

18 March 2022

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REF: OIA-9592

Dear ██████████

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

Thank you for your email of 22 February 2022 requesting the following information under the Official Information Act 1982 (the Act):

*I have just noticed the advertising campaign for Road to Zero 2050. What is the budget for this campaign?*

The New Zealand Government has a vision of an Aotearoa where no one is killed or seriously injured on our roads. It might sound impossible, but there is a plan.

Road to Zero, New Zealand's road safety strategy, was launched by Te Manatū Waka Ministry of Transport in 2019 and Waka Kotahi is the government agency leading its delivery. Underpinned by a vision of zero deaths and serious injuries in Aotearoa, Road to Zero is the first step in achieving this vision and specifically aims to reduce deaths and serious injuries on New Zealand roads by 40 percent by 2030 (based on 2018 levels). Road to Zero is centred around a safe system approach, one where we assume people will make mistakes (while not doing anything wrong) and the system is designed to prevent death and/or serious injury.

To that end, and in answer to your question, the anticipated production and media budget for the Road to Zero public awareness campaign to 30 June 2022 is \$4,737,200, exclusive of GST. This includes the production and media costs for two television advertisements as well as the production and media costs for all other supporting assets including radio, digital, social media, print media and out of home media.

Road crashes impose intangible, financial and economic costs to society. These costs include reduced quality of life for survivors; reduced economic productivity; and medical and other resource costs. The Ministry of Transport calculates the current average social cost of a fatal crash at an estimated \$5.37 million, and \$1,005,000 per reported serious crash.

To put the almost \$5 million in spending on this campaign in context, the average social cost of one fatal road crash in New Zealand is \$5.4 million, with the average cost of a serious injury crash estimated at just over \$1 million. At current casualty rates of over 300 deaths and more than 2,000 serious injuries per year, the annual social cost of road crashes to New Zealand is nearly \$5 billion.

The campaign is supporting a much larger Government investment of \$2.9 billion in road safety activities over the next three years, including \$1.2 billion for road policing. Waka Kotahi is proud of the Road to Zero public awareness campaign and the impact it has had in such a short space of time. This is an important conversation that has to be had with New Zealanders.

For more information on New Zealand's road safety strategy, go to: [www.roadtozero.govt.nz](http://www.roadtozero.govt.nz)

In line with Waka Kotahi policy, this response will soon be published on our website, with personal information removed.

If you would like to discuss this reply with Waka Kotahi, please contact the Ministerial Services team by email at [official.correspondence@nzta.govt.nz](mailto:official.correspondence@nzta.govt.nz)

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Lauren Cooke', is centered below the text 'Yours sincerely'.

**Lauren Cooke**  
Senior Manager, Education and Marketing