

7 October 2022

[REDACTED]

REF: OIA-10651

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 28 July 2022 requesting the following information under the Official Information Act 1982 (the Act):

1. *How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
2. *How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?*
3. *How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?*

I have addressed each of your questions as follows:

1. ***How much did your organisation spend on social media advertising in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?***

The following table provides a breakdown of spend for the previous five financial years.

Financial year	17/18	18/19	19/20	20/21	21/22
Social media spend	\$175,335	\$582,335	\$700,657	\$537,667	\$974,917

As the media consumption of our different target audiences has changed over time, so has the importance of social media (Facebook, Instagram, Twitter, LinkedIn, Snapchat, Twitch and Tik Tok) to reach our audiences in the channels where they spend their time.

One of our recent videos, 'Keep Left' on TikTok, has been watched 1.6 million times as of the date of this letter, a record for any NZ Government social media video on TikTok. In addition:

- In January 2022, our "Keep Left" video achieved 3.5 million views on Facebook.
- Our April 2022 post notifying people of the government's RUC reduction scheme reached 960,200 people and was viewed a total of 1.7 million times.
- Our August 2022 TikTok reminding people of the zero-alcohol limit for drivers under 20 years old was viewed 387,200 times.
- To date our "Merge of the Month" educational series informing people of how to merge, and what mistakes to avoid when merging, has a total reach of 2.4 million people.

I note the following in relation to our social media spend:

- While the majority of the spend is through an external agency, we do some boosting of posts internally.
- The social media channels used were Facebook, Instagram, Twitter, LinkedIn, Snapchat, Twitch, and Tik Tok.
- The social media spend from the 20/21 financial year is lower due to minimal Drug-driving campaign activity over that time. This was off the back of the 19/20 financial year, which included *The Unsaid* campaign launch.
- The 21/22 financial year is captured from 1 July 2021 – 30 June 2022 and includes the Road to Zero public awareness campaign that went live on 14 February 2022.
- Facebook only supplies the past three years of spend data. At the time we captured this data, information for the 19/20 financial year onwards was the only data available.

2. How much did your organisation spend on staff in total between 1 July 2021 and 30 June 2022, and how does this compare to the previous five years?

From 1 July 2021 to 30 June 2022 Waka Kotahi spent \$182 million dollars on net personnel costs (including employer contributions and other expenses).

The spend for previous financial years is publicly available on our website:

<https://www.nzta.govt.nz/resources/annual-report-nzta/>

3. How much did your organisation spend on contractors/consultants in total between 1 July 2021 and 30 June 2022?

From 1 July 2021 to 30 June 2022 Waka Kotahi spent \$74.2 million dollars on consultants and contractors.

We used 500 contractors during the 2021/22 financial year. This includes where we used more than one contractor for a single position. We are unable to provide an exact headcount for consultants due to the nature of the work undertaken by consultants. Contracts for consultancy services can cover costs for one or more consultants. In lieu of an exact figure, we have engaged with 159 consultancy vendors, based on the definitions we use for Select Committee responses.

More detail on our usage of contractors and consultants will be provided through the Select Committee Annual Review process, so we encourage you to refer to that once it has been published.

Waka Kotahi is a significant organisation which has revenues of nearly \$5 billion per annum. We have also had a significant number of new activities such as the Clean Car Scheme and Standards, Safety Cameras, Climate Emergency Response Fund projects, the NZ Upgrade Programme, and a lead role as part of Let's Get Wellington Moving. We are also investing heavily in our regulatory function, in our role as the main regulator of the transport system.

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 Ministerial Services by email to official.correspondence@nzta.govt.nz.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'John Coulter', written in a cursive style.

John Coulter

Senior Manager – Operational Policy, Planning and Performance