

ROAD SAFETY MARKETING CALENDAR 2023/24

	JULY 2023	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY 2024	FEBRUARY	MARCH	APRIL	MAY	JUNE
FATAL/SERIOUS CRASHES - WORST MONTHS FOR EACH ISSUE	Seatbelts, distractions		Drugs	Speed, alcohol	Speed, fatigue, distractions	Alcohol, fatigue, speed, distractions, motorcycling, drugs, seatbelts	Alcohol, fatigue, motorcycling, speed	Alcohol, fatigue, motorcycling	Drugs, fatigue, motorcycling, seatbelts, speed	Seatbelts		Drugs
MARKETING THEMES <i>* Always on</i>	SPEED seatbelts	ALCOHOL drugs	SPEED motorcycling	ALCOHOL drugs	SPEED motorcycling	ALCOHOL drugs	SPEED drugs	SAFE VEHICLES alcohol ** Northland Fieldays	SPEED motorcycling ** Northland Fieldays	ALCOHOL seatbelts	DRUGS safe vehicles	SPEED alcohol
ALCOHOL	1 Sat	1 Tue	1 Fri	1 Sun	1 Wed	1 Fri	1 Mon New Years Day	1 Thu	1 Fri *	1 Mon Easter Monday	1 Wed	1 Sat
SPEED	2 Sun	2 Wed	2 Sat	2 Mon	2 Thu	2 Sat	2 Tue	2 Fri	2 Sat *	2 Tue Easter Tuesday	2 Thu	2 Sun
DRUGS	3 Mon School holidays start	3 Thu	3 Sun	3 Tue	3 Fri	3 Sun	3 Wed	3 Sat	3 Sun	3 Wed	3 Fri	3 Mon King's birthday
MOTORCYCLING	4 Tue	4 Fri	4 Mon	4 Wed	4 Sat	4 Mon	4 Thu	4 Sun	4 Mon	4 Thu	4 Sat	4 Tue
* SEATBELTS	5 Wed	5 Sat	5 Tue	5 Thu	5 Sun	5 Tue	5 Fri	5 Mon	5 Tue	5 Fri	5 Sun	5 Wed
* SAFE VEHICLES	6 Thu	6 Sun	6 Wed	6 Fri School holidays end	6 Mon	6 Wed	6 Sat	6 Tue Waitangi Day	6 Wed	6 Sat	6 Mon	6 Thu
* DISTRACTIONS	7 Fri	7 Mon	7 Thu	7 Sat	7 Tue	7 Thu	7 Sun	7 Wed	7 Thu	7 Sun	7 Tue	7 Fri
	8 Sat	8 Tue NATIONAL RAIL SAFETY WEEK	8 Fri	8 Sun	8 Wed	8 Fri	8 Mon	8 Thu	8 Fri	8 Mon	8 Wed	8 Sat
	9 Sun	9 Wed	9 Sat	9 Mon Term 4 starts	9 Thu	9 Sat	9 Tue	9 Fri	9 Sat	9 Tue	9 Thu	9 Sun
	10 Mon	10 Thu	10 Sun	10 Tue	10 Fri	10 Sun	10 Wed	10 Sat	10 Sun	10 Wed	10 Fri	10 Mon
	11 Tue	11 Fri	11 Mon	11 Wed	11 Sat	11 Mon	11 Thu	11 Sun	11 Mon	11 Thu	11 Sat	11 Tue
	12 Wed	12 Sat	12 Tue	12 Thu	12 Sun	12 Tue	12 Fri	12 Mon	12 Tue	12 Fri Term 1 ends	12 Sun	12 Wed
	13 Thu	13 Sun	13 Wed	13 Fri	13 Mon	13 Wed	13 Sat	13 Tue	13 Wed	13 Sat	13 Mon	13 Thu
	14 Fri School hols end Matariki	14 Mon	14 Thu	14 Sat	14 Tue	14 Thu	14 Sun	14 Wed	14 Thu	14 Sun	14 Tue	14 Fri
	15 Sat	15 Tue	15 Fri	15 Sun	15 Wed	15 Fri	15 Mon	15 Thu	15 Fri	15 Mon School holidays start	15 Wed	15 Sat
	16 Sun	16 Wed	16 Sat	16 Mon	16 Thu	16 Sat	16 Tue	16 Fri	16 Sat	16 Tue	16 Thu	16 Sun
	17 Mon Term 3 starts	17 Thu	17 Sun	17 Tue	17 Fri	17 Sun	17 Wed	17 Sat	17 Sun	17 Wed	17 Fri	17 Mon
	18 Tue	18 Fri	18 Mon	18 Wed	18 Sat	18 Mon	18 Thu	18 Sun	18 Mon	18 Thu	18 Sat	18 Tue
	19 Wed	19 Sat	19 Tue	19 Thu	19 Sun	19 Tue	19 Fri	19 Mon	19 Tue	19 Fri	19 Sun	19 Wed
	20 Thu	20 Sun	20 Wed	20 Fri	20 Mon	20 Wed Term 4 ends	20 Sat	20 Tue	20 Wed	20 Sat	20 Mon	20 Thu
	21 Fri	21 Mon	21 Thu	21 Sat	21 Tue	21 Thu School holidays start	21 Sun	21 Wed	21 Thu	21 Sun	21 Tue	21 Fri
	22 Sat	22 Tue	22 Fri	22 Sun Term 3 ends	22 Wed	22 Fri	22 Mon	22 Thu	22 Fri	22 Mon	22 Wed	22 Sat
	23 Sun	23 Wed	23 Sat	23 Mon Labour Day	23 Thu	23 Sat	23 Tue	23 Fri	23 Sat	23 Tue	23 Thu	23 Sun
	24 Mon	24 Thu	24 Sun	24 Tue	24 Fri	24 Sun	24 Wed	24 Sat	24 Sun	24 Wed	24 Fri	24 Mon
	25 Tue	25 Fri	25 Mon	25 Wed School holidays start	25 Sat	25 Mon Christmas Day	25 Thu	25 Sun	25 Mon	25 Thu Anzac Day	25 Sat	25 Tue
	26 Wed	26 Sat	26 Tue	26 Thu	26 Sun	26 Tue Boxing Day	26 Fri School holidays end	26 Mon	26 Tue	26 Fri School holidays end	26 Sun	26 Wed
	27 Thu	27 Sun	27 Wed	27 Fri	27 Mon	27 Wed	27 Sat	27 Tue	27 Wed	27 Sat	27 Mon	27 Thu
	28 Fri	28 Mon	28 Thu	28 Sat	28 Tue	28 Thu	28 Sun	28 Wed	28 Thu	28 Sun	28 Tue	28 Fri Matariki
	29 Sat	29 Tue	29 Fri	29 Sun	29 Wed	29 Fri	29 Mon Term 1 starts	29 Thu *	29 Fri Good Friday	29 Mon Term 2 starts	29 Wed	29 Sat
	30 Sun	30 Wed	30 Sat	30 Mon	30 Thu	30 Sat	30 Tue	30 Sat	30 Sun	30 Tue	30 Thu	30 Sun
	31 Mon	31 Thu		31 Tue		31 Sun	31 Wed	31 Sun	31 Mon	31 Fri		