

19 September 2016

Luke Chandler

[fyi-request-4451-3da79a6f@requests.fyi.org.nz](mailto:fyi-request-4451-3da79a6f@requests.fyi.org.nz)

Dear Mr Chandler,

**Request made under the Official Information Act 1982**

Thank you for your email of 16 August 2016, requesting the following information about personalised plates under the Official Information Act 1982:

- *..‘I would like a break down of the raw cost of a “personalised plate”*

This part of your request is withheld under section 9(2)(b)(ii) of the Official Information Act 1982, as the information requested would be likely to prejudice the commercial position of the person who supplied or who is the subject of the information.

- *..‘I would like to enquire what services NZTA makes available to business to sell custom plates to end users to ensure that there is not a monopoly’*

Under section 259 of the Land Transport Act 1998, the Transport Agency is allowed to sell or otherwise dispose of the rights to hold a personalised plate. The Transport Agency contracts out the promotion and sales operations of personalised plates and each 5–10 years goes to market to ensure the competitive selection of the solution that will provide the best results for road safety. This competitive selection process is open to any organisation or person who wishes to submit a proposal for providing this service to the Transport Agency. Revenue generated from the sale of personalised plates is used to fund aspects of the Transport Agency’s road safety campaigns.

- *..‘what costs are there for a company to provide the services to the public’*
- *..‘what the cost price for a personalised plate is’*

The Transport Agency contracts an external company to provide the service and is not involved in the specific costs of running the business. Therefore, these parts of your request are refused under 18(g) of the Official Information Act 1982, as the information requested is not held by the department or Minister of the Crown or organisation and we have no grounds for believing that the information is either:

- (i) held by another department or Minister of the Crown or organisation, or by a local authority; or
- (ii) connected more closely with the functions of another department or Minister of the Crown or organisation or of a local authority.

You may request this information from Kiwiplates directly; however as a private company they are not subject to the Official Information Act 1982.

Under section 28(3) of the Official Information Act you have the right to apply to the Office of the Ombudsman for an investigation and review of the decisions to withhold and refuse information. More information can be found on the Ombudsman's website at:

[www.ombudsman.parliament.nz/make-a-complaint](http://www.ombudsman.parliament.nz/make-a-complaint).

Should you wish to discuss this reply with the Transport Agency, please contact Kirsty Whitaker, Senior Customer Access Representative by email to [kirsty.whitaker@nzta.govt.nz](mailto:kirsty.whitaker@nzta.govt.nz) or by phone on 0800 108 809.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Wayne Martin', with a horizontal line extending to the right.

**Wayne Martin**  
Manager Service Supply Management  
For Chief Executive