



6 August 2015

09/188/2

Arthur Jacobson  
[fyi-request-2917-266aa6b8@requests.fyi.org.nz](mailto:fyi-request-2917-266aa6b8@requests.fyi.org.nz)

Dear Arthur

I refer to your Official Information Act request of 7 July 2015 in which you requested information about the 2014/15 Safer Summer Road Safety campaign.

- *Please provide documentation (hard or soft/digital) being such national (or other) advertisements disclosing the duration (ie. commencement and termination dates) of the applicable such 2014/2015 Christmas/New Year holiday period.*

Police interpret your request to be in relation to advertising campaign for the 2014/15 Safer Summer Road Safety campaign. In line with this, your request is refused under section 18(d) of the Official Information Act 1982 as the information requested is publicly available.

Please note that the campaign focusing on speed during holiday periods has been running for two years and is an accepted part of New Zealand's road safety landscape.

For your interest, I refer you to the following link to an independent review of the Safer Speeds Enforcement campaign which was undertaken in March 2015. Findings indicated that New Zealand road users had a good understanding of Police's main focus over the 2014/2015 summer period, with two thirds spontaneously recalling some form of road safety messaging.

<http://www.police.govt.nz/sites/default/files/publications/independent-evaluation-of-police-safer-speeds-campaign-2014-2015.pdf>

The link below will take you to the various road safety advertisements shown during the 2013/14 Safer Summer period.

<http://www.police.govt.nz/news/featured/make-it-summer-remember>

You have the right to complain to the Ombudsman to seek an investigation and review of my decision if you are not satisfied with the way I have responded to your request.

Yours sincerely

Superintendent Steve Grealley  
National Manager Road Policing Support