



3 May 2013

Grace Haden

[fyi-request-812-fe7b430d@requests.fyi.org.nz](mailto:fyi-request-812-fe7b430d@requests.fyi.org.nz)

Dear Grace

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

Thank you for your email of 5 April 2013 requesting information under the Official Information Act 1982 about the policy regarding the inclusion of advertising [mailers] with car registration papers [licence renewal notice - MR1]. Specifically you ask who it is available to, what costs there are, and how one makes an application? You also request documents that relate to the inclusion of [plates.co.nz](http://plates.co.nz) advertisements.

There is no formal written policy regarding the inclusion of mailers with the MR1 forms, nor is there any documentation relating to the inclusion of advertising material from Personalised Plates Limited. Therefore I must decline your request to make the policy and documents available under section 18(e) of the Official Information Act 1982 as the information requested does not exist or cannot be found.

While there is no written policy about what inserts may be included in NZ Transport Agency (NZTA) mailings, any requests to utilise the MR1 mailer by external parties would be considered on a case by case basis by our Communications Team. The NZTA would only consider proposals that have a direct relationship to the NZTA or have a specific public benefit (community wide benefit). Information involving advertising or promotion for private good would not be considered for inclusion. The cost of including an insert would depend on various aspects such as the required geographical coverage.

The inclusion of a mailer in the MR1 for Personalised Plates Limited advertising material is a historical agreement and was approved as the sale of personalise plates has a direct financial benefit for road safety in New Zealand. A percentage of the profit from their sale goes directly to the Road Safety Trust.

The Road Safety Trust is a crown established charitable trust that funds legally constituted non-governmental organisations to deliver high quality community-based road safety projects e.g. Driver Distraction Campaign, Mobile Phone Campaign. The Trust sets its priorities in line with the government's Safer Journeys road safety strategy to 2020, which can be found through the Ministry of Transport's website at: [www.saferjourneys.govt.nz/](http://www.saferjourneys.govt.nz/). That said it has been decided to wind up the Trust by June 2013 and manage the personalised number plate funds from within the NZTA.

Under section 28(3) of the Official Information Act 1982, you have the right to apply to an Ombudsman for an investigation and review of the decision to decline your request. The address is:

Office of the Ombudsmen  
PO Box 10152  
Wellington 6143

If you would like to discuss this reply with the NZTA, please contact Ann Manley, Customer Response Team, by email to [info@nzta.govt.nz](mailto:info@nzta.govt.nz) or by phone on 0800 108 809.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Sue Hardiman', with a long horizontal flourish extending to the right.

**Sue Hardiman**  
Manager, Customer Access  
For Chief Executive