spent \$154,088 on road safety / road policing advertising:

1 January-31 January 2019	Summer road safety advertising. (Digital)	\$40,306
April 2019	Easter/ANZAC weekend advertising. (Digital)	\$13,305
6-12 May 2019	Road safety week advertising. (Digital)	\$10,477

The four key causes of deaths and serious injuries on our roads that New Zealand Police's messaging focus on are restraints (seatbelts), impairment (drink driving, fatigue), distractions (use of mobile phones) and speed.

Police National Headquarters

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The above advertising was reflective of this, but upweighted towards drink driving and speed.

It should also be noted that New Zealand Police works in partnership with Waka Kotahi on their road safety advertising. This is especially relevant to their campaigns that cross over with police messaging for restraints, impairment, distractions, and speed.

New Zealand Police also has a strong social media presence, where our messaging also focuses on restraints, impairment, distractions, and speed, as well as driving behaviours and general safety.

You have the right, under section 28(3) of the OIA, to ask the Ombudsman to review my decision if you are not satisfied with the way I have responded to your request.

Yours sincerely



Jane Archibald
Executive Director: Media & Communications
Police National Headquarters