

ROAD SAFETY MARKETING CALENDAR

JANUARY-JUNE 2024

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