Stakeholder Communication Management Plan – Peka Peka to Otaki Project

FCCL-SK-MPN-0001

FINAL C – June 2017

NZ TRANSPORT AGENCY WAKA KOTAHI
Peka Peka to Ōtaki Expressway
New Zealand Government

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AUTHORISATION AND REVISION RECORD

Revision	Status	Author	Date	Description
A	Draft	Sarah Ropata	20/1/17	Internal review
B	Draft	Sarah Ropata	24/2/17	PA Review
B.1	Draft	Sarah Ropata	15/3/17	Council Review
B2	Final draft	Sarah Ropata	8/5/17	Response to Council comments
C	FINAL	Sarah Ropata	9/6/17	Final for use

CONDITIONS – REFERENCE GUIDE

Tables 1 and 2 are provided to assist with assessing compliance with Consent Conditions.

Table 1: Designation conditions relating to Community Liason Group and Stakeholder Communication Plan.

Condition	Requirement	Where addressed
6 a)	Community Liaison person shall be appointed by the Requiring Authority for the duration of the construction of the Project, and for 12 months following the Project becoming Operational, to be the main and readily accessible point of contact at all times for persons affected by the construction and operation of the Project.	Section 8
6 b)	b) The Requiring Authority shall take steps to seek to advise all affected parties of the Community Liaison person's name and contact details.	Section 8
6 c)	c) If the Community Liaison person will not be available for any reason, an alternative contact person shall be nominated by the Requiring Authority.	Section 8
6 d)	d) The Community Liaison person shall also be responsible for coordinating (in accordance with the SCMP provided in Condition 7) appropriate communication to the public during the construction of the Project	Section 5.2.1
7 a)	Prior to the Commencement of Construction, the Requiring Authority shall prepare and commence the implementation of a SCMP that sets out procedures detailing how the public and stakeholders will be communicated with throughout the construction of the Project. The stakeholders include the following, to the extent that they are affected by construction activities; i Kāpiti Coast communities; ii Road users; and iii Residents, (including the owners of the former Rahui Factory Social Hall, the former	Sections 4 & 9

Condition	Requirement	Where addressed
	Rahui Milk Treatment Station, Otaki Motel, Hema Te Ao Lane, 1 Rahui Road, and owners of all property between and including 230 to 250 Main Highway).	
7 b)	The purpose of the SCMP is to provide a framework to	Noted
i	i Inform the community of construction progress	Noted
ii	ii Engage with the community in order to foster good relationships and to provide opportunities for learning about the Project;	Noted
iii	iii Provide early information on key Project milestones; and	Noted
iv	iv Respond to queries and complaints; and	Noted
v	v In relation to the owners of Otaki Motel, Hema Te Ao Lane, 1 Rahui Road, and owners of all property between and including 230 to 250 Main Highway, describe how reasonable endeavours will be made to consult and resolve matters relating to changes in access arrangements prior to the Commencement of Construction of the Rahui Road Overbridge.	Noted
7 c)	As a minimum, the SCMP shall include	-
i	Details of a contact person available on site at all times during construction. Contact details shall be prominently displayed at the entrance to the site(s) so that they are clearly visible to the public at all times.	Section 8
ii	Methods to consult on and to communicate the proposed hours of construction activities outside normal working hours and on weekends and public holidays, to surrounding residential communities, and methods to deal with concerns raised about such hours.	Section 9
iii	Methods to communicate appropriate messaging to the public regarding the Ōtaki Railway Retail area during the construction	Section 5.2.2.2

Condition	Requirement	Where addressed
	of the Project, around the ongoing operation of, and vehicle access to, the area.	
iv	Methods to record concerns raised about hours of construction activities and, where practicable, methods that avoid particular times of day which have been identified as being particularly sensitive for neighbours.	Section 5.2.1 and 9.7
v	Any stakeholder specific communication plans required.	Section 9.2
vi	Monitoring and review procedures for the SCMP.	Section 2.2 and 11
Vii	Details of communications activities proposed including:	-
a.	Publication of a newsletter, or similar, and its proposed delivery area.	Section 9.10
b.	Advertising.	Section 9.11
c.	Notification and consultation with individual property owners and occupiers with dwellings within 20 metres of construction activities.	Section 9.13.1
d.	The use of the Project website for public information.	Section 9.12
7 d	The SCMP shall include linkages and cross-references to methods set out in other management plans where relevant.	Section 2.3
7 e	The SCMP shall be provided to the Manager and the CLG, at least 15 Working Days prior to the Commencement of Construction of the Stage or part of the Project.	Noted
7 f	The SCMP shall be updated at least annually throughout the construction of the Project	Section 2.2 and 11
		2.2 & 11
8 a)	The Requiring Authority shall establish a CLG at least 30 Working Days prior to the Commencement of Construction.	Section 5.2.1

Condition	Requirement	Where addressed
8 b)	The Requiring Authority will ensure that the CLG is resourced with at least one person in the CLG appropriately qualified in community development and social assessment.	Section 5.2.1
8 c)	The purpose of the CLG shall be to provide a means for monitoring the effects of constructing the Project on the community by providing a regular means through which information about the Project can be provided to the community. The CLG will also enable opportunities for concerns and issues to be reported to, and responded to by, the Requiring Authority. Where appropriate, the recommendations of the CLG shall be taken into account in the development of the SSEMP.	Section 5.2.1
8 d)	Membership of the CLG shall be open to all interested organisations within the Project area including, but not limited to the following groups: i Nga Hapū o Ōtaki; ii Educational facilities within the Project area (including schools, kindergartens, and childcare facilities); iii Community / environmental groups; iv Business groups; v Community Boards; vi Residents organisations; vii KCDC.	Section 5.2.1
8 e)	The CLG shall hold meetings at least once every 3 months throughout the construction of the Project so that on-going information can continue to be disseminated.	Section 5.2.1
8 f)	The CLG shall continue for the duration of the construction phase of the Project and for 12 months following completion of construction. g) Matters to be addressed by the CLG may include the following matters:	Section 5.2.1
	i Effects of construction on schools and other educational and community facilities, including effects on transport;	Noted

Condition	Requirement	Where addressed
	ii Effects of construction on housing supply and accommodation costs;	Noted
	iii Extent of opportunities for tangata whenua and community involvement in mitigation implementation, ongoing monitoring and naming of areas or sites created by the Project; and	Noted
	iv Extent of opportunities for local training and employment	Noted
8 h)	The Requiring Authority shall, if practicable, arrange for the Community Liaison person to attend meetings of the CLG. The role of the Community Liaison person at these meetings shall be to provide the CLG with updates on construction, including any remedial responses to issues raised by the CLG. The Community Liasion person shall also convey information received from the CLG back to the Requiring Authority and the construction contractors.	Section 5.2.1
8 i)	The Requiring Authority shall arrange for the Chairperson of the CLG (or other person appointed by the CLG) to prepare a report for the Requiring Authority and KCDC summarising the main points arising from each meeting of the CLG, reporting on any social impacts of the Project, along with recommendations on the measures to mitigate those effects. The Requiring Authority shall ensure that a copy of the report is provided to KCDC, and to meeting attendees within 5-10 Working Days of the meeting. The Requiring Authority shall be responsible for meeting all reasonable costs associated with the resourcing of the CLG.	Section 5.2.1
8 j)	The Requiring Authority shall consider the recommendations and take reasonable steps, where practicable, to implement any recommendations that are within its statutory powers to execute under this designation. Where matters are not taken into account in preparing the SSEMP, the Requiring Authority shall convey to the CLG the reasons why.	Section 5.2.1

Condition	Requirement	Where addressed
9	The Requiring Authority shall provide the attendees of the CLG, at least 5 Working Days before their first meeting, the construction programme, which shall include the staging of construction, the anticipated number of construction staff, and other facets that may impact on residents and community facilities. b) The Requiring Authority shall ensure that appropriate personnel attend meetings of the CLG to explain how the effects of construction are proposed to be managed and to respond to any questions.	Section 5.2.1
10 a) & G 8	At all times during the Works, the Requiring Authority shall maintain a permanent register of any complaints received alleging adverse effects from, or related to, the Works. As far as practicable the register shall include: The name and address (where this has been provided) of the complainant; The nature of the complaint; Location, date and time of the complaint and also of the alleged event; Weather conditions at the time of the event and including wind direction and approximate wind strength if the complaint relates to air quality or noise; The outcome of the Requiring Authority's investigation into the complaint; vi) Measures taken to respond to the complaint; and Any other activities in the area, unrelated to the construction, which may have contributed to the complaint (such as non-Project construction, fires, traffic accidents or unusually dusty conditions generally).	Section 9.5
10 b)	The Requiring Authority shall:	-
I	Acknowledge the complaint within 2 Working Days,	Section 9.15
Ii	Promptly investigate, identify the urgency associated with the complaint and communicate that to the complainant;	Section 9.15

Condition	Requirement	Where addressed
iii	Take reasonable steps to remedy or mitigate the matters giving rise to the complaint if there are reasonable grounds for the complaint within 10 Working Days of receiving the complaint or such sooner time as may be reasonably necessary in the circumstances.	Section 9.15
Iv	The Requiring Authority shall also maintain a record of its responses and any remedial actions undertaken; and	Section 9.15
V	This record shall be maintained on site and shall be made available to the Manager and GWRC upon request. A copy of the Complaints Register shall be provided to the Manager every month.	Section 9.15
11	The complaints process outlined in Condition 10 shall continue for 12 months following the Project becoming Operational. Any complaints received after this period shall be managed by the Requiring Authority in accordance with its standard complaints procedures.	Section 9.15

Table 2: Designation conditions requiring consultation.

Condition	Requirement	Where addressed
DC14	The management plans required by these designation conditions shall be developed in consultation with KCDC. Where a management plan is required to be prepared in consultation with any third party, the management plan shall demonstrate how the views of that party have been incorporated and, where they have not, the reasons why.	Consultation undertaken addressed in individual management plans
DC25A	The relevant SSEMP shall be prepared in consultation with the following parties: a) Winstone Aggregates; b) Stresscrete Wellington Limited;	Noted and will be done as part of SSEMP preparation

Condition	Requirement	Where addressed
	c) The Manager, Flood Protection, GWRC; and d) Rahui Enterprises Limited. and contain details of measures to address potential construction related access and water supply, and noise and vibration effects on their respective operations.	
DC25B	The Requiring Authority shall consult with KCDC prior to design commencing on the Ōtaki River corridor and Waitohu Stream corridor	Noted and being done as part of design process
DC37	The CNVMP shall, as a minimum, address the following: i) Stakeholder communications as per the SCMP required by Condition 7;	See section 5 of CNVMP
DC41	a) The NUMP shall be prepared in consultation with the relevant infrastructure providers who have Existing Network Utilities that are directly affected by the Works and shall be implemented during construction…….	Consultation being done as part of NUMP preparation
DC52	At least 15 Working Days prior to Commencement of Construction the Requiring Authority shall, in consultation with Nga Hapū o Ōtaki, finalise an accidental discovery protocol and provide a copy to the Manager and GWRC for information at the time the CEMP is submitted…..	Requirement noted
DC54	b) Following completion of construction of the Project, the Requiring Authority shall, in consultation with Nga Hapū o Ōtaki, KCDC, and the New Zealand Historic Places Trust, and for the purpose of public information and education:	Requirement noted
DC64	Where the design of the Selected Options identifies that it is not practicable to implement a particular Structural Mitigation (noise) measure in the location or of the length included in the Selected Options required by Condition 62 ……	Requirement noted and will be addressed as part of Operational noise mitigation design process

Condition	Requirement	Where addressed
	c) The Requiring Authority shall consult with affected property owners prior to amending the Selected Options.	
DC75	a) The LUDP shall be prepared in consultation with: i) Keep Ōtaki Beautiful and Ngā Hapū o Ōtaki, where the construction is within or directly affects the Pare-o-Matangi reserve; ii) Ngā Hapū o Ōtaki and Ōtaki Community Board, where the construction is within or directly affects the gateway treatment areas; iii) Ōtaki Community Board with respect to the design of local road bridges; iv) GWRC for construction areas around the Waitohu Stream Crossing, the Mangapouri Stream Crossing, the Ōtaki River Crossing, and the Mangaone Stream and Overflow Crossings; v) The owners of the former Rahui Factory Social Hall and the former Rahui Milk Treatment Station with respect to the design and landscape surrounds of Bridge No. 4, and the service entrance to the property at the western side of the former Rahui Milk Treatment Station; vi) The owners of the riverbank property immediately to the west of the South Ōtaki Roundabout (currently Richard and Sarah Caughley) with respect to the Southern Gateway Zone as it relates to, and is experienced from, that property including and with respect to the heritage features of its entranceway; and vii) KCDC. b) Consultation under a) shall commence at least 60 Working Days prior to submission of the finalised LUDP to KCDC. Any comments and inputs received from the parties listed above shall be clearly documented, along with an explanation of where any comments have not been incorporated and the reasons why.	Consultation will be undertaken as part of LUDP process and recorded in LUDP.

Condition	Requirement	Where addressed
DC78	m) The Requiring Authority shall consult with KCDC prior to the detailed design for the following: i) The final shaping of the earthworks through and on the edges of dune landscapes, particularly at Mary Crest and Waitohu Plateau; ii) Design and mitigation measures for the gateway zones, including how landscaping treatment will be integrated with the destination signage for Ōtaki that is to be provided in each of the gateway zones in accordance with Condition 81; and iii) Design and mitigation measures for the three local road bridges and the South Otaki Interchange bridge; iv) Connections around the bridge environments by allowing for links to the existing and proposed Kāpiti CWB system, as understood at the time of the Project design development; v) Design and mitigation measures around Waitohu Stream and Ōtaki River; vi) Design and mitigation measures around Pare-o-Matangi reserve, including: a) Relocation or replacement of identified specimen trees; and b) Any culverting of the Mangapouri Stream.	Consultation on these items will be undertaken by Design Team and recorded by way of a consultation certificate

1 INTRODUCTION

This Stakeholder Communications Management Plan (SCMP) has been developed for the State Highway 1 Peka Peka to Ōtaki Expressway Project (the Project). The SCMP provides the framework for engaging and communicating with stakeholders during design and construction. It identifies key stakeholder groups, individual landowners and members of the public and outlines methods for engaging with them.

The SCMP is not prescriptive but provides a framework for engagement and the range of methods that will be employed. While it is intended that a proactive approach to engagement and communication will be adopted, the plan will need to be responsive as the project progresses and tailored to the needs of particular situations and stakeholders.

Specific targeted engagement and communication plans will be developed for milestones and events during the construction phase. The SCMP will be updated, with the necessary approval, throughout the course of the project to reflect changes associated with construction methodology and in response to stakeholder and community feedback.

The SCMP has been prepared to meet the Designation condition requirements and Principals requirements.

2 STAKEHOLDER COMMUNICATIONS STRATEGY AND OBJECTIVES

2.1 Strategy

Over the course of the design and construction the Project team will become a part of the local community, working with them, training them and responding to their needs so that the project becomes a positive addition to the cultural, social and environmental landscape.

Our strategy for engaging with and managing stakeholder relationships will be guided by:

- Authenticity – be real and guided by the community
- Availability – be present and available, prioritising kanohi ki te kanohi (face-to-face)
- Integrity – build trust and do what we say we will

In addition our stakeholder engagement and communication activities we will adhere to NZ Transport Agency's Customer First philosophy as it relates to its customers use and interaction with the state highway network, the NZ Transport Agency recognises key customer first values of :

- Safer journeys
- Efficient and reliable journeys
- Social and environmental responsibility

2.2 Objectives

Guided by our strategic approach this SCMP provides a framework to ensure our engagement and communications objectives are met. These objectives include:

- Ensuring the wider Ōtaki and Kāpiti communities are kept informed through regular project progress updates;
- Ensuring stakeholders understand the reasoning associated with decisions made, and where and why their individual or collective wishes can or cannot always be met;
- Enhancing positive relationships between the Transport Agency and local stakeholders;
- Engaging with the community in order to foster good relationships and provide learning and employment opportunities;
- Ensuring detailed design of the project is informed by affected stakeholders; and
- When consultation on design issues is required by designation and/or resource consent conditions, ensure it is fulfilled and the necessary stakeholders are consulted.

The plan outlines the tools, tactics and processes we'll deploy to manage stakeholder communications and engagement.

The SCMP is also written to be consistent with and reference Wellington Northern Corridor (WNC) Road of National Significance (RONS) communications strategies and key messaging.
The SCMP will be reviewed annually and update if necessary. If the SCMP is amended it will be submitted to NZTA for review and KCDC for re-certification. The SCMP will be submitted to NZTA prior to submitting to KCDC. The annual review will utilise feedback from the CLG, key stakeholders and results from stakeholder surveys.

2.3 Other Plans

The SCMP is one of a number management plans prepared to avoid or mitigate potential adverse environmental effects of the project. The other plans and what they cover is set out in Table 3.

Table 3: Management Plans and content

Plan	Content
Construction Environmental Management plan (CEMP)	Environmental management procedures for the site, avoidance measures, monitoring procedures and mitigation actions.
Construction Noise and Vibration Management Plan (CNVMP)	Noise mitigation methods and monitoring procedures
Construction Air Quality Management plan (CAQMP)	Air quality mitigation methods and monitoring procedures
Erosion and sediment Control Plan (ESCP)	Erosion and sediment control measures, maintenance and monitoring procedures
Ecological Management Plan (EMP)	Ecological monitoring and mitigation measures
Groundwater Management Plan (GMP)	Groundwater monitoring procedures and mitigation actions.
Bulk Earthworks Contaminated Land Management Plan (BECLMP)	Procedures to be followed in the event of encountering contaminated material.
Landscape and Urban Design Plan (LUDP)	TheLandscape and Urban philosophy for the project and drawings and specifications showing how this will be achieved.
Construction Traffic Management plan (CTMP)	Meaure to minise any adverse effects from construction activities on traffic on SH 1 and local roads.
Network Utilities Management plan (NUMP)	Measures to ensure no adverse effect on local roading network.
Site Specific Environmental Management Plans (SSEMPs)	Site specific plans for the management of dust, noise , vibration, erosion and sediment control and works that could impact on terrestrial and aquatic ecology.
Site Specific Traffic Management Plans (SSTMPs)	Detailed plans for traffic control plans to minimise disturbance and ensure safety of other road users.

Once the management plans are finalised they will be placed on the projects web site.

3 PROJECT SCOPE

3.1 Project description

The project works include construction of a 12km, 4-lane Expressway, consisting of:

- 1.4Mm^3 Earthworks
- 9km local road
- 10 No. Bridges, including 330m, Ōtaki River Crossing
- Ōtaki Intersection - split
- East-West connections – Ōtaki, Te Horo
- Grade separation – Taylors Road
- 1.6km railway realignment

The works will follow a general programme of enabling works and site establishment, followed by rail realignment and bridge construction and then road construction.

The key project parameters are given in Table 4.

Table 4: Contract details

Item	Details
Project Name	Peka to Ōtaki Expressway
Nature of project	12 Kms of new expressway and 10 new bridges
State Highway Classification	SH 1
Commencement	25 November 2016
Project End Date	07 January 2021
Project Manager	Craig Pitchford (NZTA)
Principals Advisor	Ron McFadyen (Opus)
Contractor	Fletcher Construction
Project Manager	John Palm (Fletcher)
Councils with Jurisdiction	Greater Wellington Regional Council (GWRC)

	Kāpiti Coast District Council (KCDC)

4 STAKEHOLDERS

4.1 Stakeholder analysis

4.1.1 Key stakeholder groups and audiences

The scope of the project audience includes the Ōtaki, Te Horo and wider Kāpiti Coast communities, State Highway 1 and local road users. Part of a Road of National Significance (RoNS) the project is also of national and regional importance to Local and Central Government.

Within the local community, a wide range of social demographics co-exist – from affluent lifestyle blocks in Peka Peka, Te Horo and Ōtaki Forks, busy retail and industrial hubs around the main highway to mixed and lower decile communities in Ōtaki's historic township and beach settlements.

These stakeholder and audience groups fall into several main categories:

Category	Details
Road users	Road users and road user groups include commuters and the Automobile Association, emergency services (New Zealand Police, Te Horo Rural Fire Service, NZ Fire Service, Wellington Free Ambulance, and St John Ambulance), Heavy Haulage Association, Cycle Aware, NZ Road Transport Association, Road Transport Forum NZ, Wellington Regional Transport Committee, bus operators, public transport users, cyclists and cycling groups and pedestrians.
Kāpiti Coast District Council and Greater Wellington Regional Council	The Councils have numerous responsibilities that will require engagement with the project, this ranges from their regulators roles, service provider, land owner and community representation.
Ōtaki Community Board	Community elected body
Iwi	Ngā Hapū-o-Ōtaki (NHoŌ),
Landowners and neighbours	There are specific responsibilities to adjacent landowners required under the Public Works Act. Some of these are specific legal requirements under this legislation and under property agreements made with The Crown. While the conditions in these agreements must be complied with as a minimum, the legal rights afforded these landowners means particular effort will be required beyond compliance to ensure relationships are preserved while maintaining Transport Agency interests. Some of these include: Rahui Enterprises, Owners of Ōtaki Motel, Owner of 1 Rahui Lane, Hema Te Ao Lane, Owners of properties between 230 and 250 Main Highway, Owners of the riverbank property immediately south of South Ōtaki

Category	Details
	interchange (Caughleys), Landowners affected by landscaping, Property owners effected by noise barriers where required by property agreements refer Appendix, All parties identified within Appendix I of the Principal's Requirements (Accommodation Works), Peka Peka M2PP NIF Group
Community groups and residents	Includes Keep Ōtaki Beautiful, Friends of the Ōtaki River, Kāpiti Historical Society, Cycle Aware, Kāpiti Coast Grey Power, Arcus Water Scheme, Old Hautere Water, Fish & Game, Ōtaki Māori Racing Club, Kāpiti Fly Fishing Club and CWB Advisory Group
KiwiRail	KiwiRail have interest in the project as an asset owner and manager and on behalf of its customers.
Network Utility operators	
Businesses and schools	Includes local Ōtaki businesses, Stresscrete, Winstone Aggregates Ltd, Utility providers (Electra Limited, KCDC Water Supply, KCDC Wastewater and Stormwater, Vector Gas Ltd, Chorus Network), KiwiRail, Kāpiti Coast Chamber of Commerce, Ōtaki Retailers, Fish and Game, Te Wānanga o Raukawa, Ōtaki Māori Racing Club, Te Horo School, Ōtaki School, Waitohu School, Stand for Children's Service Central (Ōtaki Health Camp School), St Peter Chanel School, Te Kura-a-iwi O Whakatupuranga Rua Mano, Te Kura kaupapa Māori o te Rito, Ōtaki College, early childhood sector
National Government / other regulatory bodies	Transport Minister Simon Bridges, Local MP Nathan Guy, MP for Te Tai Hauāuru Adrian Rurawhe (note all communications with MP's will be managed via NZTA's Official Correspondence Unit) Department of Conservation, Ministry for the Environment, Heritage NZ

The level of engagement with stakeholders will vary depending upon their interest. The Designation conditions and Principals requirements prescribe quarterly meetings with some stakeholders.

4.1.2 Specific consultation requirements

The Designation Conditions and Principals Requirements identify specific consultation requirements. Matters to be covered in this specific consultation included;

- New access ways to property
- Light spillage
- Landscape and Urban Design
- Utilities
- Service connections
- Gateway development
- Walkways

- Designation revocation
- Turf grass species
- Fencing and gateway requirements these requirements
- Construction Noise and Vibration Management Plan stakeholders (conditions 37 and 64C)
- SSEMPS
- SSTMPS, and;
- Access to Ōtaki Motels, Hema Te Ao Lane, 1 Rahui Road, and properties between 230 and 250 Main Road.

The consultation on these matters in some instances maybe confined to a small number of people or organisations who are directly affected.

4.1.3 Key considerations and management approach

Our Stakeholder team consists of three distinct functions (refer to Organisation Chart - Appendix 1): Communications and Community Engagement, Planning, and Environmental Compliance.

Managing key stakeholder relationships starts with engagement through the design and approvals process and flows through to the compliance of works in the construction delivery phase. Our Concept Design requires minor alterations to the designation boundaries, confirmation that design is in general accordance, minor changes in design and certification of final design and management plans. So our key focus for stakeholder management will be on this statutory consenting process.

We recognise resource demands on KCDC and GWRC during the management plan approval process. To address this we will share with them a clear programme, showing when each management plan certification and planning approval is expected. We will involve KCDC and GWRC early as we develop Management Plans to make sure they are robust and well-considered.

GWRC and KCDC are also concerned with the compliance of relevant designation and consent conditions. We will manage the relationship with the Councils through open, early and frequent communication around upcoming works and methodologies.

Following consultation with GWRC on our proposal to raise the Chrystall's Bend Stopbank, the stakeholder team will work closely with GWRC to ensure this work is planned and approved to bring the benefits of our Ōtaki Floodway concept to both GWRC and the Transport Agency.

KiwiRail's key stakeholder management concerns will be around of Block of Lines, safety and track access control (by construction personnel and public), and avoiding disruption of scheduled services (particularly public services). Ōtaki Railway Station will need to remain operational during construction (other than Block of Lines) and we will carefully manage construction at level crossings to maintain public and train safety at all times.

4.2 Stakeholder database

The project team will use Darzin as its consultation database and for keeping record of interactions with landowners and stakeholders. The Darzin licence is held by New Zealand Transport Agency, who will provide access to the Stakeholder and Communications team.

This stakeholder database is essential for recording the details of engagement with all project stakeholders. It has the facility to generate reports to provide an update on stakeholder engagement activity. Therefore a summary of all general stakeholder engagement should be recorded on this database, with full transcripts of the procedure from enquiry to close-out recorded.

Separate databases will be used as distribution lists for specific correspondence, for which these stakeholders have registered. These include, but are not limited to, weekly updates and regular newsletters.

5 ENGAGEMENT AND COMMUNICATIONS

The project presents a wide range of opportunities through which we can engage with the community. Above and beyond the standard contract requirements and Schedule of Parties to be Consulted (Appendix 2), we will develop the following strategies and initiatives in partnership with the local community, aligning with the Transport Agency's customer value of social responsibility.

Communications will be developed in line with Section O - Appendices to the Principals Requirements, Peka to Ōtaki Expressway NZTA Contract No.230N (Appendix 3), the specific update for the Transport Agency's brand guidelines (Appendix 4) and The Way We Write style Guide (Appendix 5).

A table summarising the range of stakeholders and audiences and outlining the communication tactics and channels is attached in Appendix 6. The table will continue to be updated, and serve as a checklist reviewed monthly to ensure stakeholder communications are maintained consistently throughout the life of the project.

A sample '90-DAY Tactical Plan' for communications activities to reach these stakeholder groups is attached as Appendix 7. This will be populated as the team develops the detail and will continue to be updated throughout the life of the project.

Specific targeted engagement and communication plans will be developed for milestones and events during the construction phase. See Appendix 8 for a sample template plan.

5.1.1 Adjacent properties, immediate neighbourhood

Landowners and those adjacent to the construction zone are the most severely impacted and maintaining good relationships with them will be essential to meeting the project's objectives. Engagement and communication with these people may include personal contact, letter drops, emails, telephone, and meetings and presentations as required.

In addition a comprehensive community communications tactics plan has been developed (Appendix 6). This will talk to affected neighbours and the wider Kāpiti community via a range of targeted channels including:

- Print media and radio advertising
- Flyers, posters and letters
- Digital (monthly E-News Letter/social media/NZTA website/email/surveys)
- Info Centre – interactive public space
- Public Display/Signage – a range of project information developed
- Media/PR/Events – a range of community events and positive media angles
- Charitable Alignment – using PP2Ō events and opportunities to raise funds for local charities

5.2 Audiences, techniques and initiatives

The following summary provides an overview of key stakeholders and the types of techniques and initiatives we will deploy.

5.2.1 Community liaison

Regular meetings with the Ōtaki Community Board will be scheduled. The Ōtaki Community Board will be represented on and play a key role in identifying and appointing local community members and community group representatives to the project Community Liaison Group (CLG). The membership of the CLG will reflect the different parties identified in the Designation condition 8 d. The membership will also include a person qualified in community development and social assessment. Following initial meeting with the CLG – option to fill this role with a suitable will be present to the CLG for consideration.

The CLG will be established to provide a regular forum for community groups to interface with the project team. The CLG will be formed at least 3 months in advance of the construction works commencing (excludes site investigation and enabling works) and meet for at least 12 months after construction has been completed.

The purpose of the CLG is to provide a means for monitoring the effects of constructing the project on the community by providing a regular forum through which information about the project can be provided to the community. The CLG will also enable opportunities for concerns and issues to be reported to and responded by the Requiring Authority. Matters to be addressed by the CLG may include, but not are limited to, the following matters:

i Effects of construction on schools and other educational and community facilities, including effects on transport;
ii Effects of construction on housing supply and accommodation costs;
iii Extent of opportunities for tangata whenua and community involvement in mitigation implementation, ongoing monitoring and naming of areas or sites created by the Project; and
iv Extent of opportunities for local training and employment

CLG meetings will be held at least once every three months throughout the construction period. The Community Board will appoint a Chairperson for the CLG (or other person appointed by the CLG) who will write a report summarising the main points arising from each meeting, reporting on any social impacts of the project, along with recommendations on the measures to mitigate those effects. The project team will ensure that a copy of the report is provided to the Council and to meeting attendees within 10 working days of the meeting. The project will be responsible for all reasonable costs associated with the resourcing of the CLGs.

The project will provide the members of the CLG, at least 5 Working Days before their first meeting, the construction programme, which shall include the staging of construction, the anticipated number of construction staff, and other facets that may impact on residents and community facilities. And the project swill ensure appropriate personnel attend CLG meetings to explain how the effects of construction are proposed to be managed and to respond to any questions. An abridged version of the SCMP will also be provided.

The project will consider the CLGs recommendations and take reasonable steps to implement any recommendations that are within its statutory powers to execute under the designation.
The CLG will be serviced by the project's stakeholder team which will include arrangement for meetings, preparation of minutes and meeting the cost of administration. The Community Liaison person will attend CLG meetings to provide project updates and rely information back to the project's management team and where required to the Transport Agency.

The CLG may make recommendations on SSEMPS. Fletchers will keep a record of recommendations and report back to the CLG if the recommendation has been adopted and if not why.

5.2.2 Businesses

Businesses on SH1 in Ōtaki are anxious about long-term loss of trade, short-term construction disruption and increased congestion at the roundabout from roadworks. We will work with Ōtaki retailers and KCDC to develop a pro-active strategy to support local businesses.

This could include, but is not limited to, local business/destination promotion at key times, a loyalty book for workers, accounts at New World, Farmlands, and local cafes.

Communication with the Otaki retailers shall be via the projects newsletter and e-newsletter. In addition a retailers interest group formed. KCDC will be consulted to discusss matters of direct relvance to the retailers.

5.2.3 Emergency services

Updates on changes to the roading network and impacts of construction activities will be discussed with Police and Emergency Services. The preference for these groups to receive information will be determined and appropriate mechanisms put in place. Weekly traffic reports and invitations to quarterly emergency services briefings will be issued.

5.2.4 Road users

Road users will primarily be concerned with the duration of the project as it relates to travel disruptions and how it will affect their journey. The main issues to be addressed will be concerned with the potential travel disruptions and why they are occurring. Information on how these disruptions

are being managed and what can be done to avoid them will be of paramount importance to stakeholders.

The following methods of communication will be considered when information is required by this stakeholder group:

- VMS signs
- Other road signs
- Print and radio advertising
- Media releases and associated newspaper articles
- Public Notices in local papers when detours and closures on the local road network are proposed
- Targeted letters to residents most affected by the traffic changes
- Flyer drops to affected areas
- Information posted on the NZTA project website
- TOC Social media channels such as Facebook and Twitter
- Traffic bulletins emailed to stakeholder databases.
- Online newsletter sign-up
- KCDC communications channels
- Six-monthly stakeholder survey (covering community perception and satisfaction levels)

5.2.5 Information centre and information hubs

An information centre will be established in the Ōtaki Main Highway retail area at 216 Main Highway Ōtaki. The centre will be opened to the community between 10am and 5pm seven days-a-week. The identified space is approx. 30m2 and allows the whole shop front to open up via means of a bi-fold door. This feature will also allow us to create a bright and well light space that is readable and accessible to the public through the large glass doors during night-time hours.

The space will not be permanently staffed (in line with other regional projects) instead pop-up events at the space will be planned and marketed and it will also carry an information board with directions to our staffed offices on Ake Ake place (2-mins drive away) along with details of the hotline/info email and suggestions/feedback box that will be cleared daily.

There are on-street parking facilities for Main Highway Ōtaki retail area as well as large dedicated car-park area next to Ōtaki Railway Station (1-min walk away).

The Centre design will be tailor-made for this community, it will locate the project in its context within the wider network and RoNS story. We will also seek to employ local designers and builders to fit-out the space. A full concept proposal will be presented to Opus and the NZ Transport Agency for approval by mid April 2017.

The main information centre will be enhanced by a series of similarly designed information hubs at key community gathering spots. The location spots will be developed in consultation with the

community but could include spaces at Te Horo, Main Street Ōtaki, Ōtaki Beach, The Plateau in venues such as Libraries, RSA, schools, sports clubs etc. This ensures that:

- Relationships and rapport with key community connectors will be built through regular updating of information at the hubs
- Goodwill is generated by offering hosts a modest but regular advertising fee/koha for the space

5.2.6 Procure and employ local

With an unemployment rate in Ōtaki of 12.3% (vs Kāpiti Coast District's 7.6%) the project presents a clear opportunity to address the Transport Agency's customer value of social responsibility. We will develop a recruitment programme in partnership with NHoŌ and training providers like BCITO for local Māori. The programme will actively promote employment opportunities through iwi panui/radio, marae-based interviews, whānau support and eligibility for support for training and apprenticeships.

As well as construction-related contracts, we will seek to procure and employ local services, e.g. printing, signage, video, photography, graphic design, catering for meetings/events, venues for large project or community meetings. We will also seek to recruit both construction and office-based roles from the local community wherever practical.

We will create and provide a range of training opportunities and apprenticeships, from trades training to working with local schools and wānanga to provide student access to a range of learning opportunities. This will include project and site visits for students interested in engineering, environmental, archaeological, film and media studies.

5.2.7 Be a good neighbour and involve the local community

The local community comprises people who live and work in the immediate area around the alignment of the Expressway. These people are most concerned with potential disruption during construction of the project and community outcomes after completion of the project. Issues such as the steps taken to mitigate noise, air and light pollution as well as urban design and landscaping issues will be of importance to this group.

We will challenge the construction team to consider our impact on others. In addition, we will:

- Involve the community, for example, in the naming of cranes, escorting the community on field trips, visits to the school by engineers and site workers, mentoring projects, reading to the children during book weeks and participate/volunteer in local events
- Work with neighbours to minimise the impact of disruptive works (e.g. noise, vibration, access). This is part of developing shared solutions with our neighbours and mitigation plans, such as muffling reversing beepers on vehicles during the early hours
- Provide direct feedback to our construction teams to help them target improvements

- Challenge those compiling work plans to fully consider the balance between work and the needs of others

Above all, we will promote the mantra of this project being something we are doing with and for the community, not to the community.

Refer Appendix 6 for full details of the engagement and communication tactics and channels that will be deployed.

5.2.8 Support local

We will support local causes in the form of in-kind services. This could include traffic management, security fencing, signage and volunteer staff time.

5.2.9 Open days and events

Over the course of the project the Stakeholder Management Team will organise open days for the benefit of the public to inform them on the upcoming issues and milestones of the project. Throughout these sessions members of the project team, including the Stakeholder Management Team and specialists, will be on hand to provide information and guidance on the upcoming phases of the project.

We will also seek to develop opportunities to offer site visits to local and regional residents and students across a wide range of ages and interests, such as engineering, design, machines, local history and health and safety, through to environment and archaeology.

We also offer expert members of the team to present at school assemblies, careers expos, and local community interest groups and in classroom settings.

6 IWI LIAISON

6.1 Iwi involvement in design and construction

Throughout this project, we will develop new and support existing relationships with local iwi and hapū to deliver the project in a way that enhances the Transport Agency's reputation and maintains a sustainable, culturally safe environment. Guidance in liaison with local iwi and hapū will be provided by NZTA's Guidelines for Managing Stakeholder Relationships and Consultation with tāngata whenua.

6.1.1 Project team culture

Starting with our own team we will develop and support a culture that encourages empathy and respect for culturally sensitive sites, and focus on developing respectful design and construction. This will be achieved through:

- A training/induction programme for all staff including locally commissioned video resources, marae visits, talks from local iwi environmentalists and historians
- Employing a speaker of te reo Māori in at least one of the Communications team positions
- Making all public facing construction/safety signage bi-lingual
- Involving iwi in training, apprenticeships and internships

6.1.2 Governance – protecting the Transport Agency's relationships

[This section will need to be updated when Transport Agency and NHoŌ complete their mitigation agreement]

We will maintain and build on the good relationships the Transport Agency has developed with local iwi and hapu over a number of years, honouring the principles and meeting the deliverables set out in a Memorandum of Partnership with tangata whenua from NHoŌ.

We propose build on these established relationships to assist Transport Agency representative Craig Pitchford, to oversee the following initiatives and MoU obligations:

- Ōtaki gateway structures
- Environment, archaeology and kaitiaki monitoring
- Employment
- Cultural engagement

Regular meetings with NHoŌ will be maintained to ensure that the relationship remains positive and constructive. Consultation will be undertaken during pre-construction and construction in accordance with the requirements of the following agreements and specific Designation Condition requirements:

- MoU with NHoŌ and associated agreements
- Heritage NZ Archaeological Authorities

- Accidental Discovery Protocol
- Landscape and Urban Design Plan

6.1.3 Environment, archaeology and kaitiaki monitoring

We will reduce risk to the project of unexpected archaeological discovery by establishing Kaitiaki monitoring protocols before works start (including karakia for ground-breaking and other kaupapa as appropriate).

Given the significance of the environment for local iwi, we propose to seek out and provide an opportunity for student interns and/or graduate positions or educational opportunities from Otaki College and Te Wānanga o Raukawa, a tikanga Māori tertiary education provider based in Ōtaki, which runs Kaitiakitanga Pūtaiao (Environmental Management) diploma and bachelor programmes.

This role would report to the Environment team and assist with monitoring and compliance functions. We will also investigate providing research opportunities in relation to ecological monitoring, landscaping and wetland development, etc.

6.1.4 Cultural engagement with iwi

We will engage early on urban form and design of bridge abutments and barriers with hapū, iwi and the wider community to reflect the community identity, cultural values and its treasured landscape. In addition to the work outlined in the MoU with NHoŌ, we will seek to engage with the wider Māori community including:

- Te Wānanga o Raukawa, to offer students opportunities to work with the project team, in particular students enrolled in Kaitiakitanga Pūtaiao (Environmental Management) and Hiko-Rau (Animation & Graphic Design)

- The five Kura kaupapa (Te Kura-o-iwi Whakatupuranga Rua Mano, Te Kura kaupapa Māori o te Rito, St Peter Chanel - immersion stream, Te Korowai Whakamana, Ōtaki College) and offer opportunity to develop project/site visits for students in te reo Māori

- All interested iwi and other environmental interest groups such as Friends of the Ōtaki River on planting programmes to support traditional rongo (healing) and Toi Whakarākai (creative arts) practices

- Ōtaki Māori Racing – provision of event traffic management and communications as well as providing public information at race meets.

6.1.5 Cultural ceremonies

We will liaise with NHoŌ, over the planning and carrying out of cultural ceremonies for the project such as ground-breaking and project opening.

7 LANDSCAPE AND URBAN DESIGN

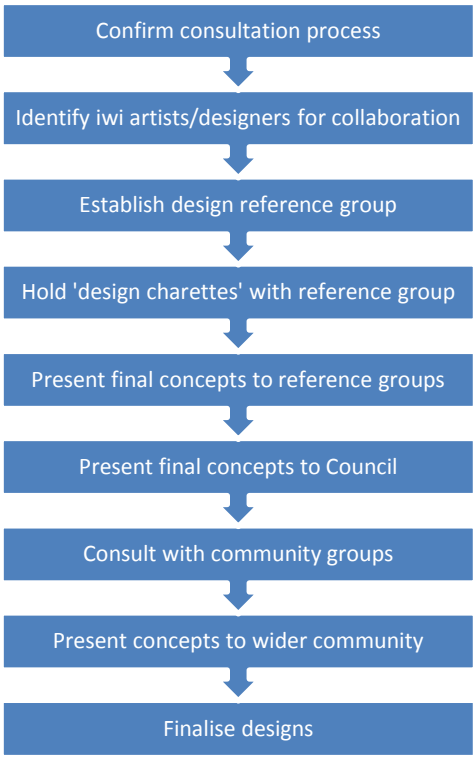
7.1 Consultation on landscape and urban design

Through the Landscape and Urban Design process, we will engage the community in the development of the project to create an experience that is part of adjacent projects, yet responsive to the variations in landscape, character and land-use of this rohe (region). In collaboration with KCDC, the local community and iwi we will create cohesive, well-designed forms that provide visible and clear markers reflective of this expansive and treasured landscape.

Our approach will include:

- Establishing a Community Liaison Group (incorporating a diverse range of interest group representatives from key stakeholder groups – list to be included once known)
- Direct contact with affected individual residents and businesses through regular meetings
- Wider community consultation through (for example) open days and drop-in sessions
- Allow the CLG to identify other UDLP and urban/landscape design consultation opportunities, and act as a focus group to develop and test consultation plans
- Establish a design reference group that includes the NHoŌ chair, Council design advisor(s), Community Board representative, business representation from the CLG
- Investigate identifying a local Māori artist/designer to work with our urban designers to develop initial concepts.

Figure 11: Design consultation process



The preparation of Landscape Urban Design Plan (LUDP) that provides the vision for the landscape and urban design for the project will involve consultation with the following parties:

- Keep Ōtaki Beautiful and Nga Hapu o Ōtaki, where the construction is within or directly affects the Pare-o-Matangi reserve; Nga Hapu o Ōtaki and Ōtaki Community Board, where the construction is within or directly affects the gateway treatment areas;
- Ōtaki Community Board with respect to the design of local road bridges;
- GWRC for construction areas around the Waitohu Stream Crossing, the Mangapouri Stream Crossing, the Ōtaki River Crossing, and the Mangaone Stream and Overflow Crossings;
- The owners of the former Rahui Factory Social Hall and the former Rahui Milk Treatment Station with respect to the design and landscape surrounds of Bridge No. 4, and the service entrance to the property at the western side of the former Rahui Milk Treatment Station;
- The owners of the riverbank property immediately to the west of the South Ōtaki Roundabout (currently Richard and Sarah Caughley) with respect to the Southern Gateway Zone as it relates to, and is experienced from, that property including and with respect to the heritage features of its entranceway; and
- KCDC.

Consultation shall commence at least 60 Working Days prior to submission of the finalised LUDP to KCDC.

Design interventions for structural components (bridges, especially the Rahui Bridge) will be designed collaboratively with iwi and in consultation with the community through the same process to ensure a common design vernacular.

While we understand the Gateway Structures are currently out of scope we will work closely with the Transport Agency to support and help ensure design alignment and joined up community conversations around these structures and the wider project design process.

8 ROLES AND RESPONSIBILITIES

The Stakeholder Management Team will be structured as per the organisation chart below. It will work closely with other teams as shown in Appendix 1.

Stakeholder, Communications & Environment Manager – Ed Breese

- Lead a team that includes Communication, Environmental, and Regulatory Approvals
- To lead and manage key Stakeholder Relationships, including Council and iwi to enhance relationships as function of delivering the project
- Advocate for stakeholder issues in the Project Management Team and other operational teams as required
- Ensure alignment of stakeholder team with wider project goals
- Lead response to resolution of stakeholder incidents and key reputation risks when they arise
- Develop strategies around key stakeholder and reputational risk areas
- Sponsor the story internally and externally to drive best practice behaviours and create belief in the positive goals of the project

Communications Manager – Sarah Ropata

The role of the communications manager is to champion two-way communication between the project and its stakeholders so that the project can achieve its goals. Specific responsibilities include:

- Develop and implement strategies and collateral for external and internal communications, including the community and the media
- Manage key Stakeholder Relationships, including Council and iwi to enhance relationships as function of delivering the project
- Proactively identify and facilitate the resolution of stakeholder issues
- Provide strategic advice to the project team on communications
- Advocate on behalf of the project, the stakeholders and the NZTA
- Attend CLG meetings
- Maintain Transport Agency values and branding in communications
- Responsible for day to day communications activities – media releases; co-ordinating updates of information boards and resources for the drop-in centre/static display; feeding information back to NZTA/WTOC; coordinating photography/video resources; contributing to monthly e-newsletter; other duties as required

Community Liaison Officer

Regular direct liaison with community stakeholders with regards to enquiries, complaints, general project information.

- Dissemination of approved project related information to key stakeholders and the public including letters, emails, newsletters etc. as developed or as directed by Communications Manager
- Work with Stakeholder Manager on project issues and concerns of key stakeholders and assist the Stakeholder Manager to provide responses to stakeholder issues

- Assist the Communications Manager to implement planned activities, events and with attendance at community meetings
- Undertake regular liaison, coordination and dissemination of information to key internal and external stakeholders
- Manage and maintain Complaints and Enquiries Registers so complaints and enquiries and responded to in a timely and coordinated fashion
- Respond to calls on the 'Hotline' number (7am - 5pm: on site) and address issues as they arise, seeking advice if necessary. Follow and maintain protocols to ensure appropriate responses to calls
- Coordinate Community Liaison Group meetings
- Maintain Darzin

The Designation Conditions require the community liaison person to be readily available to the community. To ensure this, the role will be shared between the Communications Manager and Community Liaison Officer. The contact details for contacting a liaison person will be included in project signage and communication mechanisms.

9 COMMUNICATIONS MANAGEMENT

9.1 Principal's protocols

The Contractor will ensure that all communication activities to the public comply with the following protocols.

- NZTA Branding and Communications Standards (Appendix 4)
- NZTA Social Media Protocol (Appendix 9)

9.2 Detailed site specific communication plans

In addition to the overarching communication strategy outlined in this document a 90 Day tactical communication plan will be developed and maintained (sample in Appendix 7) and specific communication plans will be provided for milestone activities and all other activities such as traffic diversions and night working (sample in Appendix 8).

9.3 Staff training

The project staff and subcontractors are the public face of the project. To ensure that all staff and subcontractors are aware of impact they have on the public perception of the project the project induction process will include training on interfacing with the public e.g. always be polite and direct them to the Stakeholder and Communications Team, never talk to the media etc.

9.4 Responding to communications

All correspondence from the broader community regarding the project, local community and special interest groups will be forwarded to the Stakeholder Manager. The Stakeholder Management Team will record correspondence, summarise the issues, circulate information to project management and provide advice on the appropriate response. The Stakeholder Management Team will respond to all complaints in person within one working day and report weekly on all unresolved complaints.

The following table details the procedures for recording issues raised during the consultation process; it will be used as a guide and adapted to suit the proect.

Item Received	Project Response
Written Correspondence	Respond in person within one working day to construction complaint. Contact details and summary of the issue is to be entered into the Darzin. Originals will be filed separately as part of a Quality Assurance process.
Telephone Hotline calls	Respond in person within one working day to construction complaints. A member of the Stakeholder Management Team will take each call. If it is outside normal business hours an appropriate member of the works team will be appointed to field any calls and issues that arise. Following each call the contact details and summary of the issue will be entered into Darzin and all calls are to be followed up to ensure resolution of issues.
Meetings/Minutes/Notes	Stakeholder Management Team members will take notes during the meeting and minutes with any contact details will be entered into Darzin.

9.5 Freephone 'Hotline' and information e-mail address

The Freephone 'Hotline' 0800 M2PP INFO will be managed by the Stakeholder Management Team and manned by a member of the team during the day. When a member of the Stakeholder Team is not available outside normal hours an appropriate representative will be appointed with sufficient access to works on site in order to action complaints and issues arising.

The general information e-mail address pp2o@nzta.govt.nz will be monitored by the Stakeholder Management Team and all issues or enquires coming in will be acted upon as soon as possible. All notes will be entered into Darzin.

The hotline, the project e-mail address and the project website will be included in all notifications, fliers, signs, the website, and any other publication issued by the project. All communications through the hotline or the information e-mail will be recorded in the stakeholder data base with contact details and a summary of the issue taken down. The hotline details will be available at all times during construction via site signage prominently displayed at the entrance to construction sites so that they are clearly visible to the public at all times. The Communications Manager will be responsible for ensuring the phone is manned.

All construction updates and notices will be uploaded and made available on the website.

9.6 Letters, direct e-mails and personal visits

Letters and direct emails will be used when contacting a stakeholder about a particular issue unique to the stakeholder, as these allow the inclusion of personalised information. All letters will be entered into Darzin.

Personal visits will be undertaken where stakeholders will be directly affected by specific works and where other forms of communication have not proved effective. The need for these will be determined on a case-by-case basis by the Stakeholder Manager. All meeting notes will be entered into Darzin.

9.7 Stakeholder meetings

Meetings and briefings allow the opportunity to provide the community and stakeholders with personalised and informative information. One-to-one meetings, group meetings and briefings will be used to build trust, inform and educate, enable feedback and identify and manage potential impacts and issues. The project will also hold open days for the public as an informal educational tool.

Meetings, briefings, and open days will be commenced early in the project to assist in gaining an understanding of stakeholder and community issues. Conerns or suggestions about working hours or construction techniques raised at these meetings will be recorded. The comments will be discussed with construction team and response and the response reported back directly or as part of the meeting minutes. Following each meeting, minutes for the meeting will be documented and updated in the Stakeholder Database (Darzin) and circulated to attendees.

An attendance register will also be taken at each meeting and open day, of all those stakeholders who wish to be kept informed of the changes and progress of the project.

9.8 Presentations

Presentations will be conducted in a similar manner to meetings and briefings and will be used to inform stakeholders and the community about the project.

The Stakeholder Management Team will proactively identify opportunities for presentations; for example, contacting local community groups and providing a letter of an offer to provide a speaker / presentation.

Presentations will include appropriate visual material such as PowerPoint slides, diagrams and project drawings along with visual aids designed by the project such as the 3-D visualisation fly-through.

9.9 Video and photographic documentation

The project will be documented by means of aerial photography, site photography and a video diary capturing the project highlights.

The photographs and video footage will be used in the Information Centre, in project presentations, publicity materials, the website, social media channels including the Transport Agency's YouTube channel, newsletters, news releases etc.

9.10 Project newsletter

The project newsletter will be a monthly issue to up-date the local community and other stakeholders on the progress of the project including achievements, innovations and an overview of upcoming works. The first newsletter was issued via M2PP Express Lane on 23 Feb 2017 and called for subscriptions to the forthcoming project publication. The first dedicated PP2Ō newsletter will be issued at the end of March 2017.

In keeping with our Green Roads principles the newsletter will be distributed digitally and made available in hard copy on request and in small numbers at key distribution points such as the project office reception, information centre, KCDC offices and public facilities. Hard copies will be available to NZTA and Opus on request.

9.11 Public notices and letterbox drops

Public notices placed in the newspapers most widely read in the project area will advise of closures, lane switches or work that is of public significance. For local residents a targeted letterbox drop will be done to inform them of works in their area prior to any major construction works commencing.

9.12 Website

The project website is: http://www.nzta.govt.nz/projects/peka-peka-to-otaki.
And www.nzta.govt.nz/pp2o

This website contains an introductory section with key project features, current activity, environmental information, construction updates and links to project/NZTA social media channels. It will also have a section for media releases, FAQs and a 'contact us' page with the hotline information, e-mail and physical addresses for the project and Stakeholder Manager contact details.

The Web site shall also contain the following management plans;

- Construction Environmental Management plan (CEMP)
- Construction Noise and Vibration Management Plan (CNVMP)

- Construction Air Qualioty Management plan (CAQMP)
- Erosion and sediement Control Plan (ESCP)
- Ecological Management Plan (EMP)
- Groundwater Management Plan (GMP)
- Bulk Earthworks Contaminated Land Management Plan (BECLMP)
- Landscape and Urban Design Plan (LUDP)
- Construction Traffic Management plan (CTMP)
- Network Utilities Management plan (NUMP)
- Site Specific Environmental Management Plans (SSEMPs)
- Site Specific Traffic Management Plans (SSTMPs)

9.13 Notifications

9.13.1 Construction activities

Owners and occupiers of properties within **20 metres** of the construction activities will be given written notification 5 days in advance of construction activities commencing. The information to be provided will include a project description, the expected activities and duration in the vicinity. Practical measures residents can take to minimise noise such as closing windows at night shall be included.

9.13.2 Traffic management

The Stakeholder Management team will work closely with the Traffic Manager and the Transport Agency's Wellington Traffic Operations Centre (WTOC) to provide integrated public notifications to the travelling public and the local community. Specific notification details are provided in site specific Traffic Management Plans (SSTMPs).

In summary, the traffic team is responsible for all regulatory signage and provision of variable message boards (VMS) stipulated as part of the SSTMPs. The Communications team will agree messaging with the NZTA and traffic team, and where appropriate KCDC as the road controling authority for local roads. For larger road closures and changes, site specific communications plans (SSCP) will be developed and appended to the SSTMP. These SSCPs will detail the media advertising and other channels needed to support the messaging required to manage the traffic changes. Media communications and community notifications will always go through the Stakeholder Management team (rather than the Traffic team) to ensure appropriate NZTA control.

As an example for a typical but significant traffic change, public communications would follow a process as follows:

- One month out – advise CLG and produce SSCP, advise NZTA Comms
- Two weeks out – first print media advertising and VMS boards placed in road reserve. Local mail drop and email notifications.
- One week out – radio/print advertising. Update VMS boards. Local paper PR if seeded prior.

- One week post-implementation – radio and VMS as appropriate

9.14 Signage

All signage will be designed in accordance with NZTA's guidelines. In advance of having signs ordered the signage design and wording will be approved by the Engineer.

9.15 Enquiry and complaints register

A register will be created and monitored to record each contact made by stakeholders as an enquiry or a complaint. The information to be collected will include;

- The name and address (where this has been provided) of the complainant;
- The nature of the complaint;
- Location, date and time of the complaint and also of the alleged event;
- Weather conditions at the time of the event and including wind direction and approximate wind strength if the complaint relates to air quality or noise;
- The outcome of the Requiring Authority's investigation into the complaint;
- Measures taken to respond to the complaint; and
- Any other activities in the area, unrelated to the construction, which may have contributed to the complaint (such as non-project construction, fires, traffic accidents or unusually dusty conditions generally).

All enquires and complaints are to be dealt with in a prompt and professional manner so that stakeholders feel their concerns are being seriously dealt with and not dismissed. Acknowledgement of a complaint will be completed within 2 days and a report to the complaint within 10 days. This process is designed to develop a relationship of trust and reliability between the community and project team.

The communication manager and the wider Stakeholder Management team will handle all enquires and complaints made to the project. A member of the team will be contactable 24 hours a day, 7 days a week for the duration of the project on the hotline number.

This hotline and its monitors will have direct contact to those workers on site to facilitate as rapid response to enquiries or complaints as possible.

Responses to stakeholders such as motorists and residents will be dealt with immediately, with follow-up calls on closing out the particular request or complaint.

The complaints procedures will be available for at least 12 months after the completion of construction.

9.16 Consultation certificates

The Principals requirements for the project requires that consultation certificates be obtained from selected stakeholders. The purposes of certification is to document that all the relevant information has been provided to the stakeholder. A Consultation Certificate form can be found in the Principal's Requirements. The form may be adjusted with the approval of NZTA.

The parties from whom Consultation Certificates include; Ōtaki Community Board, Department of Conservation, Fish and Game, Ōtaki Retailers, Directly Affected Property Owners, Keep Ōtaki Beautiful, Friends of the Ōtaki River, Nga Hapu o Ōtaki, , Rahui Enterprises, Owners of Ōtaki Motel, Owner of 1 Rahui Lane, Hema Te Ao Lane (residents), Owners of properties between 230 and 250 Main Highway, Owners of the riverbank property immediately south of South Ōtaki interchange (Caughleys), NZTA Network Operations, Landowners affected by landscaping and Stresscrete. Additional parties from whom Consultation Certificates are required maybe identified during the design process.

A number of groups need to be consulted at different stages of the design process and each stage will require a Consultation Certificate. The groups are Kāpiti Coast District Council, Winstone Aggregate, KiwiRail, Arcus Road Water Scheme, Electra Limited, KCDC Water Supply, KCDC (Wastewater and Stormwater), Vector Gas Ltd and Chorus Network Ltd.

A register of Consultation Certificates will be maintained and provided to NZTA in advance of relevant works commencing as set out in the Principal's Requirements.

9.17 Records and reporting

Records will be kept of all stakeholder and engagement activities in Darzin the records will include;

- Interactions with stakeholder
- A register of Consultation Certificates
- Disposal queries
- Queries and complaints

The following reports will be prepared;

- Weekly report to the Principal's Advisor covering stakeholder and community impacts
- Monthly report to the Principal's Advisor covering activities relating to environmental aspects and public relations; consultation certificates and landowner issues
- Monthly report Project Management Board on stakeholder management
- Monthly report to KCDC and GWRC on any complaints received during the month

10 PROJECT SPOKESPERSON

A tiered approach to the appropriate project spokesperson will be followed:

Big picture, major milestones or political opportunities/issues – spokesperson shall be Neill Walker or deligated to Lisa Rossiter or Craig Pitchford of NZTA.

Local, community, construction related opportunities/issues – spokesperson shall be Project Manager John Palm.

The approach to each situation will be discussed and agreed in advance with Michael Flyger and the NZTA media manager.

10.1 Media relations

Maintaining good relationships with the national and local media is important to enable the dissemination of positive project information to target audiences.

Over the course of the project there will be opportunities to promote key milestones through a variety of different media, including newspapers, magazines, websites and radio. Key media contacts will be kept up to date with project activity, and approached at strategic intervals with the opportunity to cover events appropriate to their own audience. While a group approach will cover major milestones and the distribution of media releases, individual site visits and engagement will play a key role in establishing strong relationships with a variety of journalists, editors and producers.

All media opportunities will be channelled through the Stakeholder Manager, who will discuss the recommended approach with Craig Pitchford and the Transport Agency's media manager and any other management personnel necessary.

10.2 Media enquiries

All media enquiries will be channelled through the Stakeholder Manager, who will discuss the recommended approach with Craig Pitchford and the Transport Agency's media manager and any other management personnel necessary.

In the event of the media enquiry having being forwarded and approved in advance by the Transport Agency, a response will be drafted and presented for final approval by the Transport Agency's media manager.

Should the media enquiry come direct to the project team, the Stakeholder Manager will prepare a response and present the recommended approach and response to the Transport Agency for approval.

10.3 Media releases

Media releases will be produced from time to time to encourage and facilitate positive media coverage of the project that generates awareness of the project, its progress and its stories. Media response and any proactive pitching will all be channelled through NZTA's media manager.

10.4 Key messages

Key messages will be developed for the project. These will updated and added to for specific project Communications Plans around construction milestones/topics and community events etc. These will also be augmented by Wellington Northern Corridor Key Messages.

10.5 Approval of external communications

All external communication will be through NZTA's Project Manager, Craig Pitchford.

No public communication or announcement will be made by any member of project team at any time to a third party, including any section of the media about the project. In special circumstances a communication or announcement may be made by a project team member if written permission has been obtained from NZTA.

11 MEASURING OUTCOMES

To ensure good performance and promote accountability within the team, stakeholder outcomes will be audited by the project's senior management team. This analysis will be useful in determining the levels of success of the communications strategy, and allow it to be adjusted appropriately should acceptance and understanding amongst stakeholders is lower than expected. The audit will take into account stakeholder feedback, perception and satisfaction levels derived from various sources, as outlined below:

- Complaint management
- Stakeholder opinion
- Communications effectiveness
- Traffic management

The Stakeholder Management team will also conduct its own base line and then six-monthly online surveys through the project website and e-newsletter.

The results of the audit will assist in the annual review of the SCMP.

12 DISPOSAL QUERIES

The Principal has received a number of queries from parties interested in purchasing existing structures and the like from the project. The project will maintain a register of these queries and provide these parties with the opportunity to put forward an offer to purchase from the Contractor.

APPENDIX 1: ORG CHART

NZ TRANSPORT AGENCY
WAKA KOTAHI

Peka Peka to Otaki Expressway

DESIGN PHASE

Office: Level 7, 39 The Terrace, Wellington

Project Governance
Project Management Team
Site Management Team

PROJECT MANAGEMENT BOARD
Principal – Chris Hunt
Principal's Advisor – Ben Holland
John Burden (Contract Director)
KCDC – Pat Dougherty
Ian Jonkers – FCC
Sumi Eratne - NZTA

ENGINEER TO THE CONTRACT
Muir Coup

ENGINEER'S REPRESENTATIVE
Ron McFadyen

CONTRACTOR'S REPRESENTATIVE
John Palm

NZ TRANSPORT AGENCY PROJECT MANAGER
Craig Pitchford

PROJECT MANAGEMENT COMMITTEE
Fletcher – Ian Jonkers/John Burden
Higgins – Dave Rubery/TBC
Beca – Mike Kerr
T+T – Chris Bauld

STAKEHOLDER & COMMUNICATIONS MANAGER
Ed Breese

- **ENVIRONMENTAL COMPLIANCE MANAGER** – Alice Naylor
  - **SUSTAINABLE TRANSPORT PROFESSIONAL** – Genevieve Smith
  - **ENVIRONMENTAL MANAGEMENT PLANS** – Kylie Eltham, Graeme Ridley
- **COMMUNICATIONS MANAGER** – Sarah Ropata
  - **COMMUNITY LIASION** – Dale Nakhla
- **PLANNING LEAD** – Graham Spargo
  - **PLANNER** – Mhairi Rademaker
    - **PLANNING TEAM** – Claire Fell, Genevieve Doube

HEALTH, SAFETY & WELLBEING MANAGER
Tim Barry

DEPUTY CONTACTOR'S REPRESENTATIVE/ ENGINEERING MANAGER
Andrew Goldie

- **DESIGN CO-ORDINATOR** – Emma Boon
- **QUALITY MANAGER** – Red Bacani
- **DESIGN OFFICE MANAGER** – Aileen Gallagher

DESIGN MANAGER
Bruce Symmans

DESIGN TEAM
Designers, CAD Operators and Support

DEPUTY DESIGN MANAGER
Stuart Waters

- **STORMWATER**
  Ben Chester (Technical Lead)
  Dewi Knappstein (Hydraulic Engineer)
  Jon Rix (Stormwater Engineer)
  Paul Clune
- **BRIDGING/CULVERT DESIGNERS**
  Geoff Brown
  Jamil Khan
  Anton Kivell
- **PAVEMENTS**
  John Hallett
  Riaan Theron
- **GEOMETRIC & TRAFFIC SAFETY ENGINEERS**
  Phil Chatterley
  Daniel Turner
  Christina Bell
- **URBAN DESIGN & LANDSCAPING**
  Simon Hardy
  Stuart Dun
- **GEOTECHNICAL**
  Richard Cole
  Philip Robbins
- **ENVIRONMENTAL**
  Matt Baber
  Genevieve Smith

CONSTRUCTION MANAGER
Steve Findlay

- **SURVEY MANAGER** – Mark Fleming
- **PROGRAMMER** – Harrison Stedman
- **STRUCTURES**
  Craig Service (Lead Engineer)
  Simon Fifield (Lead Field Supervisor)
- **TRAFFIC MANAGEMENT** – Chris Harmer (50%)
- **EARTHWORKS/RAIL/CIVILS**
  Richard Rakovics (Lead Engineer)
  Lance Goodman (Lead Field Supervisor)
  Peter Thompson (Lead Field Supervisor)
- **PAVEMENTS** – Rob Patience
- **DRAINAGE/UTILITIES** – Craig Hiddleston

COMMERCIAL MANAGER
Richard Kemp

- **QUANTITY SURVEYORS**
  Paul Black
  Vivianne Rutledge
- **ADMIN/RECEPTION/DOC CONTROL**
  TBC
- **ACCOUNTANT**
  Asha Patel
  - Barbara Souness

25 May 2017

Fletcher©

APPENDIX 2: SCHEDULE OF PARTIES TO BE CONSULTED (APP. L 2014 DOC)

Principals Requirements - Appendix L

CONSULTATION DURING DETAILED DESIGN

L2.1 Stakeholder Liaison Group

The Stakeholder Liaison Group has yet to be confirmed. See section O9 for roles and responsibilities.

L2.2 Parties to be consulted (third party signed Consultation Certificates required)

The Contractor shall consult with the following parties during the detailed design period over the design and any other associated issues (e.g. TTM, construction methodology) in conjunction with the Principal's Advisor and provide consultation certificates signed by the Contractor and the third party or the Principal's Advisor:

· Greater Wellington Regional Council (A)

· Kapiti Coast District Council (A)

· Otaki Community Board

· Department of Conservation

· Fish and Game

· Otaki Retailers

· KiwiRail (A)

· Directly Affected Property Owners

· Arcus Road Water Scheme (A)

· Keep Otaki Beautiful

· Friends of the Otaki River

· Nga Hapu o Otaki

· Electra Limited (A)

· KCDC Water Supply (A)

· KCDC Wastewater and Stormwater (A)

· Vector Gas Ltd (A)

· Chorus Network Ltd (A)

· Rahui Enterprises

· Owners of Otaki Motel

· Owner of 1 Rahui Lane

· Hema Te Ao Lane

· Owners of properties between 230 and 250 Main Highway

· Owners of the riverbank property immediately south of South taki interchange (Caughleys)

· Landowners affected by landscaping

· Stresscrete

· Winstone Aggregate (A)

Note: As a further requirement, for parties denoted as "(A)", the Contractor shall: provide designs for review at, as a minimum, 10%, 50%, 85% and 100%; make reasonable changes to the design following these reviews; and obtain a signed consultation certificate for each stage. The design submissions shall include all elements that will ultimately be managed by that party, or will impact upon elements managed by that party

. L2.3 Parties to be consulted (no third party signature required)

The Contractor shall consult with the following parties in conjunction with the Principal's Advisor and provide consultation certificates signed by the Contractor:

· New Zealand Police;

· Te Horo Rural Fire Service

; · NZ Fire Service

· Wellington Free Ambulance

· St John's Ambulance

· Automobile Association

· New Zealand Road Transport Association;

· New Zealand Heavy Haulage Association;

· Cycle Aware ·

· Heritage NZ

·Keep Otaki Beautiful

· Otaki Racing Club ·

Property owners effected by noise barriers

· All parties identified within Appendix I of the Principal's Requirements (Accommodation Works)

· Local Schools Te Horo School

· Otaki School

· Waitohu School

· Stand for Children's Service Central (Otaki Health Camp School)

· St Peter Chanel School

· Te Kura-a-iwi O Whakatupuranga Rua Mano

· Te Kura kaupapa Maori o te Rito

· Otaki College

TABLE L3-2 Contact details

CONSULTATION PARTY	CONTACT PERSON	EMAIL ADDRESS	TELEPHONE
GWRC	Richard Percy	Richard.percy@gw.govt.nz	04 803 4125
KCDC	Greg Pollock		04 296 4809
	James Cootes	James.cootes@Kapiticoast.govt.	06 364 3234 027 4572 346
DoC	Conservation House	enquiries@doc.govt.nz	04 471 0726
NZ Fish & Game Council	NZ Fish & Game Council	nzcouncil@fishandgame.org.nz	T - 04 499 4767
Kiwi rail	Susan Chapman	Susan.Chapman@kiwirail.co.nz	021 2308 477
Directly effected property owners	Refer Appendix I		
Arcus Road Water Scheme	Keith Robertson	Keith.Robertson@windsor.co.nz kebbell@vodafone.co.nz	021 2453 621
Keep Otaki Beautiful	Lloyd Chapman	OtakiMail@xtra.co.	06 364 6140
Friends of the Otaki River	Max Lutz	Max.lutz@xtra.co.nz	027 3437249
Nga Hapu o Otaki	Caleb Royal	caleb@hapaiwhenua.co.nz	027 3111 229
Electra Limited			
KCDC Transport	Nienke Itjeshorst	Nienke.Itjeshorst@kcdc.govt.nz	04 296 4658 027 5556658
KCDC Waste Water, Water and Stormwater	Martyn Cole	Martyn.Cole@kcdc.govt.nz	
Vector Gas Ltd	Lloyd Grimmer	Lloyd.Grimmer@vector.co.nz	09 978 4548 027 5555 809

CONSULTATION PARTY	CONTACT PERSON	EMAIL ADDRESS	TELEPHONE
Chorus Network Ltd	Nick Gopalakrishnan	Nick.Gopalakrishnan@chorus.co.nz	04 896 4112 02 27456 7169
Rahui Enterprises	Bryce Holmes (Land Matters)	bryce@landmattersnz.com M –	
Owner Otaki Motel	Chris Christie	info@ Otakimotel.co.nz	0800 66 22 43
Owner 1 Rahui Lane	Refer Appendix I		
Hema Te Ao Lane			
Owners of the river bank property immediately south of South Otaki interchange	Richard & Sarah Canghley	Richard.canghley@morrisonkent.com	029 4498 113
Owners of properties between 230 and 250 Main Highway	Refer Appendix I		
Stresscrete	Neil Metterick	Neil.Mettrick@stresscrete.co.nz T - 06 364 8126 M - 027 211 0052	
Winstone Aggregates	John Herring	John.Herring@winstoneaggregate.co.nz T - 04 9 525 9381 M - 027 341 4789	
New Zealand Police	Noel Bigwood, Otaki Police	Noel.bigwood@police.govt.nz T – 06 364 7953	
Te Horo Rural Fire Service	Chris Turver	Chris.turver@xtra.co.nz M – 027 230 1601	
NZ Fire Service	Ian King	Ian.King@	
Wellington Free Ambulance	N/A		04 499 9909
St John's Ambulance	Wellington Office		04 472 3600
Automobile Association	Michael Gross		04 491 9999
New Zealand Road transport association	Sandy Walker	swalker@rtanz.co.nz	027 4856038
Te Horo School	Craig Vidulich	office@th.school.nz	06 634 3071
Otaki School	Chris Derbidge	admin@ otaki.school.nz	06 364 8272
Waitohu School	Maine Curtis	Principal@waitohu.school.nz	06 3648272
Stand for Children's Service Central (Otaki Health Camp School)	Lindy Riches	central@standforchildren.org.nz	06 364 8017

CONSULTATION PARTY	CONTACT PERSON	EMAIL ADDRESS	TELEPHONE
Te Kura kaupapa Moari o te Rito	Hami Doyle	hami@wrm.school.nz	06 364 3900
Otaki College	Andy Fraser	Andy Fraser office@ otakicollege.school.nz	06 364 8204
Local media			

APPENDIX 3: COMMUNICATIONS (APP. O 2014 DOC)

Appendix O Communications

O1 Introduction
O2 Engagement Objectives
O3 Stakeholders
O4 Communication Outputs
O5 Compliance With Designation And Resource Consent Conditions
O6 Stakeholder Database
O7 Information Centre
O8 Gateway Treatment Responsibilities
O9 Roles And Responsibilities
O10 Photography/Video
O11 Aerial Video
O12 Project Dvd
O13 Principal's Protocols
O14 Project Spokesperson
O15 Disposal Queries

O COMMUNICATIONS

O1 INTRODUCTION

The construction of the expressway requires a comprehensive communications strategy and a dedicated team to implement that strategy during the construction period. It is essential that the successful Design & Construction (D&C) Contractor understands their specific role and works together with the Engineer and Principal to ensure efficient and timely delivery of the outputs detailed in this section. All engagement and communications undertaken by the D&C Contractor will build on the relationships and earlier project work undertaken with all parties, including stakeholders, the community, and general public.

O2 ENGAGEMENT OBJECTIVES

The main communication objective for the project is that the community affected by the construction feels that they are part of the project and they are fully engaged and informed.

The baseline engagement and communications objectives are:

- Ensure the wider Ōtaki and Kāpiti communities are kept informed through regular project progress updates;
- Ensure stakeholders understand the reasoning associated with decisions made, and where and why their individual or collective wishes can or cannot always be met;
- Enhance positive relationships between the Transport Agency and local stakeholders;
- Ensure detailed design of the project is informed by affected stakeholders; and
- When consultation on design issues is required by designation and/or resource consent conditions, ensure it is fulfilled and the necessary stakeholders are consulted.

It is expected that the Contractor uses these objectives as a base, but builds and expands on them in the development of their Engagement and Communications Plan as required by the designation conditions (Refer to Attachments 1 and 2 of Appendix H).

O3 STAKEHOLDERS

A summary of the stakeholders is provided in Appendix L.

O4 COMMUNICATION OUTPUTS

The minimum communications outputs required by the Contractor throughout the contract period are:

- Those required by the conditions of the designation, resource consents, and CEMP;

- Liaison with directly affected parties and adjacent landowners including project enquiries and notice of earthworks locations;
- Provision of site photographs when required;
- Dedicated phone line and email address;
- Update project website, in tandem with the provision of information to the Principal;
- Provide updates to be uploaded to the NZTA project website;
- Real time traffic reports;
- Public open days when suitable (i.e. significant developments; archaeological sites; bridge construction) providing info on progress to the public;
- Public open days during archaeological investigations;
- Contribute to and be involved in community projects to build goodwill;
- Quarterly, or more frequently if required briefing with emergency services;
- Quarterly meeting with Nga Hapu o Ōtaki, Kāpiti Coast District Council, Greater Wellington Regional Council, KiwiRail, Department of Conservation and Fish & Game New Zealand;
- Monthly e-newsletters;
- Monthly printed newsletters (limited numbers)
- Quarterly Community Liaison Group meeting;
- Liaison with directly affected parties and adjacent landowners;
- Project inquiries;
- Media releases as required;
- Advertising;
- Group visits/tours; and
- Update of the Consultation database - Darzin

O5 COMPLIANCE WITH DESIGNATION AND RESOURCE CONSENT CONDITIONS

The designation and resource conditions require that the Principal continues to consult with a number of stakeholders and landowners. It will be the Contractor's responsibility to ensure that these conditions are complied with as highlighted in the engagement objectives under section O2 above. Refer to Attachments 1 and 2 of Appendix H for the designation conditions. The Contractor is required to work closely with the Principal on all these matters.

O6 STAKEHOLDER DATABASE

The Contractor will continue to use Darzin as its consultation database and for keeping record of interactions with landowners and stakeholders. The Darzin licence is held by the Principal, who will provide access to the successful Contractor's Engagement and Communications team.

O7 INFORMATION CENTRE

The Contractor shall provide and maintain a Public Information Centre and Information points. Its look and feel should be consistent with the existing NZTA information centres at Johnsonville Mall and Coastlands shopping centre. As a minimum, there will be one main information centre in the Ōtaki Retail area on State Highway 1, and an information point in the Ōtaki Township. The details for these information points/centres are as follows:

1. The information centre in the Ōtaki Retail area on or adjacent to SH1.
    a. Will be open to the public to view information 7 days a week.
    b. The space must be able to fit 5 members of the public comfortably.
    c. There should be interactive display material.
    d. It should provide a complaints/ question box that is cleared twice a week
    e. The centre should be staffed on a part time basis.
2. An information point in central Ōtaki Township needs to be updated and maintained as a static display.

O8 GATEWAY TREATMENT RESPONSIBILITIES

In response to Board of Inquiry Condition 75.a.ii & vi, 78.m.ii and 81.a-c, and with reference to the Urban and Landscape Design Framework (ULDF). The gateway zones include the specific gateway destination signage, as well as the wider landscape treatment of the gateway zones as defined in the ULDF. This section further clarifies the process and responsibilities for the development of these aspects of the design.

As part of meeting the BoI conditions the Contractor is responsible for all consultation relating to the development and agreement of the Landscape and Urban Design Plan (LUDP), as well as its physical implementation. This requirement is however modified as follows in relation specifically to the gateway signage:

1. The Principal will establish and manage a steering group; the make-up of the group is yet to be confirmed but as a minimum will include key community leaders, KCDC, the Ōtaki Community Board, Nga Hapū o Ōtaki. The steering group's mandate will be to obtain community input, and give direction on the development of the gateway signage, from concept design through to commissioning.
2. The steering group will meet on a monthly basis starting two weeks from award of Contract, for the first six months of the Contract, and on an as-required basis for the remainder of the Contract. Meetings will be led by the Principal or the Engineer. A suitable representative from the Contractor's Landscape and Urban Design team shall also attend. A total of 24 two-hour

meetings are expected over a two-year period, to be held at a meeting room at the main site compound.

3. The Principal will engage a suitably qualified designer specifically for the gateway signage. This designer will be responsible for capturing the concepts from the steering group, refining through to preferred options, for final detailed design of the gateway signage, and for supervising the commissioning of the signage.

4. The steering group shall be given the opportunity to provide input to the selection of a planting palette for the gateway zone, and input to the architectural arrangement of the planting. In developing the LUDP the Contractor shall ensure that these and any other aspects are coordinated with, and sympathetic to, the gateway signage.

5. The Contractor shall advise the steering group of the latest date that the planting palette and architectural arrangement of the planting can be confirmed, in order to meet the Contractor's planting programme. The date for confirming the planting palette shall be at least four months after the Contractor has briefed the steering group on options for the planting palette. The date for confirming the architectural arrangement shall be at least four months after the planting palette is confirmed.

6. The Principal will be responsible for the commissioning of the gateway signage but may engage the Contractor as a Variation, to physically erect the signage on site. With reference to section A9.5the Contractor shall prepare suitable physical space for erection of the gateway signage.

7. The Contractor shall give consideration to the above process in completing its other consultation, including in relation to bridge forms.

O9 ROLES AND RESPONSIBILITIES

The roles and responsibilities of the Contractor are as follows:

- Stakeholder and Communications Manager

Responsible for managing the Communications Advisor; maintaining information flows from the project into the communications space; developing and maintaining relationships with stakeholders; coordinating monthly e-newsletter; overseeing outputs as listed below

- Communications Advisor

Responsible for day to day communications activities – media releases; co-ordinating updates of information boards and resources for the drop-in centre/static display; feeding information back to NZTA/TOC; coordinating photography/video resources; contributing to monthly e-newsletter; other duties as required

TABLE O-1 ROLES AND RESPONSIBILITIES

COMMUNICATIONS OUTPUT	CONTRACTOR
Establish project and visitor information centre	The staff member manning the information centre must be helpful, friendly and well briefed on the current stage of the project. The Contractor needs to provide a separated information centre that the public can visit to get more information about the project. This centre needs to be manned as deemed appropriate by the Contractor during the first stages of construction (when public interest is likely to be high), and then as necessary on a part-time basis after that.
Visitor information centre displayed information	Capture all visitor numbers and their details to the information centre. Have the project manager or other suitably experienced stakeholder manager available to answer more technical questions when needed. Provide six A1 sized wall posters for the visitor/information centre, updated every 2 months. Arrange and host presentations for interested groups. Staff to answer dedicated phone line and email. Record calls in register and where required Darzin. Manage and update existing stakeholder database (Darzin) with phone/email/address information. Maintain the central communications register that includes all communications issued by all parties on the project (Darzin).

TABLE O-1 ROLES AND RESPONSIBILITIES

COMMUNICATIONS OUTPUT	CONTRACTOR
Quarterly briefings for emergency services	Attend briefing/present/answer questions. Organise briefing venues and minute meetings. Prepare presentation for the NZTA Project Manager. Issue and manage invitations.
Quarterly project brochure	Provide programme of works and information on public/traffic impacts. Prepare two-sided A4 colour newsletter to inform the public of construction progress and impacts/mitigation of effects, ensuring the publication meets the NZTA branding protocol. Submit to Principal for approval/review prior to release. Distribute to all owners and occupiers of all properties within 400m of the Designation boundaries, and all other stakeholders defined in Appendix L
Quarterly Community Liaison Group Meeting	Issue and manage invitations, attend and minute CLG (Community Liaison Group) meetings.
Quarterly meeting with key stakeholders	Organise meeting venues. Issue and manage invitations, attend and minute meetings. Provide design and/or construction progress update and outline forward programme of works. Attend meetings/present/answer questions.

TABLE O-1 ROLES AND RESPONSIBILITIES

COMMUNICATIONS OUTPUT	CONTRACTOR
Weekly traffic reports	Provide weekly traffic reports detailing construction progress and traffic impacts for current week plus predictions for the following week. Provide real time updates for any variations to weekly reports. Update traffic reports on the website. Work with the TOC to provide up to date real time information to road users Email weekly traffic report to stakeholders and others that request the data. Prepare any media releases.
Managing relationships with directly affected parties	Manage relationships with directly affected parties. Liaise at least weekly in person with directly affected parties to discuss construction effects (earthworks locations, local roads to be used weekly traffic reports etc). Carry out letter drops to directly affected parties prior to new construction commencing that is likely to impact on parties concerned. Provide biweekly report on relationship management to Principal.
Project enquiries	For all complaints, record comprehensive contact details for time and nature of complaint, and subsequent response. Respond in person within one working day to construction complaints. Report all new complaints as part of daily emails to Engineer. Report weekly on all unresolved complaints to Principal. Staff dedicated phone line and email address for project enquiries.

TABLE O-1 ROLES AND RESPONSIBILITIES

COMMUNICATIONS OUTPUT	CONTRACTOR
Media releases	Provide relevant information for media releases to Communications Team. Prepare media releases as required, submit to Principal and issue once approved. Contractor to keep a record of media releases, media enquiries and responses, and proactive media activities, and provide these to the Principal on a monthly basis.
Advertising	Prepare and pay for all Public Notice advertising required for temporary traffic arrangements, and other public impacts. All advertising is to be prepared to meet the NZTA branding protocol and shall be approved by the Engineer. Manage the placement and design of any display advertising material that may be required form time to time to effectively manage public impacts or issues. Such as boards for the information centre and site boards.
Project website and Newsletters	Provide monthly high resolution photographs of construction for posting to project website and for use in monthly e-newsletters and printed newsletters. Manage and update project website as required, including traffic reports, newsletters, news releases, monthly project updates, photographs. Provide inputs to the NZTA project website.
Group visits	Provide site staff, as required, to facilitate group visits. Coordinate, attend and if necessary present to the visitor groups.

TABLE O-1 ROLES AND RESPONSIBILITIES

COMMUNICATIONS OUTPUT	CONTRACTOR
Open days/Archaeological investigations	Provide staff to assist and co-ordinate an annual open day, prepare material, info boards and everything else that is required to make the day a success. Identifying opportunities and prepare format and location and involvement with community projects. Contractor to run a free community BBQ at a suitable location around Christmas each year, with the theme along the lines of 'thanks for putting up with us' to build community relationships
Community Liaison	Manage community relationships by providing information, attending meetings, answering questions as requested. The Contractor will be the first point of contact for all project enquiries.

O10 PHOTOGRAPHY/VIDEO

The Contractor shall provide a series of high quality and resolution site and aerial colour digital *.jpg or *.tif format file photographs.

The photographs shall be provided as follows:

- The photography sessions shall be undertaken prior to works commencing and then at monthly intervals until completion of works and the site has been fully reinstated.
- The Contractor shall provide 6 high resolution oblique aerial photographs per site at six sites per photography session. The obliques shall be taken at varying angles and positions at each site. The sites shall be at key structures and earthworks sites at locations advised by the engineer;
- Provide 30 quality photographs each week at key structures and/or earthworks sites or activities that would be of general interest to the public or as by advised by the engineer; and
- Provide a series of photographs of any archaeological find.
- Some photographs should be taken from a location so they are easily comparable over time
- Time-lapse video to be used for major milestones – e.g. Ōtaki river bridge piers/super Ts/bridge decking

O11 AERIAL VIDEO

The Contractor shall engage a professional video company to undertake a fly over video of the construction site and produce a professional video of the site and physical works. The Contractor shall provide a quality, high definition video file (*.avi) of the construction over the full project length to the Principal that will used for presentation purposes. Video footage is to include captioning of locations. The first video shall be provided within three months of the contract being let and then updated six monthly. The video shall be used in updated DVD's.

O12 PROJECT DVD

The Contractor shall engage an NZTA approved professional video production company to produce a series of DVD videos for the Huntly Section. Before engaging a production company, the Contractor shall liaise with the NZTA Waikato Expressway Communication and Stakeholder Liaison Manager on the acceptability of the proposed production company.

The DVD will be used in external presentations. It is to be branded as NZTA but can ultimately be used internally and externally by NZTA, the Engineer and the Contractor.

The production and quality therefore is to be of high standard. It is anticipated the DVD will cover the following:

1. Peka Peka to Ōtaki Section Introduction (5-10 minutes)
2. Interviews with key figures to give perspective and understanding of the project and its long term outcomes. Most of the information and interviews will be provided by the Engineer and the Principal.

3. Time-lapse video is also to be taken for the work through Ōtaki Township. This is to be edited into the two-monthly, six-monthly and final wrap DVDs.

4. Six monthly DVD updates (10 minutes). Six monthly updates will be captured and added to the existing DVD video as a milestone that reflects completed steps along the way. These will be with new material being shot and edited together to tell a mini-story using a talking head (NZTA Project Manager) to explain what has been accomplished at this point.

5. Final wrap DVD (10 minutes) to be delivered within one month of Practical Completion of Separable Portion 1. The final wrap shall be longer than the other updates and will incorporate the completion of the project, successes, problems overcome, oblique photographs using a talking head (NZTA Project Manager).

Each time the DVD is updated and new set of five DVDs are to be provided that include all the updates on the one disk with headings to allow access to each separate update.

O13 PRINCIPAL'S PROTOCOLS

The Contractor will ensure that all communication activities to the public comply with the following protocols. These will be supplied by NZTA:

- NZTA Branding and Communications Standards;
- NZTA Website Protocol; and
- NZTA Social Media Protocol.

O14 PROJECT SPOKESPERSON

The official spokesperson shall be Rowan Oliver of NZTA. He is the only person authorised to speak to the news media about the project.

O15 DISPOSAL QUERIES

The Principal has received a number of queries from parties interested in purchasing existing structures and the like from the project. The Contractor shall maintain a register of these queries and if disposing of relevant items, shall provide these parties with the opportunity to put forward an offer to purchase from the Contractor.

Queries received to date are included in the Table O-2.

TABLE O-2 DISPOSAL QUERIES

NAME	PHONE	EMAIL	INTEREST
Mary Dyer	06 364 0107	mdyer@paradise.net.nz	Interested in purchasing properties on Rahui Road

TABLE O-2 DISPOSAL QUERIES

NAME	PHONE	EMAIL	INTEREST
Rosemary Mortimer		Rosemary.Mortimer@paradise.net.nz	10 Te Horo Beach Road large garages at 633 SH1 Te Horo garage and attached outbuilding at 670 SH1 Te Horo
Dmitri Fedulov	022 635 9310	teodulos@gmail.com	50 Rahui Road
Antoinette Bliss	021 247 8679 / 04 803 8679	Antoinette.Bliss@wcc.govt.nz	Fences along SH1 near Te Horo
Lisa Clapcott	027 224 1121 / 06 364 2207	lclapcott@ihug.co.nz	Te Horo

APPENDIX 4: NZTA BRAND GUIDELINES

VERSION

3.3

FEBRUARY 2016

NZ TRANSPORT AGENCY
WAKA KOTAHI

NZ TRANSPORT AGENCY
BRAND MANUAL

This manual has been created for designers, advertising agencies, contractors, consultants, staff members and anyone who is using the NZ Transport Agency brand.

OUR PURPOSE

CREATING TRANSPORT SOLUTIONS FOR A THRIVING NEW ZEALAND

NZ Transport Agency
Published February 2016

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NZ Transport Agency

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New Zealand Government

BRAND MANUAL INFORMATION & MANAGEMENT PLAN

PURPOSE

This manual management plan outlines the updating procedures and contact points for the NZ Transport Agency brand manual.

DOCUMENT INFORMATION

MANUAL NAME
NZ Transport Agency brand manual

AVAILABILITY
This manual is located in electronic form on the NZ Transport Agency Communication Channels Services team (channels@nzta.co.nz) and on the NZ Transport Agency intranet (OnRamp).

MANUAL OWNER
Communication Channels Manager
NZ Transport Agency

AMENDMENTS & REVIEW STRATEGY

All corrective action/improvement requests suggesting changes will be acknowledged by the manual owner.

Amendments (of a minor nature)
Updates will be incorporated immediately they occur.

Review (major changes)
Amendments to the guidelines will be incorporated as soon as practicable. They may require coordinating with the system rollout timetable. Frequency will be in line with system upgrades and will occur at least annually.

Notification
Registered users of the NZ Transport Agency brand will be advised by email of amendments and updates. This will happen immediately.

AMENDMENT HISTORY

AMENDMENT NUMBER	DESCRIPTION	EFFECTIVE DATE	UPDATED BY
3.0	Revised content	25.11.13	Communication Channels Team
3.1	Revised content	01.04.15	Communication Channels Team
3.2	Added appendix	11.12.15	Communication Channels Team
3.3	Revised Content	19.02.16	Communication Channels Team

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INTRODUCTION

Our brand represents our organisation and is a valuable asset. Our task is to maintain a strong, consistent brand that will continue to support our strategic direction and outcomes.

This brand manual for the NZ Transport Agency has been developed to help staff, partners and suppliers maintain a consistent, high-quality brand in all applications. Along with the logo, typography, colour palette and other graphic elements, specific directions are included to help you manage visual communication material.
By accurately and consistently following these guidelines, you protect the NZ Transport Agency brand.

A.1

APPROVALS AND QUERIES

Any use of the NZ Transport Agency brand, graphic elements, templates and design resources must be approved by the NZ Transport Agency.

We have tried to allow for every eventuality, but inevitably unique situations will arise from time to time.

For approvals or any questions about the NZ Transport Agency brand and its application, please contact the Communication Channels team.

Brand rule alert

Whenever you see this symbol, it means a brand rule alert

These rules are non-negotiable and **must** be followed in all instances. Failure to follow these basic brand application rules will result in your communication being rejected for publication and/or distribution.

Files available

Whenever you see this symbol, it means there are template, image or vector files available.

These files are in formats suitable for print- and screen-based applications. These are available from the Communication Channels Services team and from OnRamp.

A.2

OUR NAME

Our name is the NZ Transport Agency. Waka Kotahi is the Māori name for the NZ Transport Agency.

'Waka' means 'vessel' and 'kotahi' means 'one' so our Māori name conveys the concept of 'travelling together as one' and embraces integration, affordability, safety, responsiveness and sustainability.

Our Māori name is an integral part of our brand and appears together with our English name. It should not be used alone, either as a logo or in letters and documents, ie it should not replace the name the 'NZ Transport Agency'.

A.3

WHAT WE DO

When explaining what the Transport Agency does, there are three main points to emphasise:

- We keep people moving.
- That means we build and manage the networks you travel on.
- We also make sure they're used safely and efficiently.

Here's how to explain it further:

30 words

The Transport Agency shapes New Zealand's transport networks and people's safe and efficient use of them. We connect families, help businesses take goods to market, and help others work, study and play.

100 words

The Transport Agency invests in robust transport networks to keep people on the move. We connect families, help businesses take goods to market, and help others work, study and play.

We shape these transport networks and people's safe and efficient use of them. If you drive, ride, walk or use public transport we can help you make the right choices to get where you need to go safely and on time.

From getting your learner licence at 16 and licensing your first car through to getting your SuperGold Card and beyond – you'll talk to us every step of the way.

150 words

The Transport Agency invests in robust transport networks to keep people on the move. We connect families, help businesses take goods to market, and help others work, study and play.

If you drive, ride, walk, use public transport (or all of these) then you travel on transport networks and share your journey with others. The Transport Agency shapes these transport networks and people's safe and efficient use of them so that everyone can get where they need to go safely and on time.

Our highways cross stunning landscapes that make this country unique but they also give us unique transport challenges and opportunities. We keep the state highway network safe, reliable and resilient while managing access to, and use of, the network. From getting your learner licence at 16 and licensing your first car through to getting your SuperGold Card and beyond – you'll talk to us every step of the way.

Guideline available

A separate writing style guide is available for more detail around language and specific terminology. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

B

THE LOGO

Our logo is a valuable brand asset. It is like a trademark and must create an immediate and lasting impression on our behalf. Incorrect use of our logo destroys the value that has been carefully imbued in its creation.

Our logo should be used on all internal and external material developed for and by the NZ Transport Agency.

B.1

OUR LOGO

NZ TRANSPORT AGENCY
WAKA KOTAHI

Our logo should always be reproduced in its entirety and without alteration. Electronically sourced artwork should be used in all cases.

The NZ Transport Agency logo was inspired by the concept of pathways. It reflects three main themes:

- pathways through the landscape
- movement along pathways
- pathways as connectors.

Visually, pathways refers to journeys through the landscape, both natural and man made, representing mountains and valleys, bridges and tunnels, winding country roads and the shortest distance between two points.

The continuous lines of the symbol represent the idea of perpetual movement. New Zealanders are always on the move, travelling the pathways that connect New Zealand from end to end.

B.2

ACCEPTED FORMATS

The accepted formats for the are: full colour (two spot or CMYK), one colour (black or PMS 548) and reversed. A full colour logo should be used wherever possible.

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

FULL COLOUR

Full colour refers to both two spot and CMYK versions of the logo. Please see pages 26 - 28 for specific colour breakdowns of each. Use this format on a white or very light coloured background.

ONE COLOUR (BLACK)

This version should only be placed on a white, light or mid-tone background. Use it instead of the full colour format when print specification is only for one or two colours.

ONE COLOUR (PMS 548)

This version should only be placed on a white or light-tone background. Use it instead of the full colour format when print specification is for only one or two colours.

REVERSED (WHITE)

This version should only be placed on a black, PMS 548, PMS 583, dark or mid-tone background.

EXAMPLES

Below are some examples of our logo on different coloured backgrounds.
If you are applying the logo to a photographic background please ensure
the contrast ensures the logo is easily visible.

B.3

LOGO PLACEMENT

Consistent logo positioning gives our communications unity and cohesion, which in turn makes them more recognisable and familiar to people.

In most cases, our logo should be positioned at the bottom left of the layout, preferably in full colour and on a white background. The diagram below shows the minimum distance that the logo must be from the page edges. Never place the logo closer to the page edge than indicated.

The only acceptable departure from this would be if the logo is being used in conjunction with a number of other logos in a co-branding or endorsement situation.

MINIMUM MARGIN LOGO POSITIONING

Use the pathways symbol to correctly position the logo in relation to the page edges.

Depending on the size of the publication, the logo size will also change. Please take care to apply the logo at an appropriate size to ensure it is legible and has impact on the page.

B.4

MINIMUM SIZE

The minimum size that the logo should be reproduced is 30mm wide.

This is the smallest size allowable for the logo to appear. However, there may be times when the minimum size is not small enough (eg on a WoF sticker). In this situation, please contact the Communication Channels team for advice.

MINIMUM LOGO SIZE

B.5

CLEAR SPACE REQUIREMENTS

These clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around the logo when used by itself is determined by the height of the pathways element in the logo. Electronically supplied files of the logo already have this minimum clear space.

Please ensure no text, imagery (other than background imagery) or other graphics sit inside the clear space zone. This ensures the logo always appears uncluttered, retaining its impact and visibility.

CLEAR SPACE REQUIREMENTS

Use the top section of the green pathways element as a guide to create the correct clear space around the logo.

This is the minimum space you need around the logo. It's always preferable to have more if you can.

B.6

WHAT NOT TO DO

Never alter or modify the logo or its individual elements in any way. Some examples of incorrect logo use are shown here.

There might be unique situations when special rules for logo application may need to be developed and applied.

Co-branding, special format logos and unusual logo reproduction requirements (such as extreme logo sizing, embroidery and screen printing applications) will need to be dealt with on a case-by-case basis. In these instances, always contact the Communication Channels team for advice and recommendations.

Brand rule alert

These rules are non-negotiable and **must** be followed in all instances. Failure to follow these basic brand application rules will result in your communication being rejected for publication and/or distribution.

DO NOT separate the text elements of the logo. Only use the logo in its entirety.

DO NOT separate the symbol element of the logo. Only use the logo in its entirety.

DO NOT reconfigure the logo in any way. Only use approved electronic files.

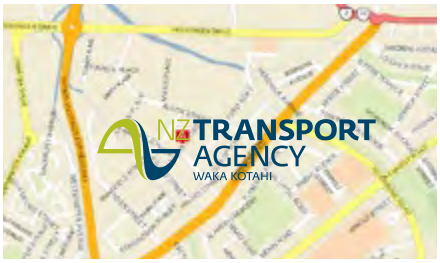
DO NOT recolour the logo. See page 8 for single colour application guidelines.

DO NOT stretch, distort or change any of the preset proportions of the logo in any way.

DO NOT redraw or reinterpret the logo in any way. This includes using a different typeface for the logo wording.

DO NOT rotate, tilt or slant the logo on any axis. It must remain horizontal in all applications.

DO NOT apply the logo to a busy photographic background.



DO NOT apply the logo onto heavy graphics or textured background.

B.7

LOGO FILE FORMATS

An electronic library of the NZ Transport Agency logo in different formats can be accessed via the Communication Channels Services team or OnRamp. Only approved design agencies, contractors and consultants will get access to these logo files.

AI/EPS/PDF

AI and EPS files are the most versatile formats available. Logos provided in this format are suitable for offset printing. They are vector based, so can be scaled up or down without loss of quality. They can also be placed on different coloured backgrounds.

JPEG/PNG

JPEG and PNG files are for screen use only. Logos provided in this format can be scaled down, but not up in size.

The PNG files have transparent backgrounds for use over correct colour backgrounds (see page 9). Only positive versions of the logo are available as JPEG files. These should only be used on a white background.

FOR PRINT: AI, EPS, PDF

CMYK
CMYK BUE
NZTA 2 COLOUR SPOT
NZTA 1 COLOUR SPOT BLUE
NZTA 1 COLOUR BLACK
NZTA 1 COLOUR WHITE

FOR SCREEN/WEB: JPG, PNG

NZTA COLOUR
NZTA BLUE
NZTA BLACK
NZTA WHITE (png only)

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

C

USE OF OUR LOGO WITH ALL-OF-GOVERNMENT BRAND

The New Zealand government has an all-of-government brand identity for use by government agencies. This brand was developed to make government services more visible and identifiable for New Zealanders. It has been designed to be used in conjunction with existing government branding.

The all-of-government brand needs to be used on advertising campaigns, external publications, project-related signage and websites. Use on stationery is optional. It does not need to be used on building signs, small classified advertising, uniforms or vehicles. This section outlines which all-of-government brand to use on NZ Transport Agency communications.

For specific directions on using the all-of-government brand, please refer to the all-of-government brand policy and guidelines at www.ssc.govt.nz/govt-brand.

Only approved design agencies, contractors and consultants will be allowed access to these logo files.

C.1

ALL-OF-GOVERNMENT BRAND FORMATS

The all-of-government brand is available in several versions.

New Zealand Government

USE THEIS VERSIONS ON:

- corporate documents and presentations, eg annual report, statement of intent, PowerPoint presentations
- project signs, project office signs and other signs
- brochures, mailouts, pamphlets
- regional/project newsletters
- media releases and traffic bulletins
- websites
- manuals and scheme assessment reports (SAR) created by either the NZ Transport Agency, contractors or consultants
- advertising

Te Kāwanatanga o Aotearoa

USE THIS VERSION ON:

- te reo Māori communications
- other communications targeted at te reo audiences (eg a newsletter that is distributed to a predominantly Māori audience can have this logo on it).

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

C.2

MINIMUM SIZE AND COLOUR OF THE ALL-OF-GOVERNMENT BRAND

There are some simple rules for applying the all-of-government brand.

SIZE

The minimum size of the all-of-government brand is determined by the minimum size of the NZ Transport Agency logo.

COLOUR

The preferred color for the all-of-government brand is PMS 548 or black. Avoid applying the all-of-government brand in any other colour wherever possible.

When the NZ Transport Agency logo is full colour (spot or CMYK), the all-of-government brand must be PMS 548.

When the NZ Transport Agency logo is one colour (eg black, PMS 548 or white), the all-of-government brand must be the same colour.

Please see page 27 for the correct cmyk and spot colour specifications.

New Zealand Government

New Zealand Government

C.3

RELATIONSHIP BETWEEN THE NZ TRANSPORT AGENCY LOGO AND THE ALL-OF-GOVERNMENT BRAND

The all-of-government brand size in relation to the NZ Transport Agency logo is the same cap height as 'Agency'.

The examples below show the preferred logo relationship. The all-of-government brand is always a secondary logo to our own. Please take care to position it to the right of the NZ Transport Agency logo. Please see page 10 for the correct positioning of the NZ Transport Agency logo within the layout.

LIMITED SPACE VERSION:

This NZ Transport Agency logo and all-of-government logo lock up shown below can only be used in instances when there is limited space in a layout. It is always preferable to use the horizontal version shown above.

D

USE OF OUR LOGO WITH THE SAFER JOURNEYS LOGO

Safer Journeys is the government's strategy to guide improvements in road safety. We are a key agency in delivering the Safer Journeys strategy outcomes. As such, the Safer Journeys logo can be used on any communication when a key message is road safety.

It does not need to be used on building signs, small classified advertising, uniforms or vehicles. This section outlines how to apply the Safer Journeys brand on NZ Transport Agency communications.

For more specific directions on using the Safer Journeys logo, please refer to the full Safer Journeys brand policy and guidelines. Contact **publications@transport.govt.nz**

Only approved design agencies, contractors and consultants will get access to these logo files.

D.1

SAFER JOURNEYS LOGO FORMATS

The Safer Journeys logo is available in several formats. Wherever possible please use the one colour (PMS 548) version.

When the NZ Transport Agency logo is full colour (spot or CMYK) the Safer Journeys logo must be PMS 548.

When the NZ Transport Agency logo is one colour (eg black, PMS 548 or white) the Safer Journeys logo must be the same colour.

The preferred color for the Safer Journeys logo is NZ Transport Agency blue or black. Avoid applying the Safer Journeys brand in any other colour.

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

ONE COLOUR (PMS 548)

This is our preferred version for application to NZ Transport Agency collateral. The logo is reproduced as a 50% tint of PMS 548 in either spot colour or full colour (cmyk). This version should only be placed on a white, light or mid-tone background. Please see page 27 for the correct cmyk and spot colour specifications.

ONE COLOUR (BLACK/WITE)

The greyscale version of the logo is reproduced as 47% black. The one colour is printed as solid black or white . Only use these version if printing in one colour (black) and if it is not possible to print the logo in PMS 548.

D.2

MINIMUM SIZE AND COLOUR AND OF THE SAFER JOURNEYS LOGO

There are some simple rules for applying the Safer Journeys logo.

SIZE

In most cases the Safer Journeys logo is applied in a lock up with the NZ Transport Agency logo and all-of-government brand so the application will be determined by the minimum size of the NZ Transport Agency logo. Please see pages 58 - 70 of the application examples and design resources for guidance.

In stand alone circumstances the minimum size for the logo is 20mm.

CLEAR SPACE REQUIREMENTS

The minimum clear space around the Safer Journeys logo when used by itself is determined by the height of the letter 'S' in the word 'Safer' in the logo. Please ensure no text, imagery (other than background imagery) or other graphics sit inside the clear space zone. This ensures the logo always appears uncluttered, retaining its impact and visibility.

D.3

SAFER JOURNEYS LOGO PLACEMENT

Use the guide below to correctly size and position the Safer Journeys logo when using it in conjunction with the NZ Transport Agency and all-of-government logos.

The minimum spacing requirements when used alongside a partner's logo is the length of the word 'Agency' in the NZ Transport Agency logo. See page 12 for more guidance on clear space requirements. We have shown an example below for reference. More space can be used between the logos if need be.

When using the three logos together, try to keep them in proportion to each other and align them vertically or horizontally with even spacing in between. By using this guide, the logos appear well balanced and in proportion.

Align the top of the Safer Journeys logo with the top of the NZ Transport Agency logo. The all-of-government logo is the same height as the words 'Agency'.

USE OF OUR LOGO WITH OTHER BRANDS

We work closely with other sector agencies to meet New Zealanders' transport needs.

On particular cross-agency and partner communications, it is sometimes necessary to apply two or more brands or 'co-brand' to clearly and visibly identify the project owners to all New Zealanders.

A series of logo lock-ups have been designed to cater for a range of situations where the NZ Transport Agency logo needs to fit togehter with other brands.

If a specific stiuation exists that these options will not cover, please contact the Communication Channels team for advice.

E.1

SUPPLIER LOGO LOCK-UP

When an NZ Transport Agency initiative is undertaken with or by other organisations

RELATIONSHIP WITH SUPPLIERS' LOGOS

The suppliers logo(s) are incorporated into the NZ Transport Agency style by being reversed and placed on a blue background and separated by an angled divider device, we have shown an example below for reference.

When using multiple logos, keep them in proportion to each other align their centres vertically with even spacing between them.

FULL COLOUR

ONE COLOUR (BLACK)

ONE COLOUR (PMS 548)

REVERSED (WHITE)

E.2

PARTNER LOGO LOCK-UP

When an initiative is undertaken in partnership with other organisations

PLACEMENT OF OUR LOGO

The preferred placement of the NZ Transport Agency logo, when used in conjunction with partners' logos, is the bottom left of communication material. See page 10 for more guidance on logo positioning.

RELATIONSHIP WITH PARTNERS' LOGOS

The NZ Transport Agency logo is preferrred on the left, the logos are aligned either with the baseline of the NZ Transport Agency logo, or the vertical centre, and an angled divider device is used to separate logos.

The clear space on either side of the divider should be half the height of the pathways element in the logo. See page 12 for more guidance on clear space requirements. We have shown some examples below for reference.

A NZ Trasnport Agency endorsment logo can be used, in which case it should sit on the right so the connecting text to read in order.

When brand colours don't work together it is recommended a single colour is applied to both. The minimum size and clear space requirements of partners' logos should also be observed, please refer to specific partner logo guidelines for more information if necessary.

E.3

ENDORSEMENT LOGOS

These logos are strictly for use by approved agents, partners and suppliers of the NZ Transport Agency.

A connecting line of text has been included to describe the type of endorsement, there are more versions available than listed here, please contact the Communications Channels team if you have a specific need. If you are required to use these logos, please follow minimum size and clear space requirements on pages 11 - 12.

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

FULL COLOUR

Full colour refers to both two spot and CMYK versions of the logo. Please see pages 26 - 28 for specific colour breakdowns of each. Use this format on a white or very light coloured background.

PARTNERS WITH NZ TRANSPORT AGENCY WAKA KOTAHI

ONE COLOUR (BLACK)

This version should only be placed on a white, light or mid-tone background. Use it instead of the full colour format when print specification is only for one or two colours.

AGENT FOR NZ TRANSPORT AGENCY WAKA KOTAHI

ONE COLOUR (PMS 548)

This version should only be placed on a white or light-tone background. Use it instead of the full colour format when print specification is for only one or two colours.

APPOINTED BY NZ TRANSPORT AGENCY WAKA KOTAHI

REVERSED (WHITE)

This version should only be placed on a black, PMS 548, PMS 583, dark or mid-tone background.

FUNDED BY NZ TRANSPORT AGENCY WAKA KOTAHI

F

BRAND COLOURS

Our colour palette comprises two primary brand colours and 12 secondary colours.

These colours have been carefully chosen to allow for a variety of applications, in both print and digital media. Care must be taken to correctly apply the colours based on the specifications on the following pages.

Brand rule alert

These colour specifications are non-negotiable and **must** be followed in all instances. Failure to follow these colour application rules will result in your communication being rejected for publication and/or distribution.

F.1

PRIMARY BRAND COLOURS

The NZ Transport Agency primary brand colours are PMS 548 and PMS 583.

PMS 548

FOR OFFSET PRINTING

SPOT:
Uncoated: PMS 548U
Coated: PMS 548C

CMYK: C100 M24 Y0 K64

FOR DIGITAL PRINTING

CMYK: C100 M24 Y0 K64

Where possible, please match digital colour as close as possible to the Pantone ink swatches. These are available from the Communication Channels team.

FOR SCREEN

RGB: R0 G69 B107
HEX: #00456B

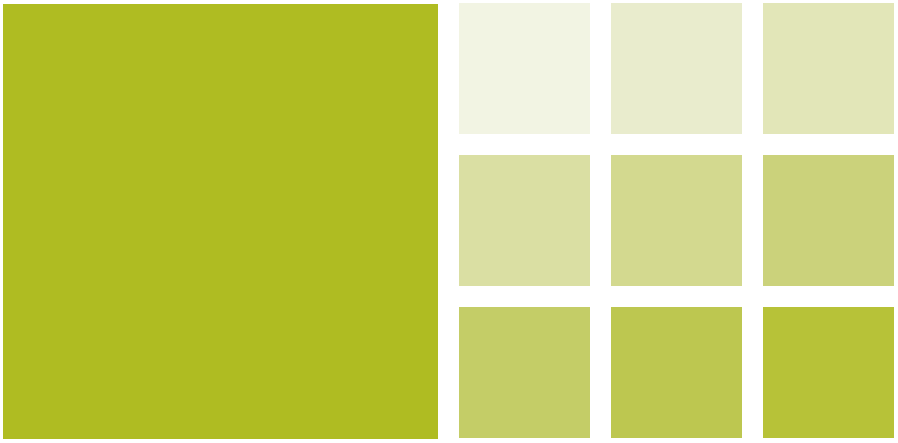
OTHER

RESENE PAINT
COLOUR REFERENCE: PMS 548

F.1

PRIMARY BRAND COLOURS (CONTINUED)

PMS 583



FOR OFFSET PRINTING

SPOT:
Uncoated: PMS 583U
Coated: PMS 583C

CMYK: C23 M0 Y100 K17

FOR DIGITAL PRINTING

CMYK: C23 M0 Y100 K17

Where possible, please match digital colour as close as possible to Pantone ink swatches. These are available from the Communication Channels team.

FOR SCREEN

RGB: R175 G189 B34
HEX: #AFBD22

OTHER

RESENE PAINT
COLOUR REFERENCE: PMS 583

F.2

SECONDARY BRAND COLOURS

A secondary range of colours supports and enhances our two primary brand colours.

A secondary colour palette allows stretch and flexibility in our brand. Unless specifically noted, no individual part of the business 'owns' a secondary colour. Their use is broader than that.

These colours are used to support our primary colours or they can be applied as more dominant colours if the design solution requires some differentiation. Please see pages 58 - 78 for examples of colour application.

Never print the NZ Transport Agency logo in a secondary colour. See pages 8 - 9 for permissible colours for printing the logo.

Spot colour or CMYK can be used when producing three or four colour printed collateral (eg primary brand colours plus one or two secondary/ other). Anything over four colours should be printed in CMYK.

PMS 576
C60 M30 Y70 K0
R120 G151 B109
HEX #78976D

PMS 465
C25 M30 Y70 K0
R197 G170 B104
HEX #C5AA68

PMS 7412
C20 M50 Y60 K0
R205 G140 B109
HEX #CD8C6D

PMS 413
C0 M0 Y10 K20
R211 G210 B194
HEX #D3D2C2

PMS 659
C50 M20 Y0 K0
R123 G175 B222
HEX #7BAFDE

PMS 5493
C60 M20 Y30 K0
R107 G167 B174
HEX #6BA7AE

PMS 356
C90 M40 Y80 K0
R25 G125 B93
HEX #197D5D

PMS 131
C20 M50 Y100 K0
R207 G139 B45
HEX #CF8B2D

PMS 173
C20 M90 Y80 K0
R202 G65 B66
HEX #CA4142

PMS 7531
C50 M50 Y60 K0
R144 G128 B112
HEX #908070

PMS 300
C85 M50 Y10 K0
R37 G117 B174
HEX #2575AE

PMS 3145
C90 M30 Y40 K0
R0 G139 B151
HEX #008B97

TYPOGRAPHY

We have three font families for use. They have been carefully selected to be legible, flexible and versatile.

The choice of font will depend on the communications channel and audience. Please read through the following pages to ensure you are using the correct font.

Brand rule alert

Typeface specifications are non-negotiable and **must** be followed in all instances. Failure to follow these rules will result in your communication being rejected for publication and/or distribution.

G.1

EXTERNAL COMMUNICATIONS AND ADVERTISING

We have chosen a single, well-crafted typeface to unify the look of our external publications.

Whitney

aāabcdeēfghiījklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890@#$%&

All communications produced by the NZ Transport Agency for external audiences should use Whitney. This includes notices, letters, project newsletters, manuals, brochures, flyers, corporate reports and posters.

All recruitment, display, public notice, tender notice and roading advertising should also be set in Whitney.

Whitney is available in a broad range of weights with accompanying italics and small caps to allow for a comprehensive heading and sub-heading hierarchy: Light, book, medium, semibold, bold, and black.

The condensed version of Whitney may be used in tables.

Whitney also supports the te reo Māori character set. This is standard practice for all New Zealand government publications and is mandatory for all NZ Transport Agency communications.

Do not use overly styled typography gimmicks in content layout. Our communications are meant to be easily read and understood. There is plenty of scope to be creative in other ways.

Font for purchase

Whitney will need to be purchased by external suppliers to the NZ Transport Agency.

It is recommended you purchase the OpenType version. OpenType fonts offer 100% cross-platform (PC/Mac) compatibility, support for larger character sets and multiple languages. They also provide easier access to advanced typographic features such as small caps and ligatures.

See **www.typography.com**

G.2

INTERNAL COMMUNICATIONS AND DOCUMENTS

Our internal typeface is Lucida Sans (PC). Lucida Sans was chosen for its legibility and consistency – it is available on most computers.

Lucida Sans

aābcdeēfghiījklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890@#$%&

Lucida Sans 9pt should be used for internal corporate communications. Templates are available (for staff) for documents such as letters, fax cover sheets, memos and PowerPoint slides. See pages 44 - 57 for examples of these.

G.3

ONLINE COMMUNICATIONS

Source Sans is used specifically for the NZ Transport Agency website and Verdana for general online communications, including the NZ Transport Agency intranet and email.

Source Sans

aābcdeēfghiījklmnoōpqrstuūvwxyz
AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890@#$%&

Source Sans is an open source typeface and has been chosen for for its legibility, accessability and availability across digital platforms.

Verdana

aābcdeēfghiījklmnoōpqrstuŪvwxyz
AĀBCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890@#$%&

Verdana has been chosen for its legibility, practicality and the fact that it come as part of the standard font library on all computers.

It was created specifically for optimal readability on screen.

Emails should be in 9pt Verdana.

H

GRAPHIC LANGUAGE AND IMAGERY

We have a graphic language that extends and supports our brand. These elements form the basis of a flexible and extendable visual expression that make our communications recognisable.

These elements can be used either boldly and distinctively or more low-key and supportive to give expression to our communications, particularly where the use of other imagery is restricted in production or budget.

H.1

ICON LIBRARY

We have developed a toolkit of icons for use in our communications.

Icons are a form of visual shorthand to help the reader into the meaning of the text. They are a tool to visually support your content, not to distract attention from it. If you wish to use icons, choose relevant icons to your content in both style and meaning.

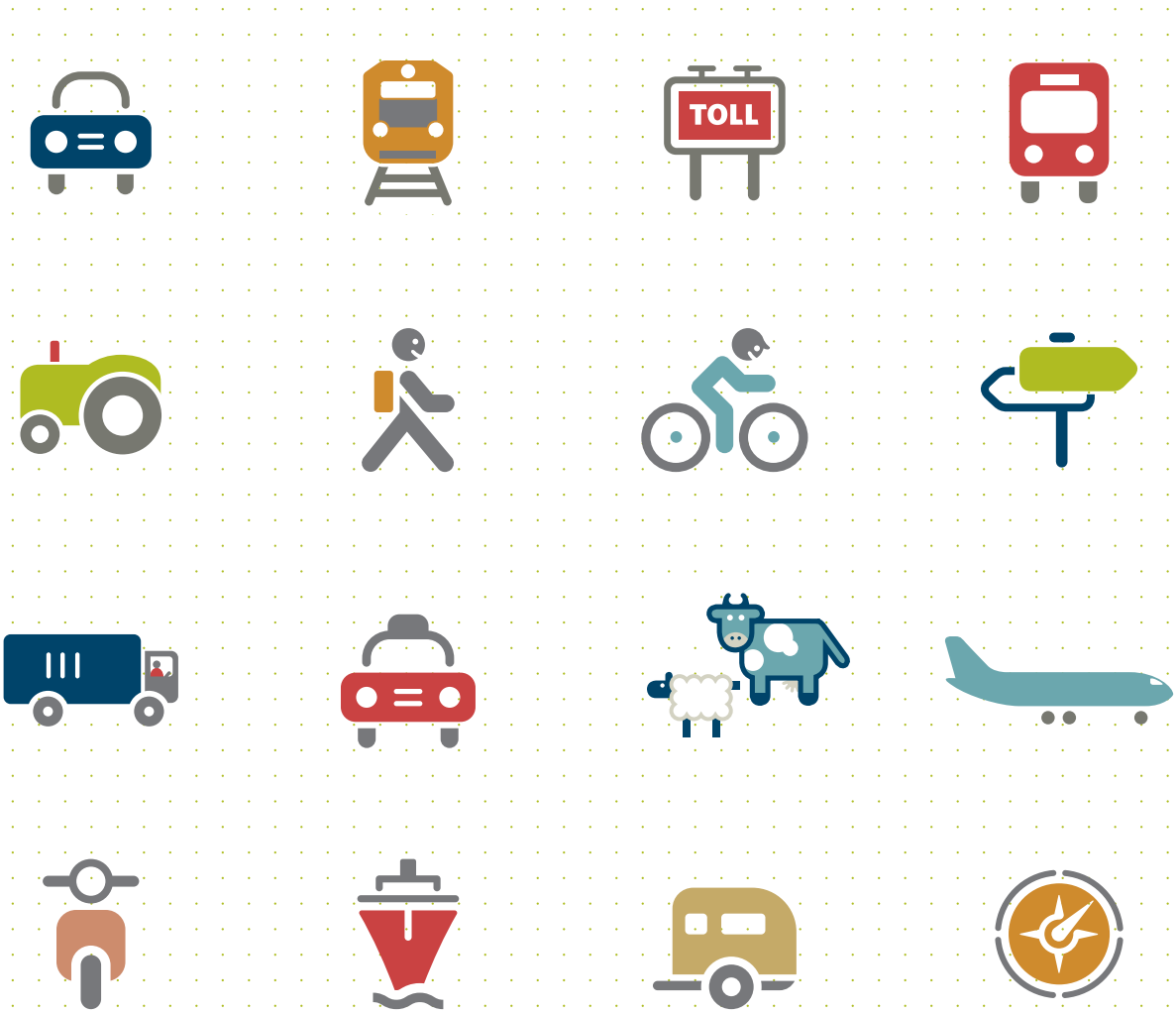
Brand rule alert

Do not create new icons. Only use icons from the existing library. In some special circumstances, permission may be given to create new icons. This will always be at the discretion of the NZ Transport Agency. Should you wish to create a new icon, please contact the NZ Transport Agency to gain approval.

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

TRANSPORT



H.1

ICON LIBRARY (CONTINUED)

STAFF AND COMMUNITY

Brand rule alert

Do not create new icons. Only use icons from the existing library. In some special circumstances, permission may be given to create new icons. This will always be at the discretion of the NZ Transport Agency. Should you wish to create a new icon, please contact the NZ Transport Agency to gain approval.

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

INFORMATION AND COMMUNICATION

H.2

OTHER GRAPHIC ELEMENTS

A range of elements have been created for application to our communications.

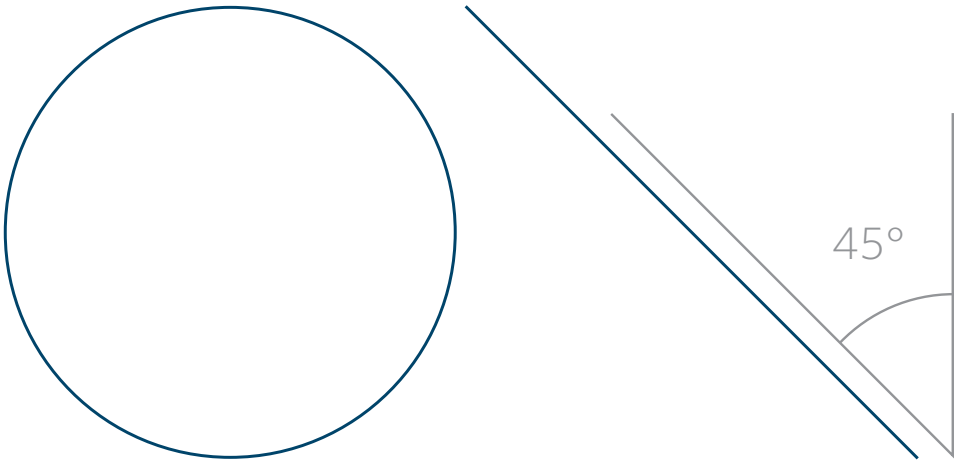
The intent of these graphic elements is to bring a sense of movement and direction to our collateral and reflect the diversity and dynamic nature of the organisation and what it does. The elements themselves are simple and can be used on their own, or combined to make patterns, and it's the ways in which they are combined, connected and applied that should support the nature of the piece of work.

These elements and patterns will sometimes form the major part of a design solution. At other times, they may take a secondary, supportive role to other text and imagery. Ultimately the choice will depend on the individual design solution.

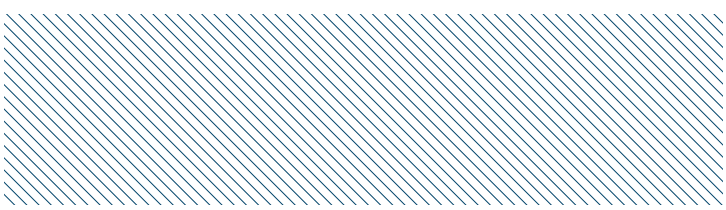
Files available

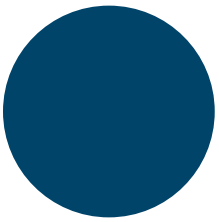
All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

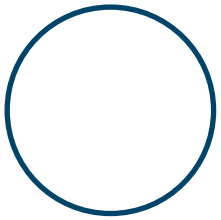
COMPONENTS



ELEMENTS







EXAMPLE PATTERN

H.3

PHOTOGRAPHY

We have an extensive image library for use across all our communications, both in print and online.

Files available

We have two levels of imagery.

Brand imagery is for higher-level communications that deal with our organisation and operations at a national level and reflect our purpose to create transport solutions for a thriving New Zealand.

Where appropriate, a multi-modal image or series of images is best to show the breadth of our contribution to New Zealand's transport network. These images should reflect our broad areas of work such as state highway infrastructure programmes, roads of national significance, and other high-level areas of interest such as road safety, alternative modes of transport, efficient public and freight transport around New Zealand.

Regional, project or subject specific imagery is for subject matter that is specialised and/or localised in nature. These images are appropriate for regional publications, publications that deal with a specific subject (such as carpooling or road safety for children) or for when a specific roading project is being referenced. These images are used to visually support text.

Imagery can be used on brochure covers, internal spreads, displays, newsletters, posters and our website.

BRAND IMAGERY

REGIONAL, PROJECT OR SUBJECT SPECIFIC IMAGERY

PAPER STOCK GUIDANCE

The NZ Transport Agency is committed to being socially and environmentally responsible.

We encourage the use of responsibly milled and processed paper. We have selected Advance Laser as our preferred paper stock for our printed material.

I.1

PREFERRED STOCK AND SUSTAINABILITY MESSAGE

Wherever possible, please ask your print supplier to use a good-quality uncoated paper stock.

For example Advance Laser is a mid-range stock available from B J Ball Papers that combines smoothness and uniformity with good bulk and opacity. It also has good whiteness and brightness and is produced using ECF pulp sourced from farmed eucalyptus trees and manufactured under the strict ISO14001 Environmental Management System.

Advance Laser can be used for all our printed material. This includes stationery, newsletters, reports and brochures.

Please discuss with your print supplier what is the most suitable stock for the print job.

SUSTAINABILITY MESSAGE

If printing multi-page communications on Advance Laser, please include the following text on the inside back cover, using a discreet but readable font size.

Printed on environmentally sustainable paper manufactured under the strict Environmental Management System ISO 14001. Produced using pulp from farmed trees and ECF – Elemental Chlorine Free. Please recycle.

If Advance Laser is not available, please talk to your print supplier about the correct environmental message to print for the paper stock being used.

APPLICATION EXAMPLES AND DESIGN RESOURCES

The logo, colours, fonts, imagery and supporting graphics are used to create a unified but flexible visual expression for our communications.

This section shows a variety of applications and communications that demonstrate how our brand assets come together. You can choose from a range of pre-designed templates to best suit your communications requirement.

J.1

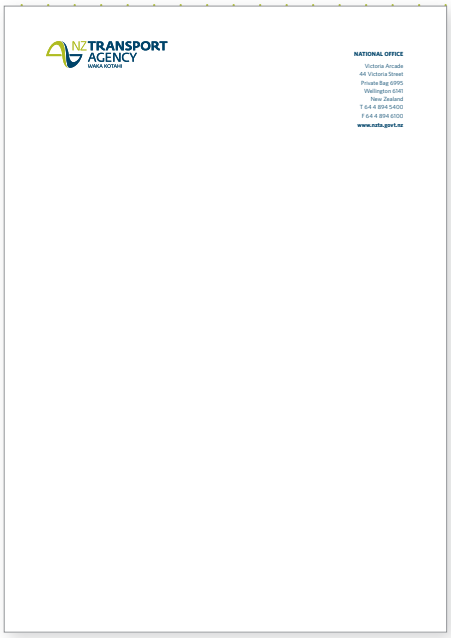
PRINTED STATIONERY

LETTERHEAD

These are examples of letter for:

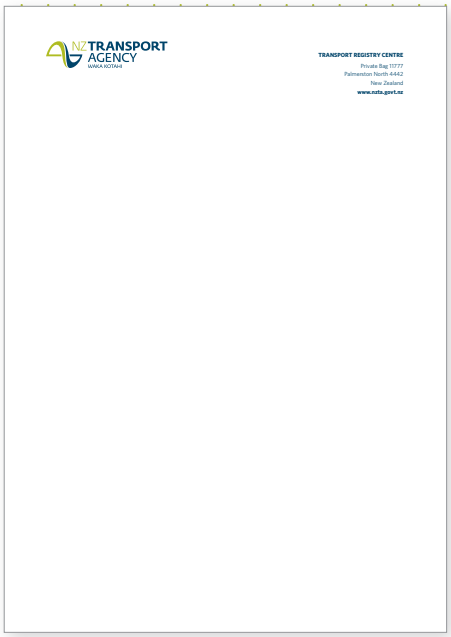
» ① National Office
» ② Regional Office
» ③ Access and Use, Palmerston North

please note: These examples are not shown at actual size.



①

②



③

BUSINESS CARDS

Our business cards are designed so that the name, title, qualifications if relevant and direct contact details are on the left with postal and general contact details on the right.

» ① National Office
» ② Regional Office

①

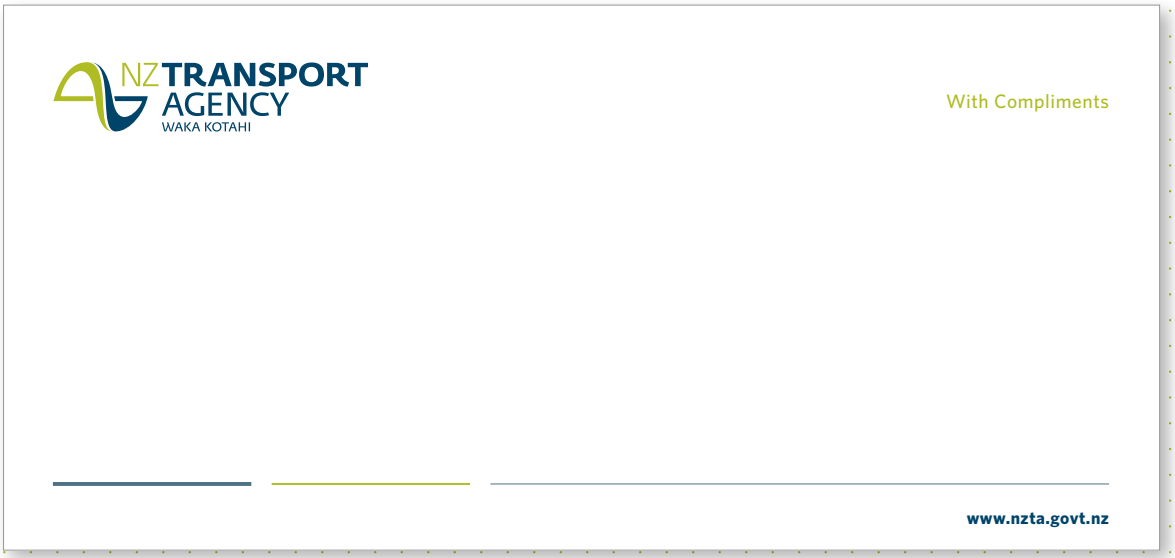
②

J.1

PRINTED STATIONERY
(CONTINUED)

COMPLIMENTS SLIP

please note: This example is not shown at actual size.

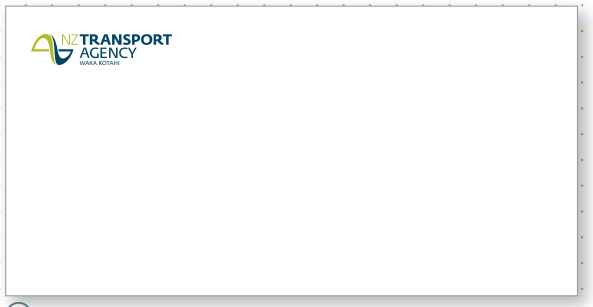


ENVELOPES

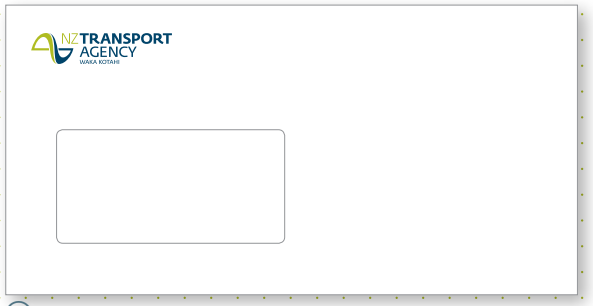
C5 and foolscap envelopes are available with and without windows.

» ① DLE
» ② DLE with window
» ③ C4 with window
» ④ C4

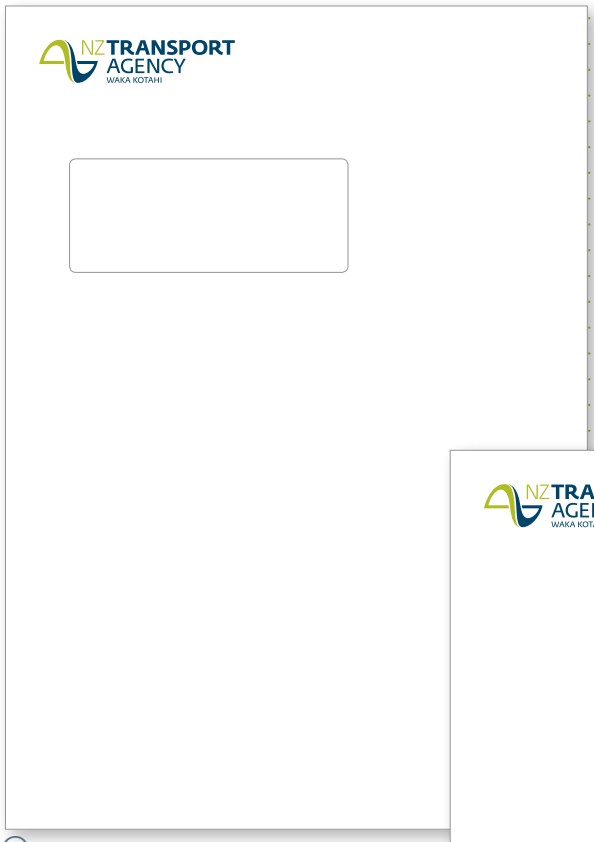
please note: These examples are not shown at actual size.



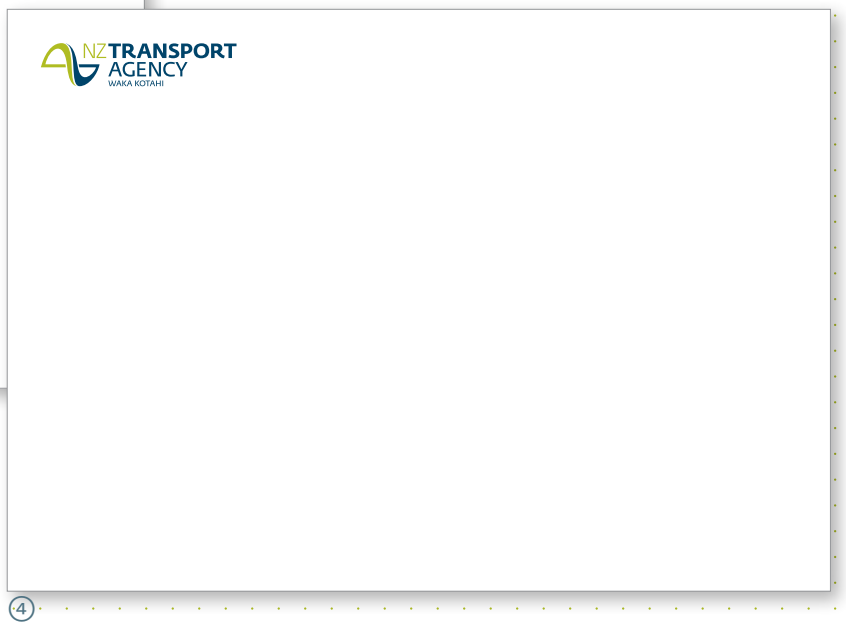
①



②



③



④

J.1

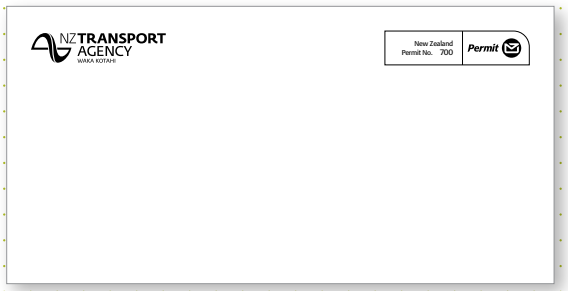
PRINTED STATIONERY
(CONTINUED)

PERMIT PAID ENVELOPES

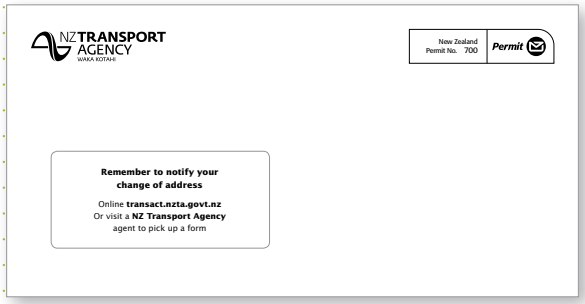
To meet NZ Post requirements, permit paid envelopes are only printed in black.

» ① DLE
» ② Maxpop front
» ③ Maxpop back
» ④ C4

please note: These examples are not shown at actual size.

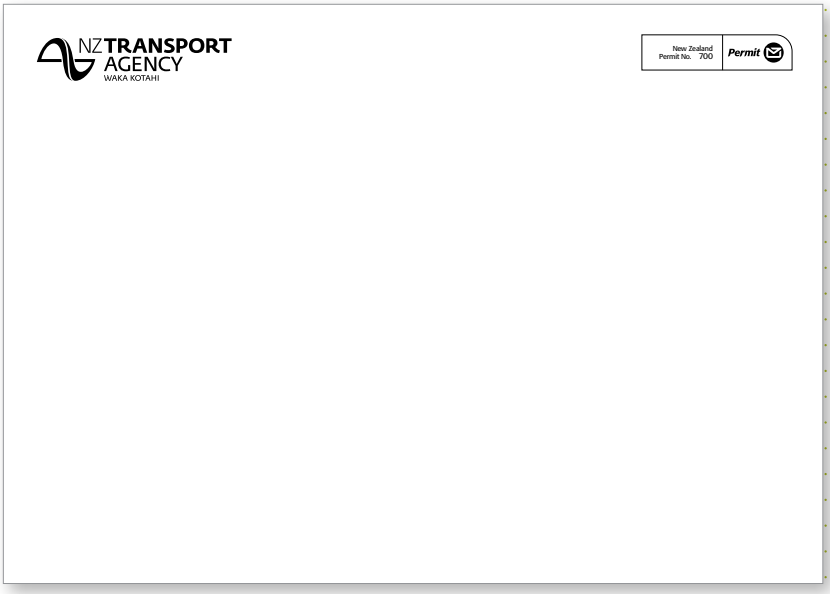


①



②

③



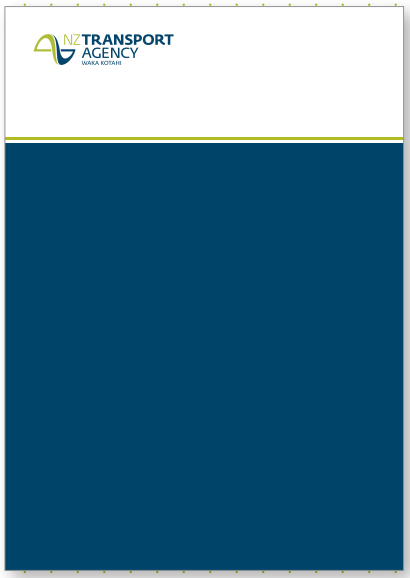
④

REPORT COVERS

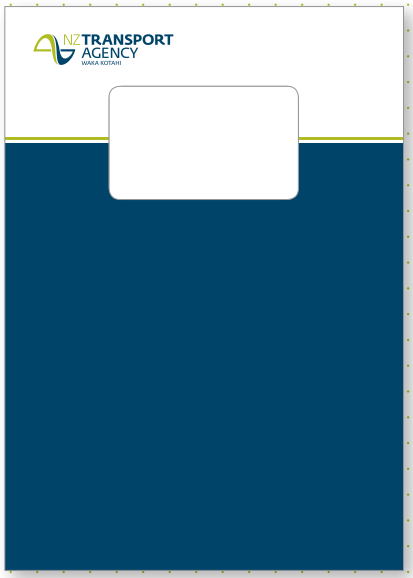
Use the report cover with window when the title needs to be seen on the cover. (Please don't print titles on labels and stick them on the solid report cover.) An A3 report cover and back are also available.

» ① Without window
» ② With window
» ③ Back cover

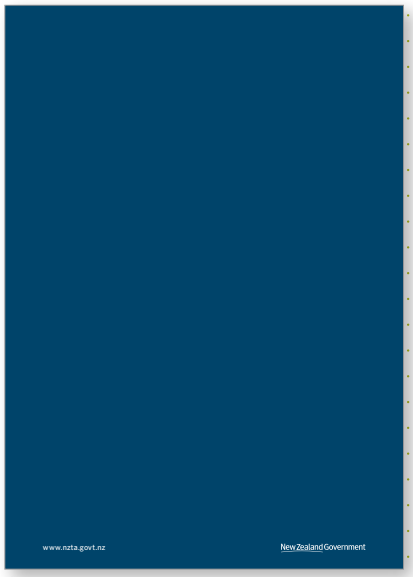
please note: These examples are not shown at actual size.



①



②



③

J.1

PRINTED STATIONERY
(CONTINUED)

FOLDER

A double pocket folder is also available.

please note: These examples are not shown at actual size.

LABELS

» ① 20 × 70mm
» ② 106 × 30mm
» ③ 203 × 57mm

①

②

③

J.2

ELECTRONIC TEMPLATES

NZ Transport Agency staff have access to a range of electronic templates for documents. Generic font styles and colours in word are pre-set and letter and fax templates are customised for national and regional offices.

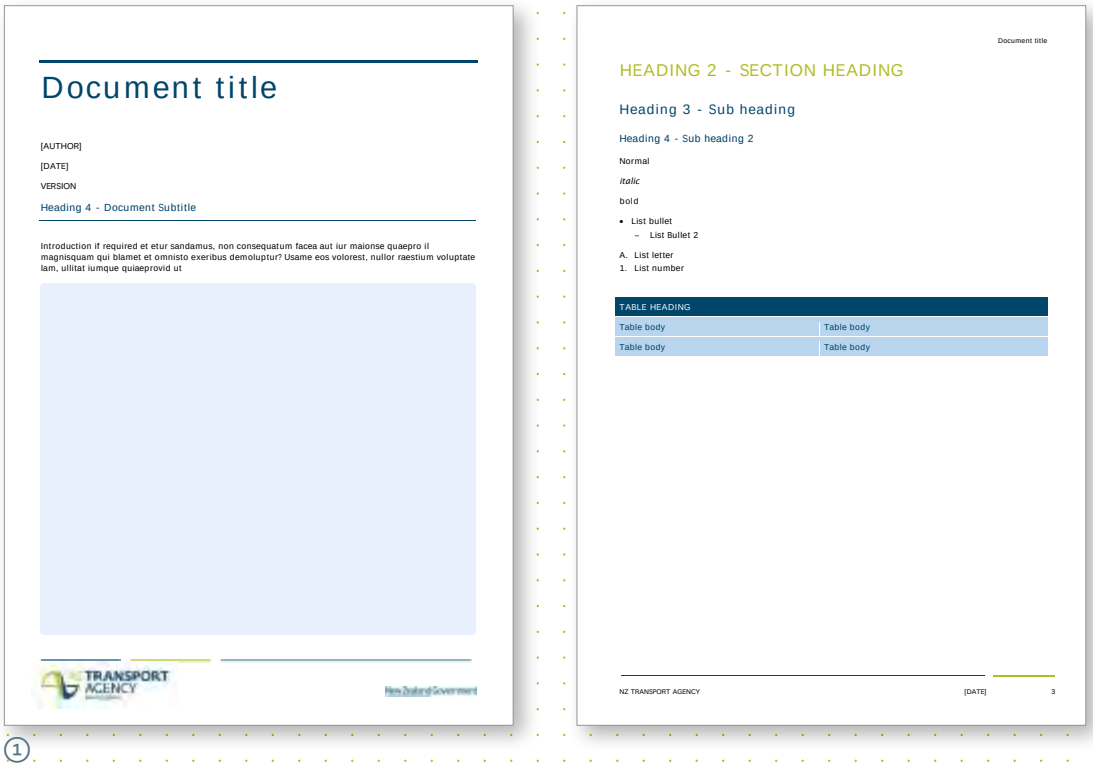
Templates for board papers, ministerial briefing notes and media releases are available to approved users.

Information on how to use the templates is available on the NZ Transport Agency intranet. If you have any issues with loading or using templates, please contact the IT service desk.

WORD TEMPLATES

» ① Generic Word Template.

please note: These examples are not shown at actual size.

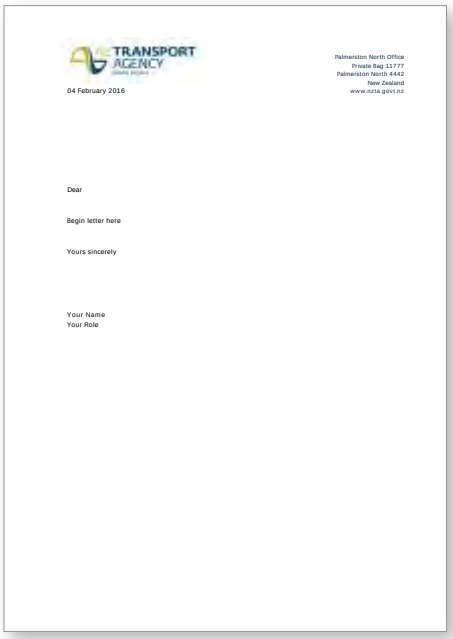


①

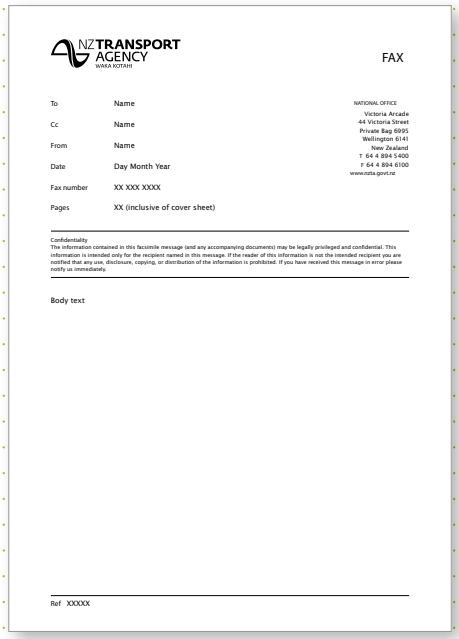
WORD TEMPLATES

» ① Leter
» ② Fax
» ③ Memo
» ④ File note

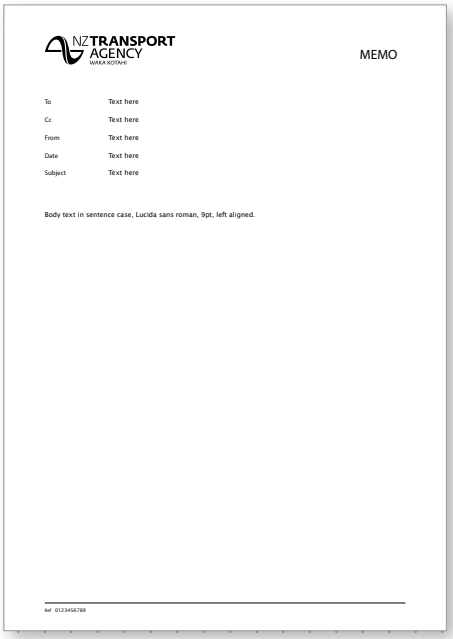
please note: These examples are not shown at actual size.



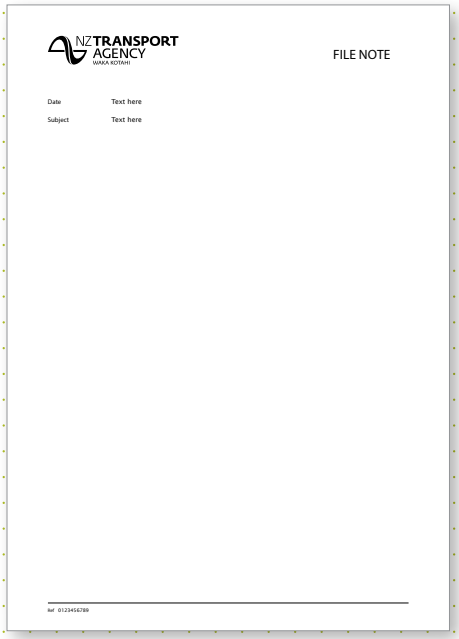
1



2



3



4

J.2

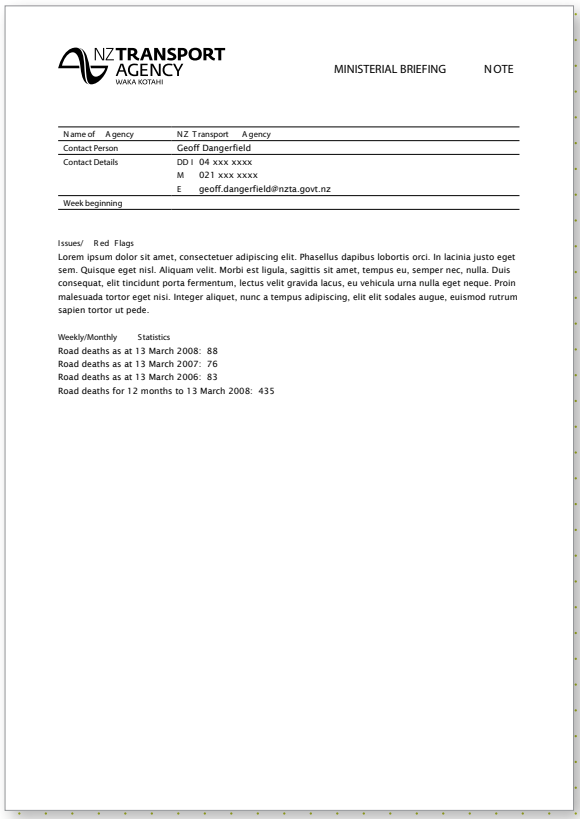
ELECTRONIC TEMPLATES
(CONTINUED)

WORD TEMPLATES

Access to these templates are limited to specified staff.

» ① Ministerial briefing note
» ② Media release

please note: These examples are not shown at actual size.



NZ TRANSPORT AGENCY
WAKA KOTAHI

MINISTERIAL BRIEFING NOTE

Name of Agency	NZ Transport Agency
Contact Person	Geoff Dangerfield
Contact Details	DDI 04 xxx xxxx M 021 xxx xxxx E geoff.dangerfield@nzta.govt.nz
Week beginning	

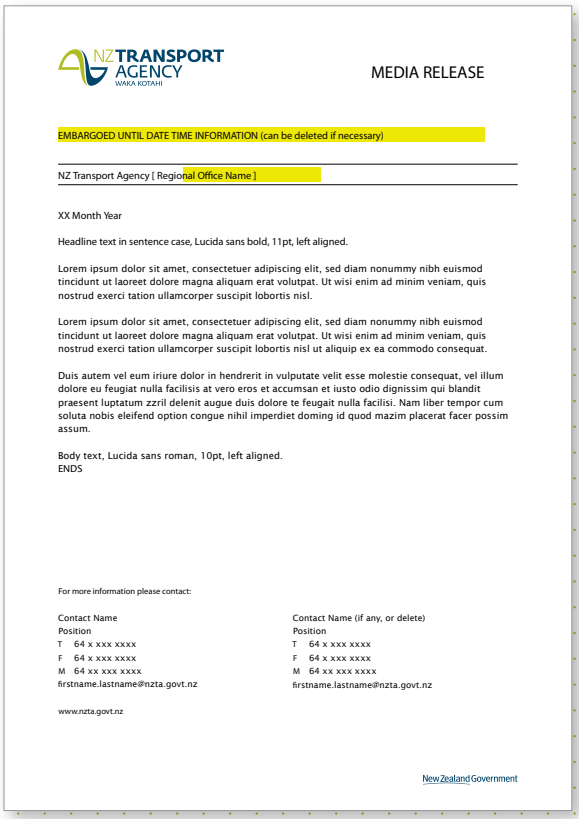
Issues/ Red Flags

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Phasellus dapibus lobortis orci. In lacinia justo eget sem. Quisque eget nisl. Aliquam velit. Morbi est ligula, sagittis sit amet, tempus eu, semper nec, nulla. Duis consequat, elit tincidunt porta fermentum, lectus velit gravida lacus, eu vehicula urna nulla eget neque. Proin malesuada tortor eget nisl. Integer aliquet, nunc a tempus adipiscing, elit elit sodales augue, euismod rutrum sapien tortor ut pede.

Weekly/Monthly Statistics

Road deaths as at 13 March 2008: 88
Road deaths as at 13 March 2007: 76
Road deaths as at 13 March 2006: 83
Road deaths for 12 months to 13 March 2008: 435

①



NZ TRANSPORT AGENCY
WAKA KOTAHI

MEDIA RELEASE

EMBARGOED UNTIL DATE TIME INFORMATION (can be deleted if necessary)

NZ Transport Agency [Regional Office Name]

XX Month Year

Headline text in sentence case, Lucida sans bold, 11pt, left aligned.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Body text, Lucida sans roman, 10pt, left aligned.
ENDS

For more information please contact:

Contact Name
Position
T 64 x xxx xxxx
F 64 x xxx xxxx
M 64 xx xxx xxxx
firstname.lastname@nzta.govt.nz

Contact Name (if any, or delete)
Position
T 64 x xxx xxxx
F 64 x xxx xxxx
M 64 xx xxx xxxx
firstname.lastname@nzta.govt.nz

www.nzta.govt.nz

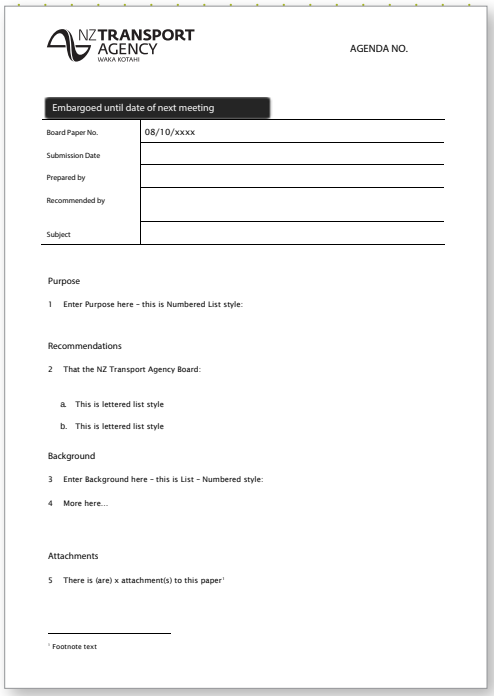
New Zealand Government

②

WORD TEMPLATES

» ① ② ③ Board papers

please note: These examples are not shown at actual size.



NZ TRANSPORT AGENCY WAKA KOTAHI

AGENDA NO.

Embargoed until date of next meeting

Board Paper No.	08/10/xxxx
Submission Date	
Prepared by	
Recommended by	
Subject	

Purpose

1 Enter Purpose here – this is Numbered List style:

Recommendations

2 That the NZ Transport Agency Board:

a. This is lettered list style

b. This is lettered list style

Background

3 Enter Background here – this is List – Numbered style:

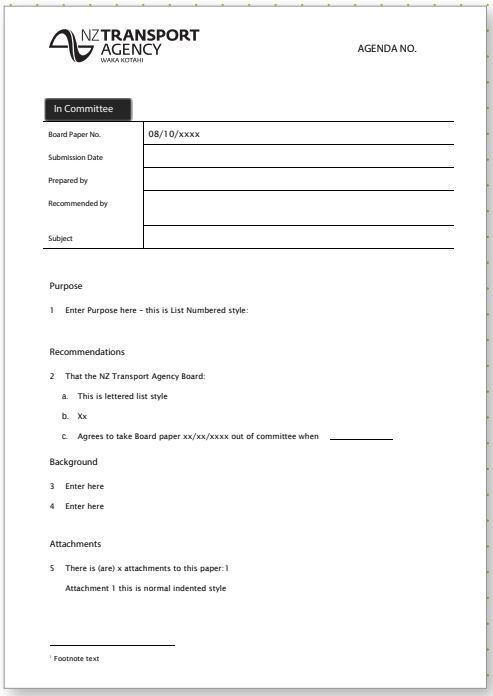
4 More here…

Attachments

5 There is (are) x attachment(s) to this paper[1]

[1] Footnote text

①



NZ TRANSPORT AGENCY WAKA KOTAHI

AGENDA NO.

In Committee

Board Paper No.	08/10/xxxx
Submission Date	
Prepared by	
Recommended by	
Subject	

Purpose

1 Enter Purpose here – this is List Numbered style:

Recommendations

2 That the NZ Transport Agency Board:

a. This is lettered list style

b. Xx

c. Agrees to take Board paper xx/xx/xxxx out of committee when _____

Background

3 Enter here

4 Enter here

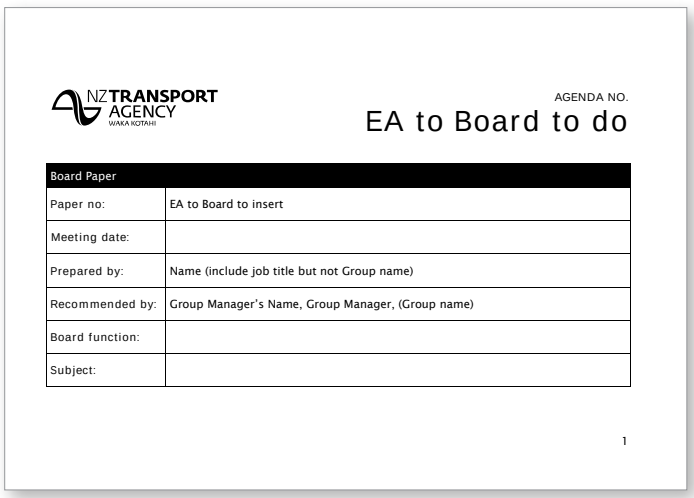
Attachments

5 There is (are) x attachments to this paper: 1

Attachment 1 this is normal indented style

[1] Footnote text

②



NZ TRANSPORT AGENCY WAKA KOTAHI

AGENDA NO.

EA to Board to do

Board Paper	
Paper no:	EA to Board to insert
Meeting date:	
Prepared by:	Name (include job title but not Group name)
Recommended by:	Group Manager's Name, Group Manager, (Group name)
Board function:	
Subject:	

1

③

J.2

ELECTRONIC TEMPLATES
(CONTINUED)

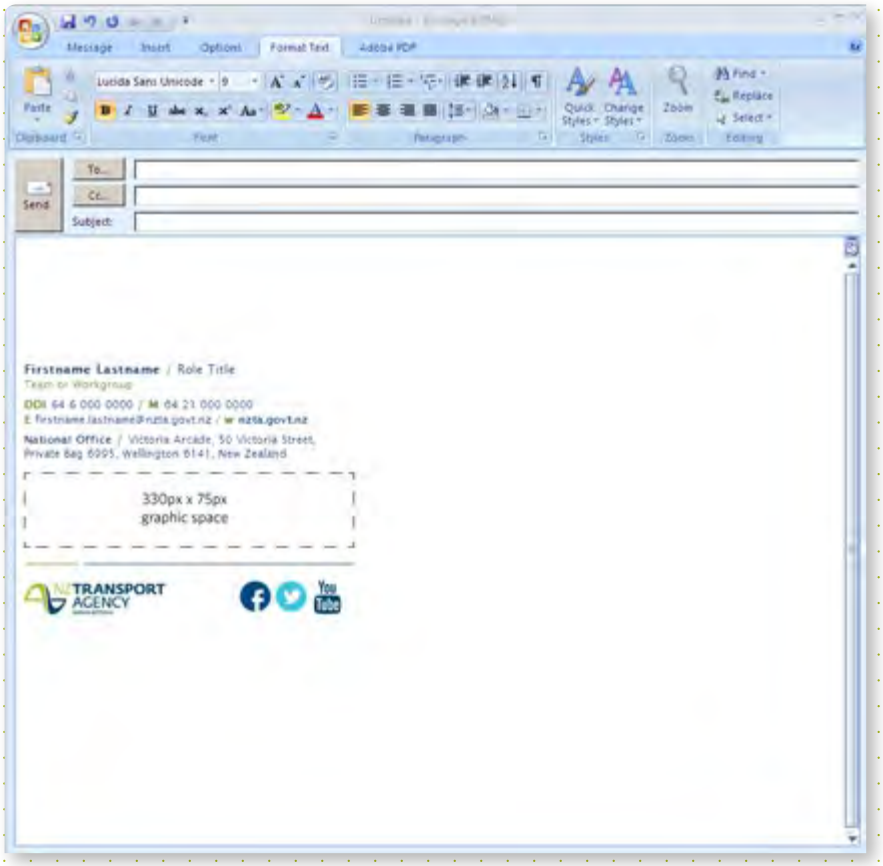
EMAIL SIGNATURE TEMPLATES

Email signature styles are standardised for all staff across national and regional offices.

A template is available from for you to copy the layouty and styles.

Please do not alter or add to the elements.

please note: This examples are not shown at actual size:



Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

POWERPOINT TEMPLATE

There is a selection of PowerPoint slides including title slide, text only, image only and text and image combinations for you to customise presentations.

please note: These examples are not shown at actual size.

J.3

PUBLICATIONS TEMPLATES

A4 TEMPLATE

This template has been designed for corporate documents.

Detailed instructions can be found in the InDesign template. » ①
Standard cover

please note: These examples are not shown at actual size.

①

Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

A4 TEMPLATE

This template has been designed for corporate documents.

Detailed instructions can be found in the InDesign template.

» ① Inside front cover and contents

» ② Title/heading and text

please note: These examples are not shown at actual size.

①

②

J.3

PUBLICATIONS TEMPLATES (CONTINUED)

A4 TEMPLATE

This template has been designed for corporate documents.

Detailed instructions can be found in the InDesign template. Please request the template from channels@nzta.govt.nz

» ① Case study and graph
» ② Text and graph, inside back cover
» ③ Back cover

please note: These examples are not shown at actual size.

①

②

③

Files available

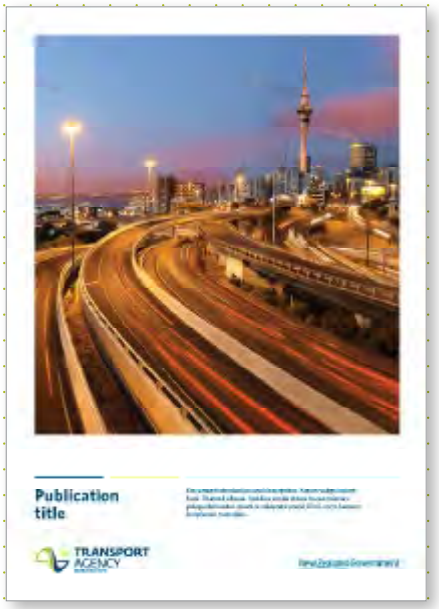
All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

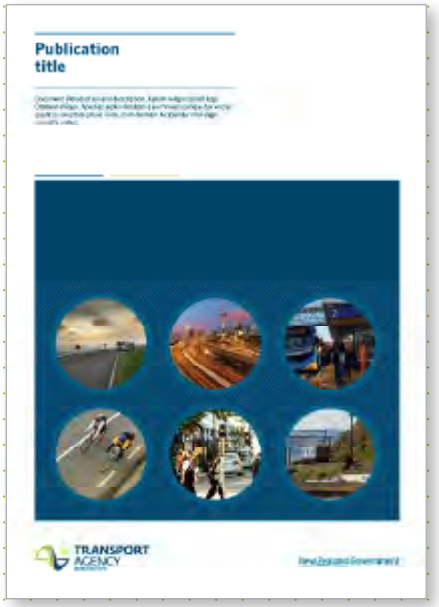
A4 TEMPLATE – ALTERNATIVE COVERS

This template has been designed for corporate documents.

Detailed instructions can be found in the InDesign template.

please note: These examples are not shown at actual size.

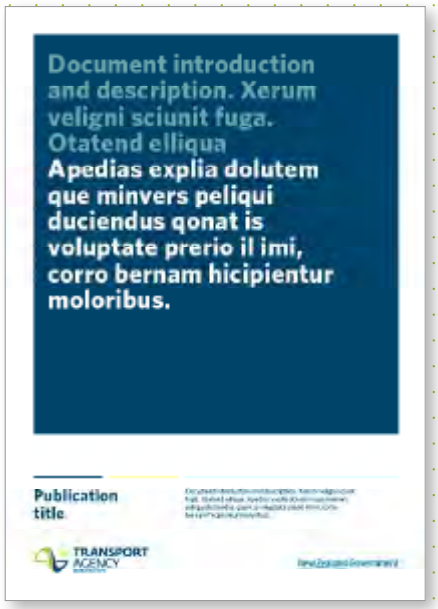


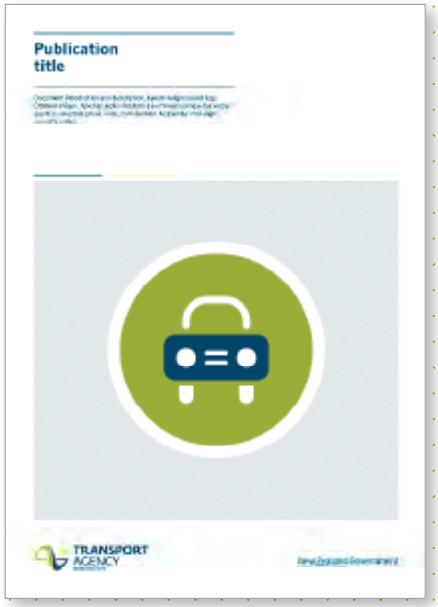


J.3

PUBLICATIONS TEMPLATES (CONTINUED)

A4 TEMPLATE – ALTERNATIVE COVERS





Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

A5 TEMPLATE

This template has been designed for long format information brochures.

Detailed instructions can be found in the InDesign template.

» ① Standard cover

» ② Inside front cover and text

please note: These examples are not shown at actual size.

①

②

J.3

PUBLICATIONS TEMPLATES (CONTINUED)

A5 TEMPLATE

This template has been designed for long format information brochures.

Detailed instructions can be found in the InDesign template.

» ① Text spread

» ② Sidebar and diagram style

please note: These examples are not shown at actual size.

①

②

Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

A5 TEMPLATE

This template has been designed for long format information brochures.

Detailed instructions can be found in the InDesign template.

» ① Map and inside back cover

» ② Back cover

For specific map styling

please note: These examples are not shown at actual size.

①

②

J.3

PUBLICATIONS TEMPLATES (CONTINUED)

A5 TEMPLATE – ALTERNATIVE COVERS

This template has been designed for long format information brochures.

Detailed instructions can be found in the InDesign template.

please note: These examples are not shown at actual size.

Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

A5 TEMPLATE – ALTERNATIVE COVERS

This template has been designed for long format information brochures.

Detailed instructions can be found in the InDesign template.

please note: These examples are not shown at actual size.

J.3

PUBLICATIONS TEMPLATES (CONTINUED)

DL TEMPLATE

This template has been designed for short format information brochures.

Detailed instructions can be found in the InDesign template.

» ① Standard cover

please note: These examples are not shown at actual size.

①

Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

DL TEMPLATE

This template has been designed for short format information brochures.

Detailed instructions can be found in the InDesign template.

» ① Outside spread
» ② Inside spread

please note: These examples are not shown at actual size.

①

②

J.3

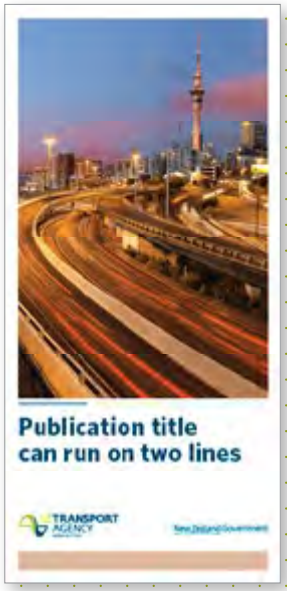
PUBLICATIONS TEMPLATES (CONTINUED)

DL TEMPLATE – ALTERNATIVE COVERS

This template has been designed for short format information brochures.

Detailed instructions can be found in the InDesign template.

please note: These examples are not shown at actual size.



Files available

All publications templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

REGIONAL/PROJECT NEWSLETTERS

This template should be used when creating a general project newsletter.

Detailed instructions can be found in the InDesign template.

please note: These examples are not shown at actual size.

J.3

PUBLICATIONS TEMPLATES (CONTINUED)

INVITATION

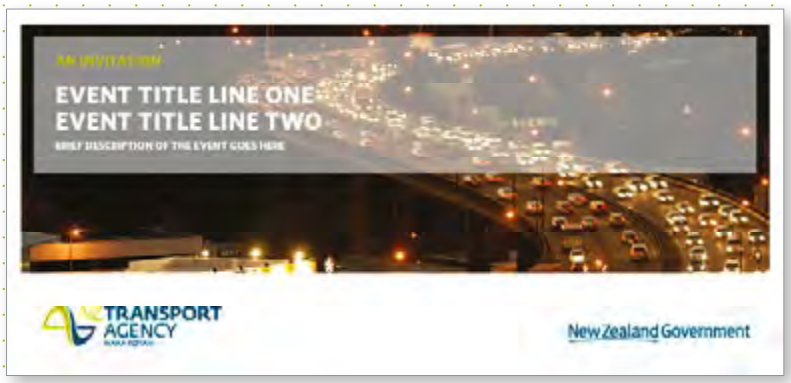
This template has been designed for invitations.

For more detailed guidelines around co-branding events events please see section M of this manual.

Detailed instructions can be found in the InDesign template.

» ① Single image front cover
» ② Multiple image front cover
» ③ Back cover

please note: These examples are not shown at actual size.



①

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③

J.4

NOTICE AND ADVERTISING TEMPLATES

TENDER NOTICE

Tender advertisements are placed in the newspaper's tender section.

Preferably set width to two newspaper columns (approx. 64–74mm).

Set in black and white, not colour.

Tender notices do not require the NZ government logo.

please note: These examples are not shown at actual size.

PROFESSIONAL SERVICES CONTRACT:
SH16 PUNGANUI STREAM BRIDGE REPLACEMENT – D&PD AND MS&QA

CONTRACT PA 2920

The project site is located on SH16 at RP 47/8.76, halfway between Helensville and Kaukapakapa and approximately 150m from the intersection with Inland Road.

The services required from the Consultant under this contract include:

- Develop the approved option into a Detailed Design to enable satisfactory completion of the project, which includes, but not limited to, complying with all applicable NZ Transport Agency and Austroads standards and specification where appropriate.
- Procure the Physical Works Contract in a way to enable satisfactory completion of the project.
- Closure of the Physical Works contract ensuring all Contractor deliverables are to the required standards.

Tenders will be evaluated using the Price Quality (Simple) method.

Tender documents will be available from 12 noon on Wednesday 25 July 2008 from:
The Tenders Secretary, NZ Transport Agency, Level 13 Qantas House, 191 Queen Street, Auckland

A tender document deposit is not required.

Tenders close at 4.00pm on Tuesday 28 August 2009 with:

The Tenders Secretary, NZ Transport Agency
Qantas House, Level 13, 191 Queen Street
Auckland

NZ TRANSPORT AGENCY
WAKA KOTAHI

WHITNEY BOLD 11PT CAPS:
WHITNEY BOLD 8.5PT CAPS

WHITNEY BOLD 8.5PT CAPS

Whitney Book 7pt. Lorem ipsum dolor sit amet, onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

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- Whitney Book 7pt indented 3mm from left. Lorem ipsum dolor sit amet, onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.
- Lorem ipsum dolor sit amet, onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea.

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Whitney Bold 7pt. Duis autem vel eum iriure vel nibh:

Whitney Bold 7pt. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat autem vel eum iriure dolor.

NZ TRANSPORT AGENCY
WAKA KOTAHI

J.4

NOTICE AND ADVERTISING TEMPLATES (CONTINUED)

PUBLIC NOTICE

Public notices are placed in the newspaper's public notice section.

Preferably set width to two newspaper columns (approx. 64–74mm).

Set in black and white, not colour.

Public notices do not require the NZ government logo

please note: These examples are not shown at actual size.

PUBLIC NOTICE AND ROAD UPDATE

The NZ Transport Agency wishes to advise the following motorway on-ramp will be closed:

Southern Motorway (SH1) St Marks Rd southbound from 7am Saturday 30 June until 7pm Sunday 8 July 2008

This closure will allow for the ramp to be widened to two lanes and ramp signals to be installed. However the signals will not be activated until later this year. Motorists are advised to follow the signposted detours.

In the event of bad weather or any unforeseen circumstances, this closure may be extended for one to two extra days. The NZ Transport Agency regrets any inconvenience caused.

NZ TRANSPORT AGENCY
WAKA KOTAHI

THREE LINE HEADING 10/12PT WHITNEY BOLD CAPS

Whitney Book 7.5pt. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod:

Whitney Bold 7.5pt. Ut ullamcorper wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis.

Lorem ipsum dolor sit amet, onsectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam vel illum dolore eu feugiat.

Lorem ipsum dolor sit amet, onsectetuer veniam vel illum dolore eu feugiat. Ut wisi enim ad minim veniam vel illum dolore eu feugiat.

NZ TRANSPORT AGENCY
WAKA KOTAHI

RECRUITMENT ADVERTISEMENT

Detailed instructions on advertising formats and channels are available from the Recruitment Team, please contact careers@nzta.govt.nz. for advice

please note: These examples are not shown at actual size.

DISPLAY ADVERTISEMENT

These templates should be used when creating a road update display advertisement. Detailed instructions can be found in the InDesign template.

please note: These examples are not shown at actual size.

J.5

BANNERS AND DISPLAY MATERIAL

CORPORATE BANNERS

This template has been designed for banners.

» ① Corporate display – 4 panel Instand
» ② Safety display – single panel
» ③ Teardrop banner

①

J.5

BANNERS AND DISPLAY MATERIAL (CONTINUED)

CORPORATE DISPLAY AND BANNER

②

③

J.6

SIGNAGE – CORPORATE

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

OFFICE SIGNS

There are 18 types of NZ Transport Agency signage to meet different requirements. Note: These are visuals only.

» ①
3D (4mm deep) white acrylic logo (icon and text same depth). This sign can be used on frosted or clear glass.

» ②
3D (15mm deep) full colour acrylic logo with light behind icon only (all text the same depth, but icon is higher as contains lighting). For use in reception areas, preferably on a white wall. This is the reception sign at National Office.

» ②Ⓑ
As per above, no lighting behind icon. For use in well-lit reception areas, preferably on a white wall.

please note: These examples are not shown at actual size.

①

②

②Ⓑ

J.6

SIGNAGE – CORPORATE (CONTINUED)

OFFICE SIGNS

» ③
3D (4mm deep) white acrylic logo (icon and text same depth). This sign can be used on frosted or clear glass.

» ④
Icon only, white or frosted vinyl applied to glass as a safety/security measure. Please check before using this icon-only version.

» ⑤
Digitally printed vinyl print mounted on PVC panel. Alternative reception sign and secondary sign where additional large internal signage is required. For general use.

please note: These examples are not shown at actual size.

③

④

⑤

Files available

All logo files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

OFFICE SIGNS

» ⑥
Digitally printed vinyl print mounted on PVC panel (slightly thicker than sign type 5). For use in exterior/building signs.

» ⑦
Pre-cut, pre-spaced vinyl logo (one colour – black or white) applied straight onto surface. For general use.

» ⑧
Pre-cut, pre-spaced vinyl logo (full colour) applied straight onto white wall/ surface. For general use.

please note: These examples are not shown at actual size.

⑥

NZ TRANSPORT AGENCY
WAKA KOTAHI

NZ TRANSPORT AGENCY
WAKA KOTAHI

⑦

NZ TRANSPORT AGENCY
WAKA KOTAHI

⑧

J.6

SIGNAGE – CORPORATE (CONTINUED)

OFFICE SIGNS

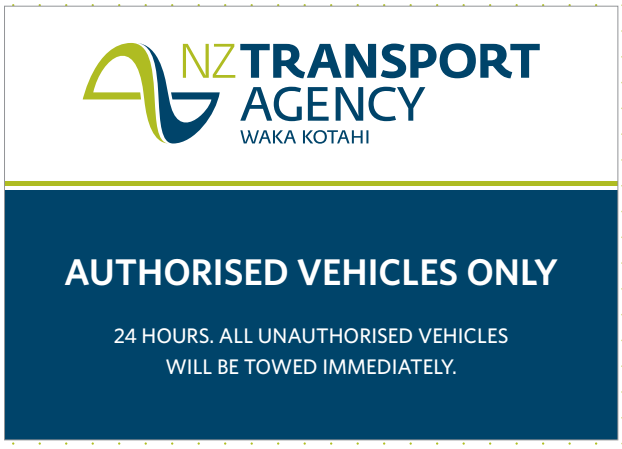
» ⑨
Digitally printed vinyl print mounted on PVC panel. For use as a carpark sign. Information may vary according to placement of the sign.

» ⑩
Digitally printed vinyl print mounted on PVC panel. For use as a carpark sign for NZ Transport Agency fleet vehicles.

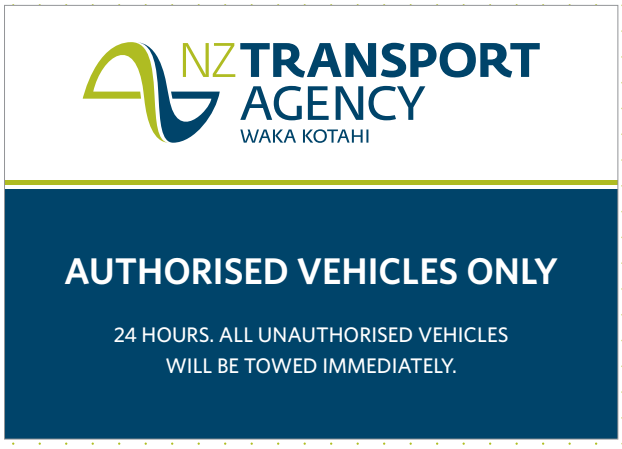
» ⑪
Digitally printed vinyl print mounted on PVC panel. Carpark sign.

please note: These examples are not shown at actual size.

⑨



⑩



⑪

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

OFFICE SIGNS

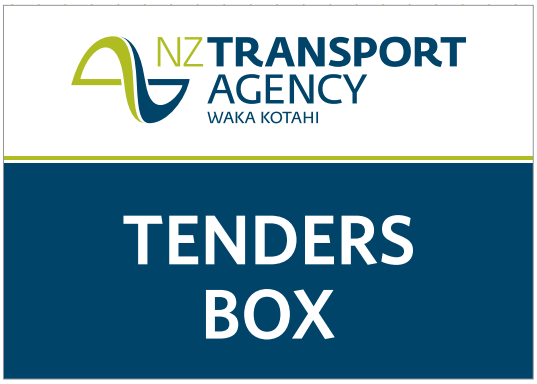
» ①②
Digitally printed vinyl print mounted on PVC panel. Carpark sign.

» ①③
Digitally printed vinyl print mounted on lightweight PVC panel.

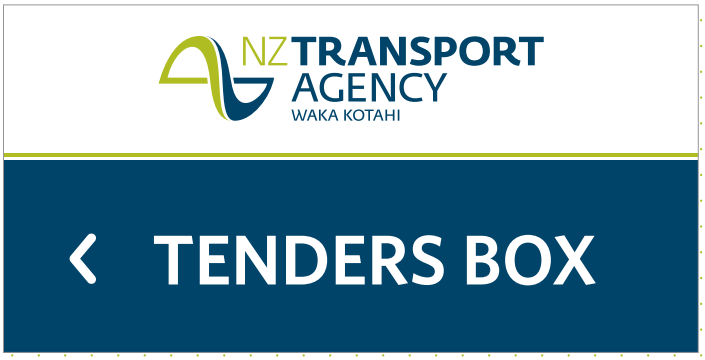
» ①④
Digitally printed vinyl print mounted on lightweight PVC panel.

please note: These examples are not shown at actual size.

①②



①③



①④

J.6

SIGNAGE – CORPORATE (CONTINUED)

OFFICE SIGNS

» ①⑤
Digitally printed vinyl print mounted on PVC panel. Alternative reception sign and secondary sign where additional large internal signage is required. For general use.

» ①⑥
Pre-cut, pre-spaced frosted vinyl logo applied to clear glass.

» ①⑦
Digitally printed vinyl print mounted on existing road toll sign.

please note: These examples are not shown at actual size.

①⑤

①⑥

①⑦

J.7

SIGNAGE – ROADING PROJECT

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

STATE HIGHWAY PROJECT SIGNS

The NZ Transport Agency roading project signage is an important part of our public facing brand. The purpose of a project sign is to convey what is happening, where it is happening and how long it might take. All of this needs to be in 7 words or less. Here is how to name and brand NZ Transport Agency roading projects on the road.

The highway sized signs are two-sided and come in a range of formats. These signs are all 2400mm wide x 1200mm high.

» ① State highway project sign, 2 lines
To be used when the name of project describes the nature of work beginning done. Positioned on state highway projects at the entry points to a project. (Refer to Template 1 – page 93)

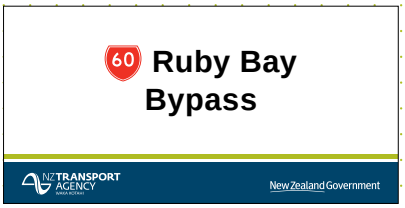
» ② State highway project sign, 3 lines
To be used when a description of work being done needs to be included in addition to the project name. Positioned on state highway projects at the entry points to a project. (Refer to Template 2 – page 94)

» ③ State highway project sign, 2 lines with progress bar
Used for state highway projects at the entry points to a project that has multiple phases or components. Project progress bar gets filled in as each stage is completed. (Refer to Template 3 – page 95)

» ④ State highway project sign, rear face
Used on the back of all state highway project signs and state highway 'Thanks for your patience' signs. (Refer to Template 4 – page 96)

» ⑤ State highway project sign, Thanks for your patience
Used at the exit points of a state highway project where we are more likely to cause delays or disruption. This sign is optional. (Refer to Template 5 – page 97)

please note: These examples are not shown at actual size.



①

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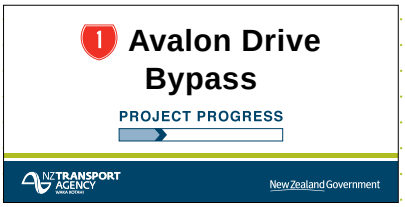
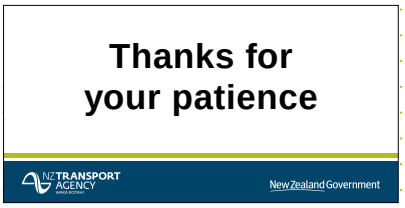


③

④



⑤

J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

MOTORWAY PROJECT SIGNS

The motorway sized signs have no contractor information on the rear face as the rear face is not able to be seen. They are suitable for placement on larger city motorways, with 4 or more lanes of traffic.

Either the motorway sign with phone number or progress bar can be used. These signs are either 1800mm wide by 2400mm high portrait or 3600 wide by 2400 high landscape.

» ① Motorway project sign with phone number (3600mm x 2400mm)
Used on motorway projects at the entry points to a project with the contractors phone number on front face. (Refer to Template 6 – page 98)

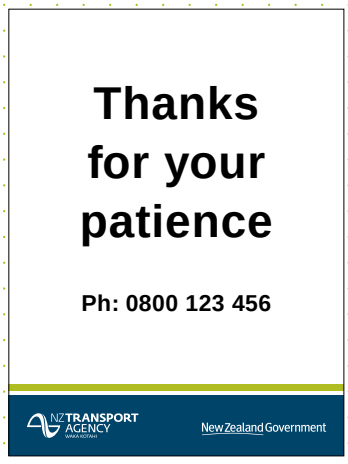
» ② Motorway project sign with progress bar
Used on motorway projects at the entry points to a project that has multiple phases or components. (Refer to Template 7 – page 99)

» ③ Motorway project sign, Thanks for your patience
Used at the exit points of a motorway project where we are more likely to cause delays or disruption. This sign is optional. (Refer to Template 8 – page 100)

please note: These examples are not shown at actual size.

①

②



③

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

ELEMENTS OF PROJECT SIGN FRONT

Each element of the project signage designs are explained below.

» ① State highway shield
This shield holds the state highway number. It is always at the same proportions and will always appear in red with a white outline and red keyline.

» ② Message
The maximum number of words on any project sign is 7. Words on project signs should explain to motorists what is being done and why. The two key messages are the project name and the description of work.

- Project name
  This text titles the name of the project NOT necessarily the project contract name as it appears in the National Land Transport Programme (NLTP). Project name will always appear in upper and lower case. The maximum number of lines the project name can take is two. Note the maximum number of words includes the project name and description of work.
- Description of work
  This text is a description of the work. It needs to be understood by all motorists and should be simple and clear. Project description will always appear in UPPER CASE and on one line only (except on motorway signs). The maximum number of lines the description of work can take is one. Note the maximum number of words includes the project name and description of work.

» ③ Phone number – for motorway signs only
The phone number on the front face of motorway signs is to inform motorists of who they can contact for further information.

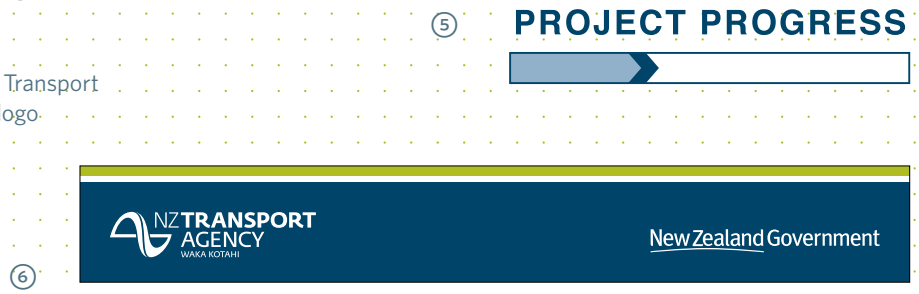
J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

ELEMENTS OF PROJECT SIGN FRONT (CONTINUED)

» ⑤ Progress Bar (optional)
The project progress bar is designed for projects which have multiple phases or components which are likely to last several years e.g. Dowse to Petone, which consists of several project stages (highway improvement, access bridge development, interchanges etc.)
The bar is filled with colour as the project progresses. After each project stage is completed, a longer sticker is replaced. The progress bar is not suitable for all projects.

» ⑥ Branding Bar
The branding bar contains the NZ Transport Agency logo and NZ government logo



ELEMENTS OF PROJECT SIGN BACK (HIGHWAY SIGNS ONLY)

» ① Contractor
Contractor's name to appear here.
Used on the back of all state highway project signs and state highway 'Thanks for your patience' signs.

» ② Phone number
The contractor's phone number to appear here.

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

CREATING AND INSTALLING PROJECT SIGNS

Each element of the project signage is explained below.

Sign file templates

Each sign template is available in the following formats:

» Adobe InDesign (indd)
» Adobe Illustrator (ai)
» eps (elements of signs)
» PDF (for reference only)

Files created by designers should be supplied at the correct dimensions and as a high resolution PDF to the printers/ signwriters.

Colour

All signs should be colour matched to PMS 548 and PMS 583. See pages 27 – 28 for colour specifications.

The shield is red, PMS 485C.
All text that appears on project signs is to be in black, except for the project progress bar.

Printing

To digitally print graphic, using lightfast inks, onto 3M IJ40.10 or equivalent product. Overlaminated with 3M 3640.114 Clear Antigraffiti Film;

» 2400mm x 1200mm signage:
Graphics mounted to 4mm Aluminium Composite Materials (ACM) – Alucabond, Signbond, Dibond are examples of trade names for this product.

» Signage larger than above:
Graphics mounted to 2mm Power Coated Aluminium panel, including Signfix channel 'blind fixed' to rear. Size will denote number of channels required.

Note: Non reflectionised material should be used.

Installing

Signs are to be erected perpendicular to the road centre line and be erected at a location where a vehicle may safely stop and park clear of the white edge line.

» 2400mm x 1200mm signage:
Apply rear face graphic detail, produced as pre-spaced computercut lettering, onto rear of sign. Suitably set 100mm x 100mm Treated Timber posts into ground. Attach sign panel to 100mm x 100mm Treated Timber posts using mechanical fixings such as stainless steel screws etc. Spot patch over the tops of screw heads using small 30mm dots of the white self adhesive vinyl.

» Signage larger than above:
Apply rear face graphic detail, produced as pre-spaced computercut lettering, onto rear of sign. Supplied with Signfix 100mm Square Post Clips for attaching to posts. Suitably Set the 100mm x 100mm Treated posts into ground. Size will denote number of posts required. Attach sign panel to 100mm x 100mm Treated Timber posts using Signfix post clip fixing system.

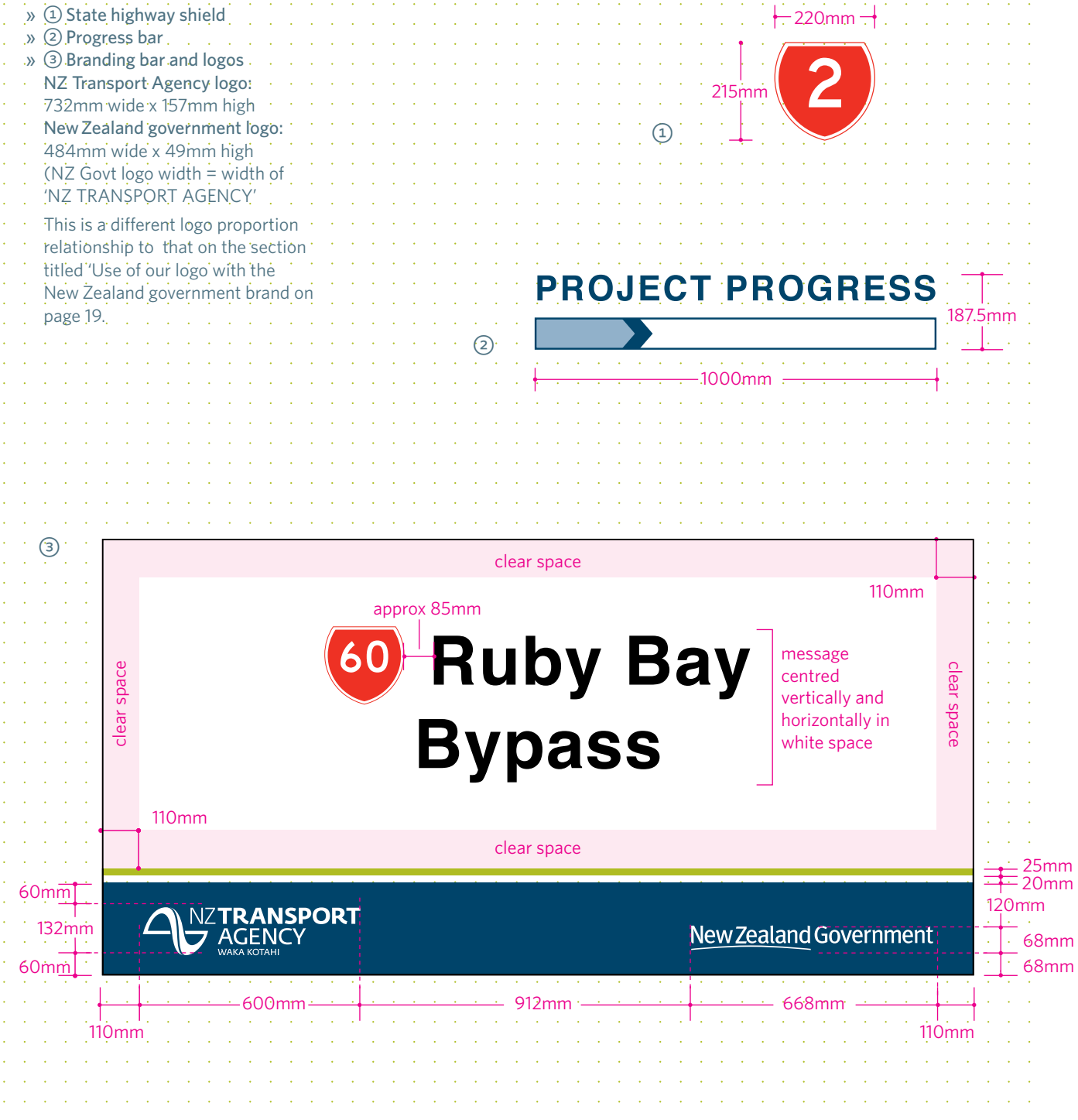
J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

HIGHWAY SIGN DIMENSIONS

» ① State highway shield
» ② Progress bar
» ③ Branding bar and logos
NZ Transport Agency logo:
732mm wide x 157mm high
New Zealand government logo:
484mm wide x 49mm high
(NZ Govt logo width = width of 'NZ TRANSPORT AGENCY'

This is a different logo proportion relationship to that on the section titled 'Use of our logo with the New Zealand government brand on page 19.



Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

MOTORWAY PROJECT SIGN DIMENSIONS – LARGE (3600MM X 2400MM)

» ① State highway shield
» ② Progress bar
» ③ Branding bar and logos
NZ Transport Agency logo:
1250mm wide x 268mm high
New Zealand government logo:
826mm wide x 84mm high
(New Zealand government logo width = width of 'NZ TRANSPORT AGENCY')

This is a different logo proportion relationship to that on the section titled 'Use of our logo with the New Zealand government brand on page 19.

J.7

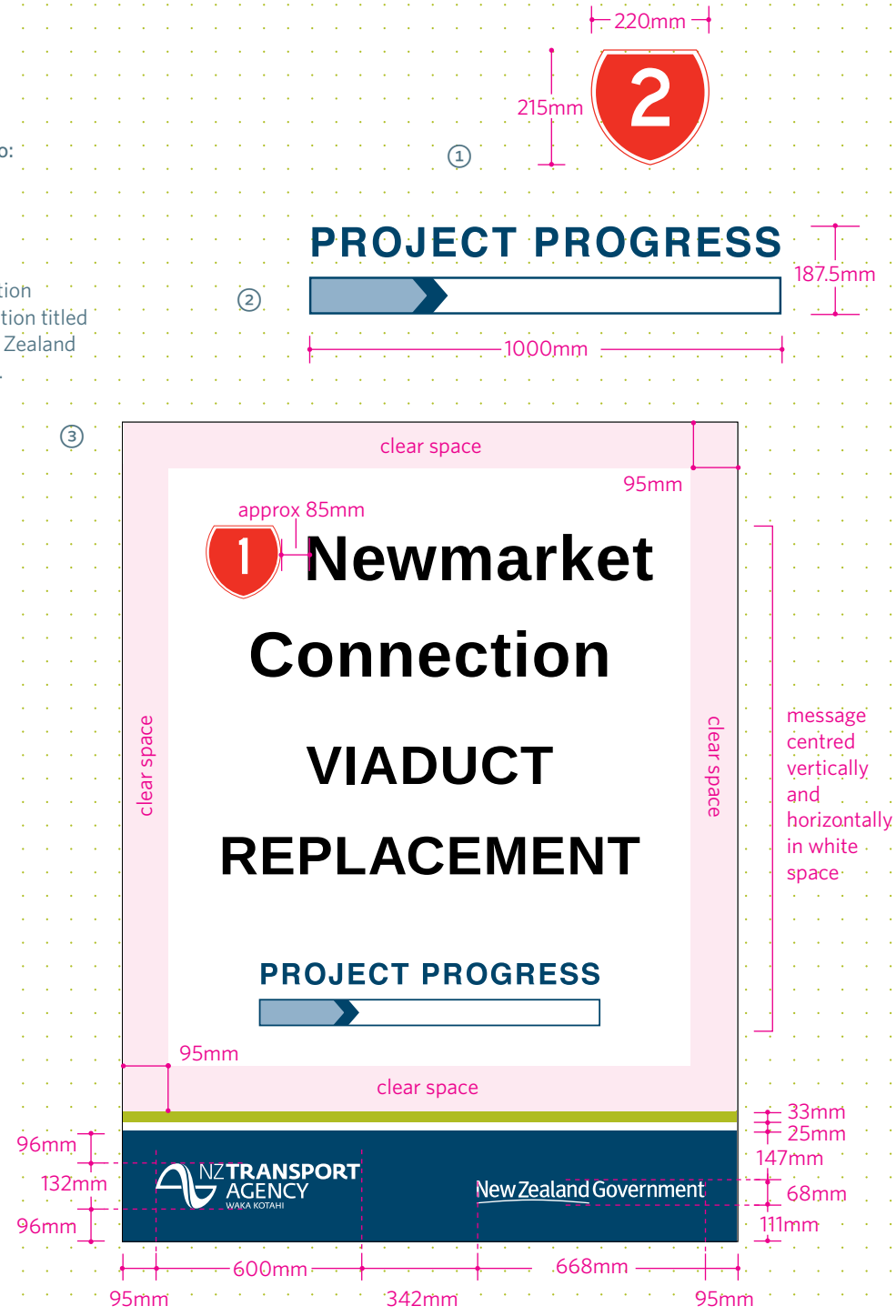
SIGNAGE – ROADING PROJECT (CONTINUED)

MOTORWAY PROJECT SIGN DIMENSIONS – SMALL (2400MM X 1800MM)

- ① State highway shield
- ② Progress bar
- ③ Branding bar and logos

NZ Transport Agency logo:
836mm wide x 179mm high
New Zealand government logo:
553mm wide x 56mm high
(New Zealand government logo width = width of 'NZ TRANSPORT AGENCY')

This is a different logo proportion relationship to that on the section titled 'Use of our logo with the New Zealand government brand on page 19.

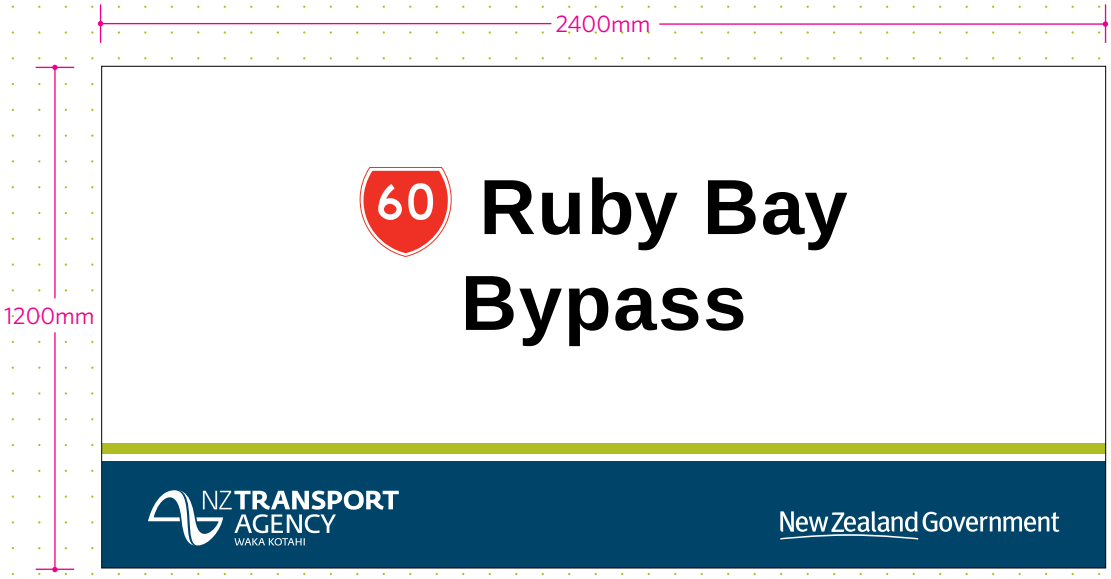


Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

TEMPLATE 1 – STATE HIGHWAY PROJECT SIGN, 2 LINES

To be used when the name of project describes the nature of work beginning done. Positioned on state highway projects at the entry points to a project.



SPECIFICATIONS

Design requirements

Size: 2400mm wide x 1200mm high

Project name:

Font: Helvetica Bold Size: 530pt
Leading: 650p Kerning: 20
Character height: 134.5mm (approx)
Max number of characters: 21
Upper and lower case, centred vertically and horizontally in white space

Project description:

Font: Helvetica Bold Size: 450pt
Leading: 550pt Kerning: 20
Character height: 114mm (approx)
Space before Project description: 50pt
Max number of characters: 19
(The space between words is equal to 1 character space. The width of the shield is equal to 2 character spaces.) Uppercase, centred vertically and horizontally in white space

Colour:

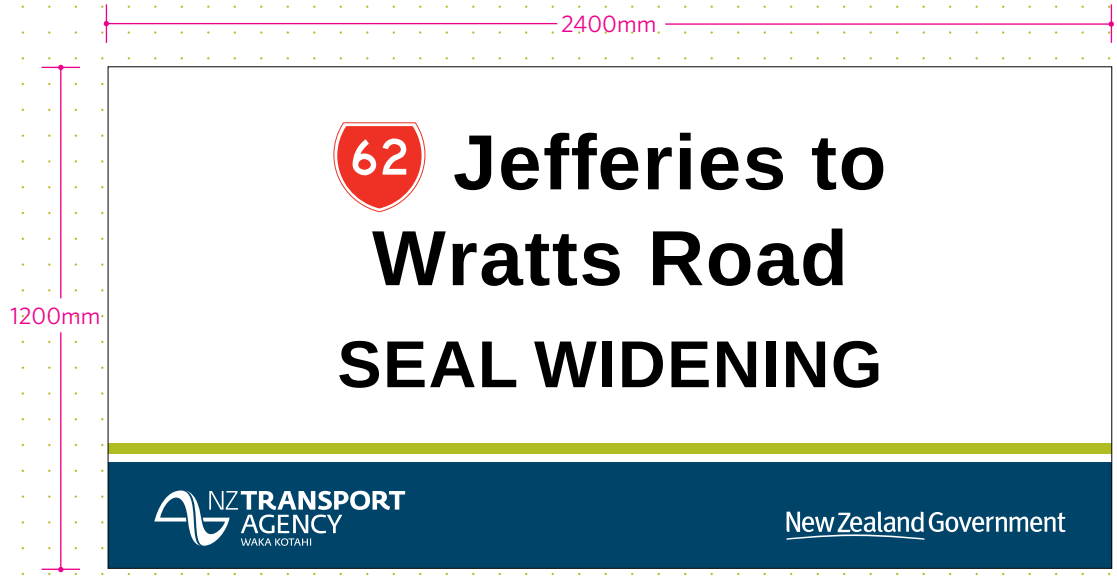
See 'Creating and Installing Project Signs' on page 89.

J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

TEMPLATE 2 – STATE HIGHWAY PROJECT SIGN, 3 LINES

To be used when a description of work being done needs to be included in addition to the project name. Positioned on state highway projects at the entry points to a project.



SPECIFICATIONS

Design requirements

Size: 2400mm wide x 1200mm high

Project name:

Font: Helvetica Bold Size: 530pt
Leading: 650p Kerning: 20
Character height: 134.5mm (approx)
Max number of characters: 21
Upper and lower case, centred vertically and horizontally in white space

Project description:

Font: Helvetica Bold Size: 450pt
Leading: 550pt Kerning: 20
Character height: 114mm (approx)
Space before Project description: 50pt
Max number of characters: 19
(The space between words is equal to 1 character space. The width of the shield is equal to 2 character spaces.) Uppercase, centred vertically and horizontally in white space

Colour:

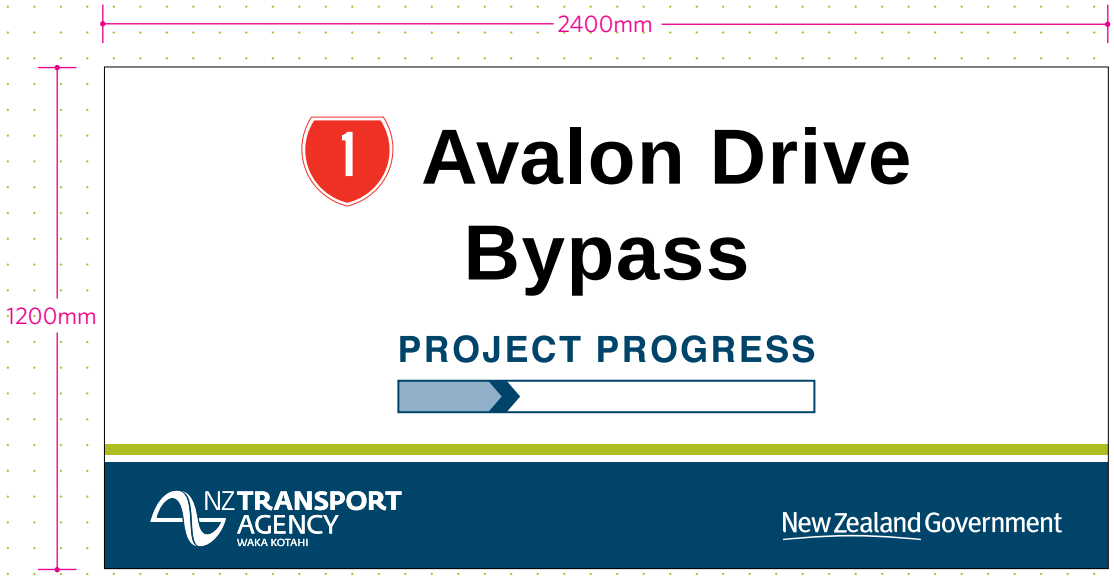
See 'Creating and Installing Project Signs' on page 89.

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

TEMPLATE 3 – STATE HIGHWAY PROJECT SIGN, 2 LINES WITH PROGRESS BAR

Used for state highway projects at the entry points to a project that has multiple phases or components. Project process is shown and changes over time. You will not be able to include the project progress bar if the project name and description are 3 lines of text.



SPECIFICATIONS

Design requirements

Size: 2400mm wide x 1200mm high

Project name:

Font: Helvetica Bold Size: 530pt
Leading: 650p Kerning: 20
Character height: 134.5mm (approx)
Max number of characters: 21
Upper and lower case, centred vertically and horizontally in white space

Project description:

Font: Helvetica Bold Size: 450pt
Leading: 550pt Kerning: 20
Character height: 114mm (approx)
Space before Project description: 50pt
Max number of characters: 19
(The space between words is equal to 1 character space. The width of the shield is equal to 2 character spaces.) Uppercase, centred vertically and horizontally in white space

Colour:

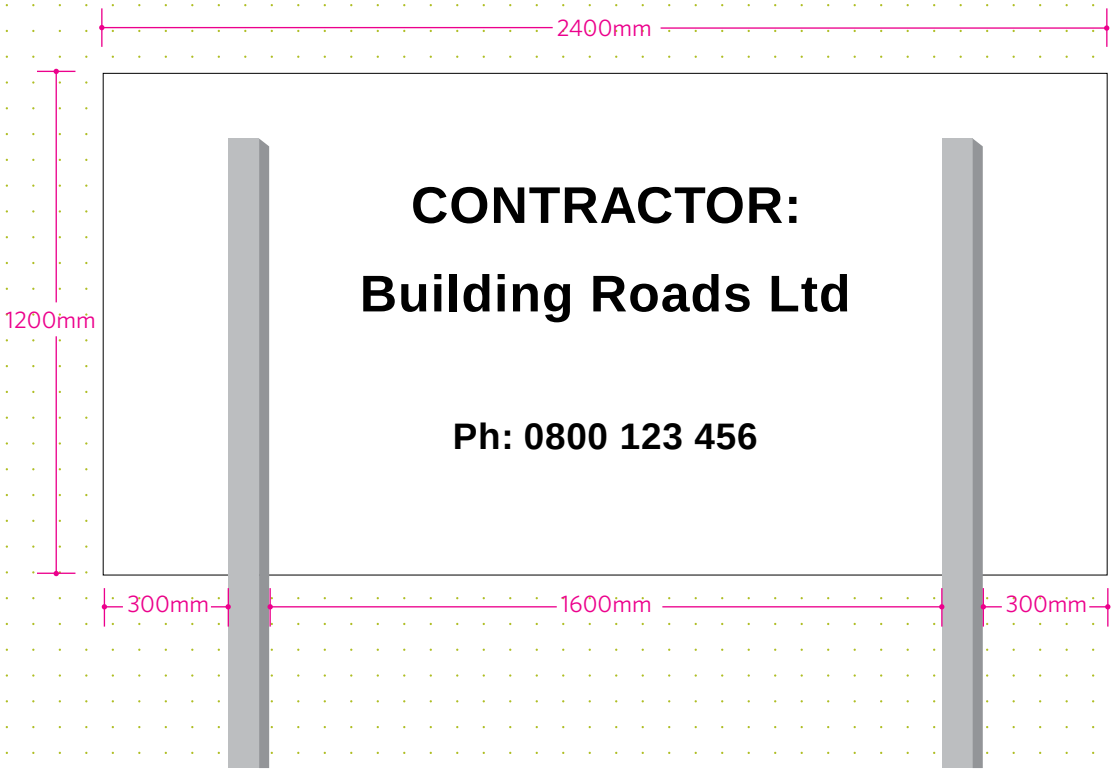
See 'Creating and Installing Project Signs' on page 89.

J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

TEMPLATE 4 – STATE HIGHWAY PROJECT SIGN, REAR FACE

Used on the back of all state highway project signs and state highway 'Thanks for your patience' signs.



SPECIFICATIONS

Design requirements

Size: 2400mm wide x 1200mm high

Contractor + Contractor's name:

Font: Helvetica Bold Size: 350pt
Leading: 600pt Kerning: 20
Character height: 89mm (approx)
'CONTRACTOR' in uppercase
'Contractor's name' in upper/lower case
Contractor's name can appear over 2 lines if required.
Message centred vertically and horizontally in white space

Phone:

Font: Helvetica Bold Size: 250pt
Leading: 400pt Kerning: 20
Character height: 63.5mm (approx)
Number centred vertically and horizontally in white space

Colour:

See 'Creating and Installing Project Signs' on page 89.

If using existing posts, reduce text to fit between posts if needed.

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

TEMPLATE 5 – STATE HIGHWAY PROJECT SIGN, THANKS FOR YOUR PATIENCE

Used at the exit points of a state highway project where we are more likely to cause delays or disruption.
This sign is optional.

SPECIFICATIONS

Design requirements

Size: 2400mm wide x 1200mm high

J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

TEMPLATE 6 – MOTORWAY PROJECT SIGN WITH PHONE NUMBER

Used on motorway projects at the entry points to a project with the contractors phone number on front face.

SPECIFICATIONS

Design requirements

Size: 3600mm wide x 2400mm high

Project name:

Font: Helvetica Bold Size: 950pt
Leading: 700pt Kerning: 20
Character height: 240mm (approx)
Max number of characters: 18
Upper and lower case, centred vertically and horizontally in white space

Project description:

Font: Helvetica Bold Size: 800pt
Leading: 750pt Kerning: 20
Character height: 203mm (approx)
Space before project description: 50pt
Max number of characters: 17
(The space between words is equal to 1 character space. The width of the shield is equal to 2 character spaces.) Uppercase, centred vertically and horizontally in white space

Phone:

Font: Helvetica Bold Size: 250pt
Leading: 400pt Kerning: 20
Character height: 63.5mm (approx)
Number centred vertically and horizontally in white space

Colour:

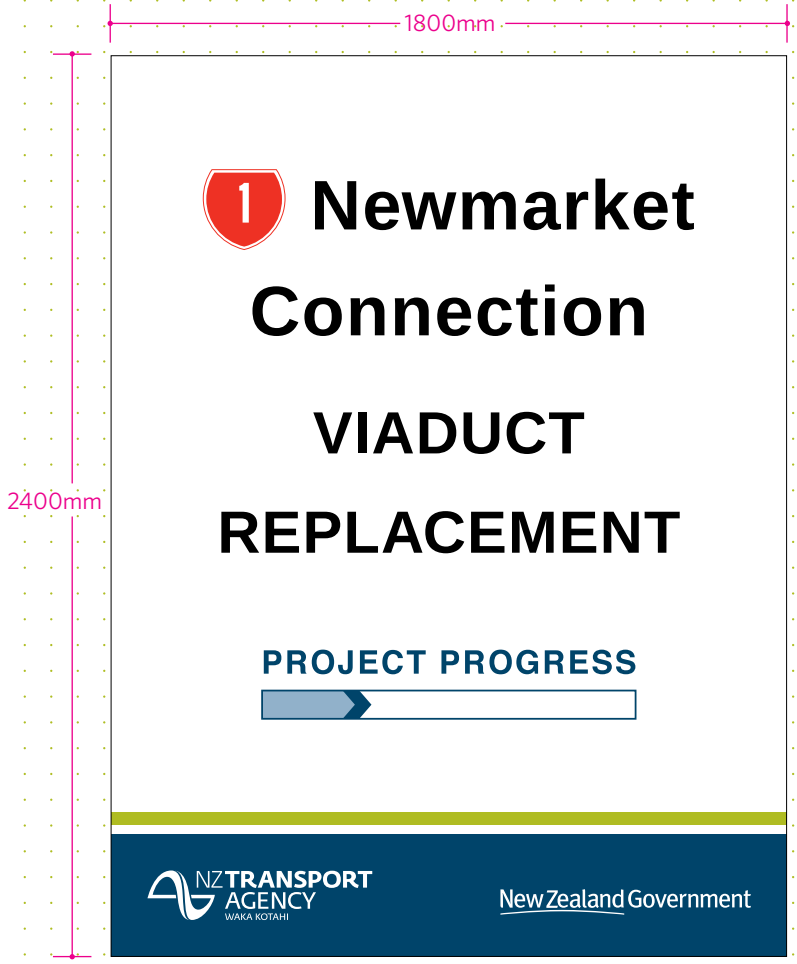
See 'Creating and Installing Project Signs' on page 89.

Files available

All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

TEMPLATE 7 – MOTORWAY PROJECT SIGN WITH PROGRESS BAR

Used on motorway projects at the entry points to a project that has multiple phases or components.



SPECIFICATIONS

Design requirements

Size: 1800mm wide x 2400mm high

Project name:

Font: Helvetica Bold Size: 530pt
Leading: 800pt Kerning: 20
Character height: 134.5mm (approx)
Max number of characters: 15
Upper and lower case, centred vertically and horizontally in white space

Project description:

Font: Helvetica Bold Size: 450pt
Leading: 750pt Kerning: 20
Character height: 114mm (approx)
Space before project description: 50pt
Max number of characters: 14
(The space between words is equal to 1 character space. The width of the shield is equal to 2 character spaces.) Uppercase, centred vertically and horizontally in white space

Colour:

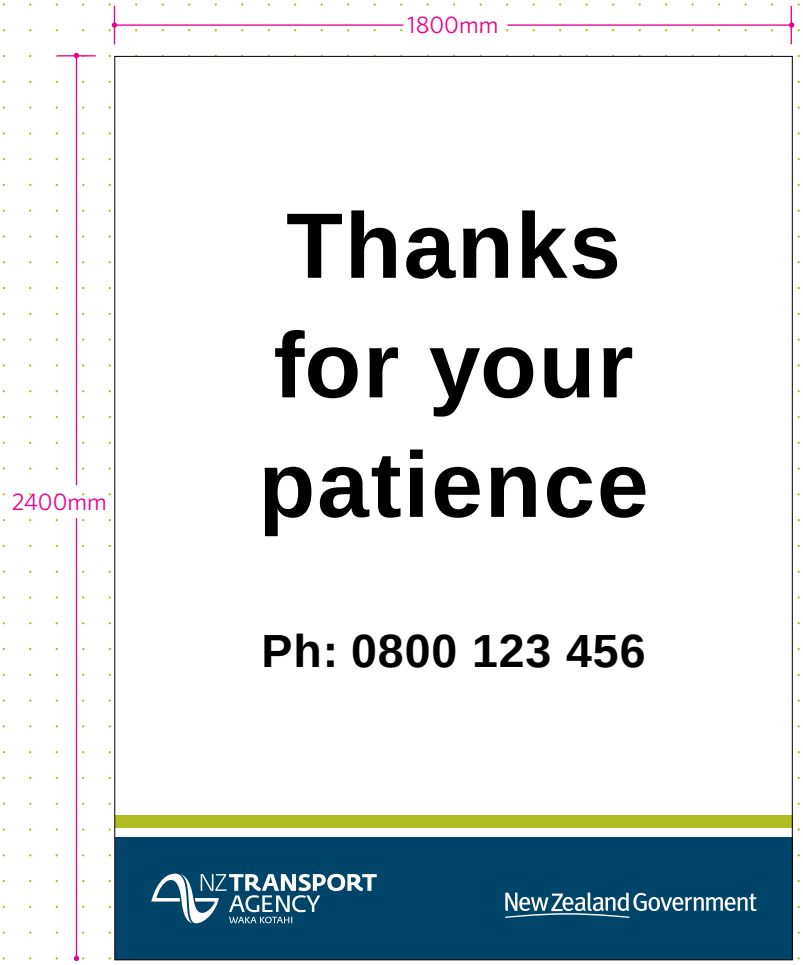
See 'Creating and Installing Project Signs' on page 89.

J.7

SIGNAGE – ROADING PROJECT (CONTINUED)

TEMPLATE 8 – MOTORWAY PROJECT SIGN, THANKS FOR YOUR PATIENCE

Used at the exit points of a motorway project where we are more likely to cause delays or disruption. **This sign is optional.**



SPECIFICATIONS

Design requirements

Size: 1800mm wide x 2400mm high

'Thanks for your patience':

Font: Helvetica Bold Size: 700pt
Leading: 900pt Kerning: 20
Character height: 178mm (approx)
Upper and lower case, centred vertically and horizontally in white space

Phone number:

Font: Avenir 95 Black Size: 350pt
Leading: 420pt Kerning: 20
Character height: 89mm (approx)
Space before project description: 250pt

Colour:

See 'Creating and Installing Project Signs' on page 89.

Files available

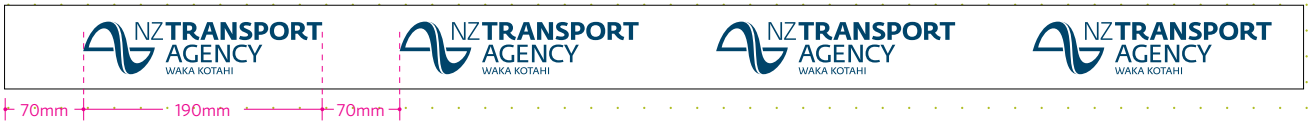
All templates are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

PROJECT OPENING RIBBON

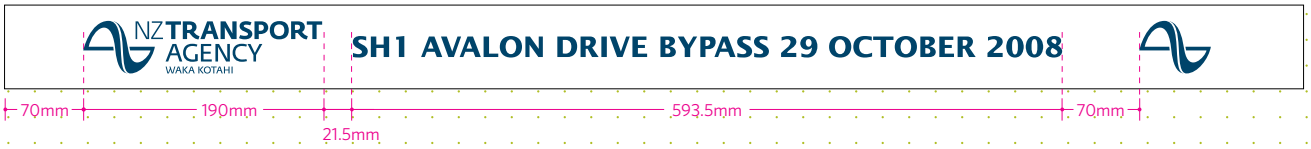
There is a selection of project opening ribbon formats, depending on your requirement. Preference when including the project name is ribbon type B.

Font: Lucida Sans Bold
Size: 75mm high
Colour: PMS 548

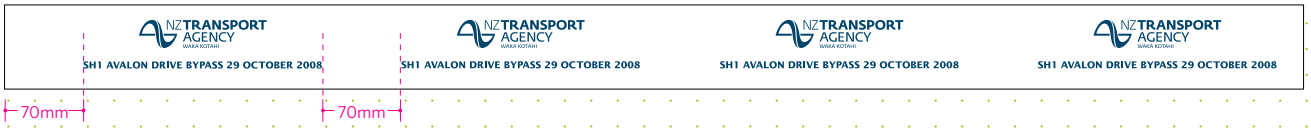
Ribbon type A - Standard logo



Ribbon type B – Preferred layout when project name is to be included



Ribbon type C – Layout when project name is long, and a number of cuts are required from a 40m roll



J.8

MAINTENANCE CONTRACTORS

Where the NZ Transport Agency has a contract with a road maintenace provider, an endorsement logo including the text '*supplier to*' is to be applied to maintenace vehicles, with the option of including the 0800 4 HIGHWAYS phone number

VEHICLE SIGNAGE

SUPPLIER TO
NZ TRANSPORT AGENCY
WAKA KOTAHI

SUPPLIER TO
NZ TRANSPORT AGENCY
WAKA KOTAHI

SUPPLIER TO
NZ TRANSPORT AGENCY
WAKA KOTAHI

SUPPLIER TO
NZ TRANSPORT AGENCY
WAKA KOTAHI

0800 4 HIGHWAYS

0800 4 HIGHWAYS

Files available

All templates and files are available for approved design agencies, contractors and consultants. To gain access email channels@nzta.govt.nz or visit the Communication Channels OnRamp page.

J.8

MAINTENANCE CONTRACTORS
(CONTINUED)

J.9

MAP STYLE GUIDE

The NZ Transport Agency often require maps to support information as part of its business. Our maps can vary greatly in their level of detail depending on the information required to be communicated.

It is important that the correct 'level' of detail is chosen to accompany each map requirement. These map style guidelines have been created to assist in choosing the most suitable style of map for each application and to ensure they align to our visual identity.

HOW TO USE THE MAP STYLE GUIDE

When a map is needed, use the map detail matrix on the following page to select the appropriate level of detail to suit the information needing to be communicated. Please ensure the map style suits the audience it is required for. Consider the audience needs and type of communication the map is to be included in. Choose the simplest map level possible for the specific information need. Avoid overwhelming the audience with unnecessary or complex information if it is not specifically required.

After the map examples are shown, general guidelines for applying the visual identity consistently to map styles are outlined. This includes information on preferred fonts, colour palettes and placement of NZ Transport Agency logo, north symbol and map legend. Please read and follow these guidelines carefully.

While basic guidelines and examples of map styling are shown here, it is inevitable that unique situations will arise. If you have any questions or need further information please contact **publications@nzta.govt.nz**

J.9

MAP STYLING (CONTINUED)

MAP DETAIL MATRIX

MAPS WITHIN DOCUMENTS

LEVEL 1 — Minimal

USED FOR...
- Public awareness notices
- Basic project overview information
- 'At a glance' road information for general public
- Websites

INCLUDES...
- North symbol (see pg x for correct positioning)
- Only the state highways (and relevant shield) and/or specific road involved (if not state highway)
- Key landmarks and locations

EXCLUDES...
- Secondary roads if not involved
- Underlying land and/or coastline
- Map legend
- Scale bar
- Map title*
- NZ Transport Agency logo*

LEVEL 2 — Minor

USED FOR...
- General newsletters and project updates
- National and regional overview information

INCLUDES...
- Any/all level 1 information and:
- Land and/or coastline
- Secondary roads if necessary
- Key landmarks, locations, waterways
- Street names (depending on map scale)
- Map legend

EXCLUDES...
- Aerial imagery (only use flat colour).
- Scale bar
- Map title*
- NZ Transport Agency logo*

LEVEL 3 — Moderate

USED FOR...
- In depth project newsletters and updates
- Project segment updates and information
- More detailed national and regional overview information

INCLUDES...
- Any/all level 1 and 2 information and:
- Project segments (if required)
- Aerial imagery as an underlay (if required)
- Scale bar (if map to scale)
- Map legend

EXCLUDES...
- Property boundary information
- Infrastructure (power, water mains etc)
- Rail/sea/air links
- Map metadata
- Map title*
- NZ Transport Agency logo*

STAND ALONE MAPS

LEVEL 4 — Comprehensive

USED FOR...
- In depth programme and project planning, reporting, analysis and information for NZ Transport Agency staff, project partners, central government agencies, local government, landowners and other interested parties

INCLUDES SOME OR ALL OF THE BELOW...
- All level 1, 2 & 3 information and:
- Street level information
- Residential and privately owned property boundaries
- Infrastructure (power, water mains etc)
- Rail/sea/air links
- Project segment(s) and features
- Other geospatial and non-spatial data analysis information
- Other data analysis mapping eg. land use, transport mode, land transport programme boundaries etc.
- Map metadata
- Scale bar
- Map border
- Map title
- NZ Transport Agency logo

*Unless stand alone map

LEVEL 1

Minimal

USED FOR...
Public awareness notices
Basic project overview information
'At a glance' road information for general public
Websites

INCLUDES...
North symbol (see pg x for correct positioning)
Only the state highways (and relevant shield) and/or specific road involved (if not state highway)
Key landmarks and locations

EXCLUDES...
Secondary roads if not involved
Underlying land and/or coastline
Map legend
Scale bar
Map title*
NZ Transport Agency logo*

*Unless stand alone map

J.9

MAP STYLING (CONTINUED)

MAP EXAMPLES

LEVEL 2

Minor

USED FOR...
General newsletters and project updates
National and regional overview information

INCLUDES...
Any/all level 1 information and:
Land and/or coastline
Secondary roads if necessary
Key landmarks, locations, waterways
Street names (depending on map scale)
Map legend

EXCLUDES...
Aerial imagery (only use flat colour).
Scale bar
Map title*
NZ Transport Agency logo*

*Unless stand alone map

MAP EXAMPLES

LEVEL 3

Moderate

USED FOR...

In depth project newsletters and updates

Project segment updates and information

More detailed national and regional overview information

INCLUDES...

Any/all level 1 and 2 information and:

Project segments (if required)

Aerial imagery as an underlay (if required)

Scale bar (if map to scale)

Map legend

EXCLUDES...

Property boundary information

Infrastructure (power, water mains etc)

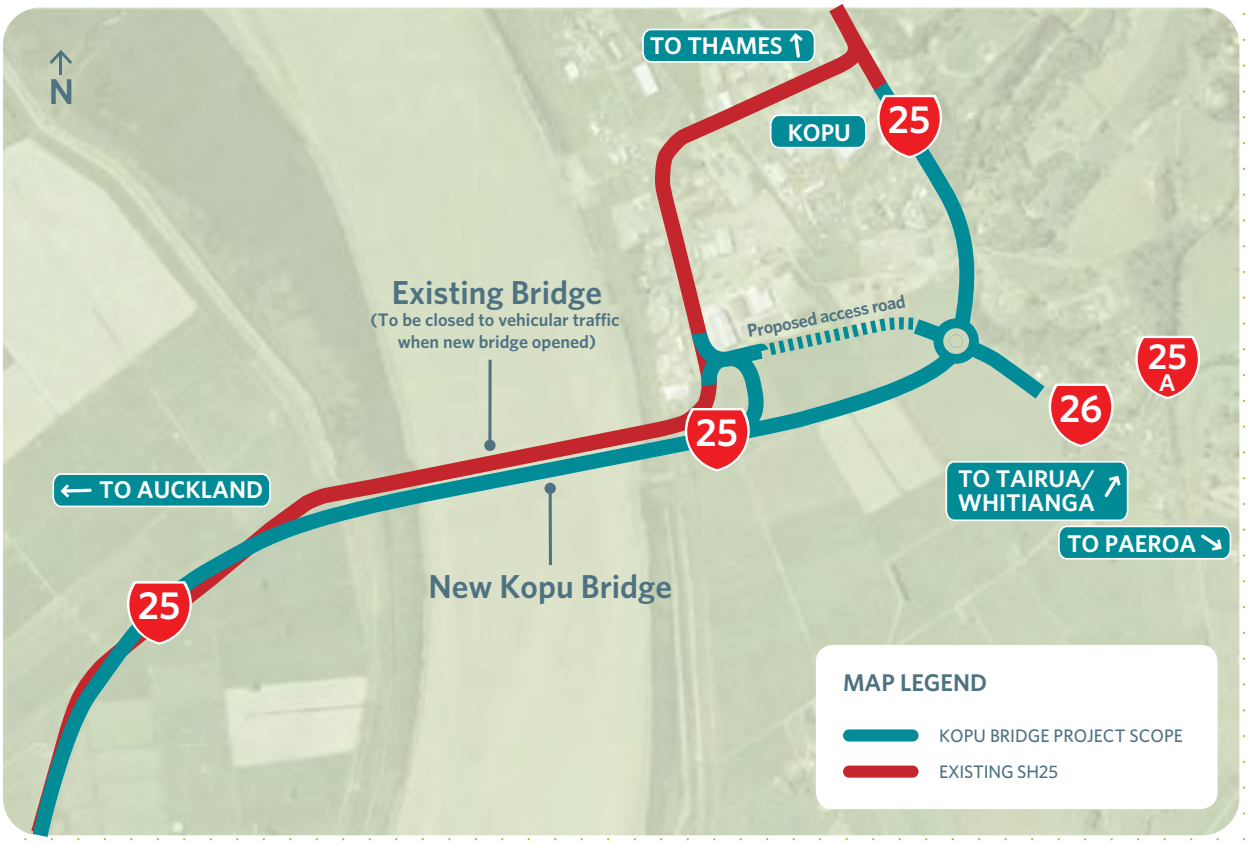
Rail/sea/air links

Map metadata

Map title*

NZ Transport Agency logo*

*Unless stand alone map



J.9

MAP STYLING (CONTINUED)

MAP EXAMPLES

LEVEL 4

Comprehensive

USED FOR...

In depth programme and project planning, reporting, analysis and information for NZ Transport Agency staff, project partners, central government agencies, local government, landowners and other interested parties

INCLUDES SOME OR ALL OF THE BELOW...

All level 1, 2 & 3 information and:

Street level information

Residential and privately owned property boundaries

Infrastructure (power, water mains etc)

Rail/sea/air links

Project segment(s) and features

Other geospatial and non-spatial data analysis information

Other data analysis mapping eg. land use, transport mode, land transport programme boundaries etc.

Map metadata

Scale bar

Map border

Map title

NZ Transport Agency logo

MAP TYPEFACES

Our corporate typeface is Whitney. This typeface has been chosen for its legibility and versatility. Wherever possible all text within our maps should use Whitney.

Note: Italic, small cap, and small cap italic versions of each weight can also be used. The condensed version of Whitney may also be used in instances where space is at a premium.

When this is not possible, for instance, in some level 3 and 4 maps, please use Lucida Sans. This is a widely available typeface on most computers.

Whitney

aāabcdeēfghiījklmnoōpqrstuūvwxyz
AĀABCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890@#$%&

Lucida Sans

aāabcdeēfghiījklmnoōpqrstuŪvwxyz
AĀABCDEĒFGHIĪJKLMNOŌPQRSTUŪVWXYZ
1234567890@#$%&

Font for purchase

Whitney will need to be purchased by external suppliers to the NZ Transport Agency.

It is recommended you purchase the OpenType version. OpenType fonts offer 100% cross-platform (PC/Mac) compatibility, support for larger character sets and multiple languages. They also provide easier access to advanced typographic features such as small caps and ligatures.

See **www.typography.com**

J.9

MAP STYLING (CONTINUED)

MAP COLOUR PALETTE

A range of colours from our existing primary, secondary and tertiary brand palettes have been selected for use in our maps. These have been split into 3 palettes to include land, sea/river and road/landmarks/other. Please use these colours wherever possible. Tints of these colours are allowable to suit individual map requirements.

Spot colour or CMYK can be used when producing three or four colour printed collateral in (eg primary brand colours plus one or two secondary/other). Anything over four colours should be printed in CMYK.

For screen-based application use the RGB/HEX breakdowns indicated.

For one or two colour printing, please use tints to create as much contrast for the map graphics as possible.

LAND

PMS 583
C25 M0 Y100 K15
R175 G189 B33
HEX #AFBD21

PMS 576
C60 M30 Y70 K0
R120 G151 B109
HEX #78976D

PMS 356
C90 M40 Y80 K0
R25 G125 B93
HEX #197D5D

SEA / RIVER

PMS 283
C50 M5 Y0 K0
R160 G198 B236
HEX #A0C6EC

PMS 628
C30 M0 Y12 K0
R199 G224 B227
HEX #C7E0E3

ROADS / LANDMARKS / OTHER

PMS 173
C20 M90 Y80 K0
R202 G65 B66
HEX #CA4142

PMS 413
C0 M0 Y10 K20
R211 G210 B194
HEX #D3D2C2

PMS 3145
C90 M30 Y40 K0
R0 G139 B151
HEX #008B97

PMS COOL GREY 6
C30 M20 Y20 K10
R174 G175 B176
HEX #AEAFB0

PMS 131
C20 M50 Y100 K0
R207 G139 B45
HEX #CF8B2D

PMS 7412
C20 M50 Y60 K0
R205 G140 B109
HEX #CD8C6D

PMS 300
C85 M50 Y10 K0
R37 G117 B174
HEX #2575AE

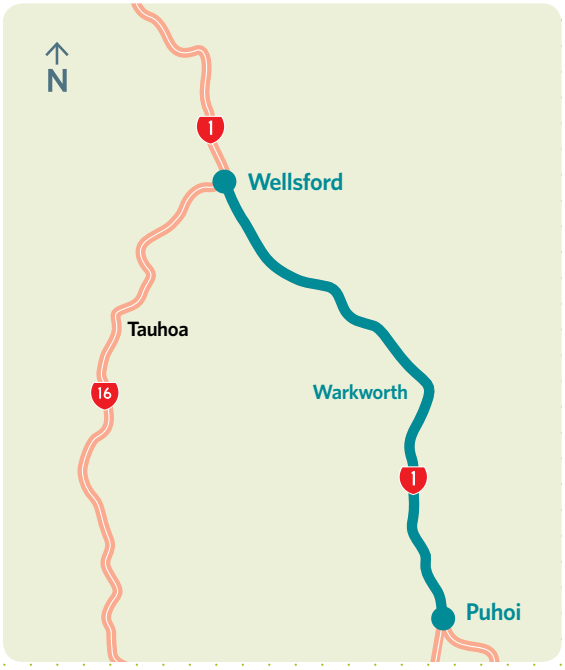
THE NORTH SYMBOL

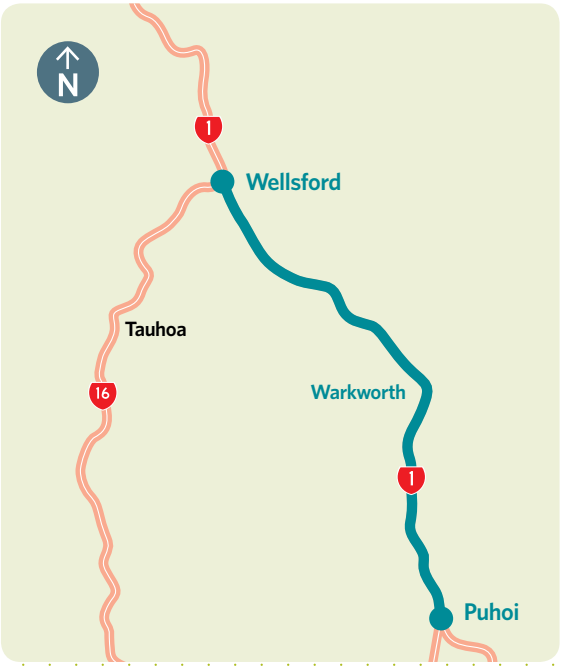
The north symbol shows the direction of north on the map, thereby showing how the map is oriented. All NZ Transport Agency maps must have a
north symbol.

Most maps are drawn for viewing with either true north or magnetic north at the top. As a general rule, orientation should be north-south with the placement of the north symbol at the top, left corner of the page. Use a north symbol consistent in size and style with the rest of the map. The InDesign templates will have the correct style of symbol already in place. If using specific mapping software please select the simplest style of north symbol available. Please do not use overly ornate or decorative styles.

Examples of preferred north symbols and their placement are shown here. This applies to map levels 1 to 3.

Note: The maps on this page are shown for style reference only and are not necessarily accurate.





J.9

MAP STYLING (CONTINUED)

MAP LEGEND

All main features on level 2, 3 and 4 maps must be explained in a legend. The legend should be simple and clearly separated from the main map. The preferred placement is at the bottom left or right hand side of the map, depending on what suits the layout.

The legend must be clear, discreet and minimal so it does not overtake the whole map.

Group similar items together, e.g. hydrological features, geographical features, transport lines, regional territories.

Leave enough space between lines and symbols to avoid a cluttered appearance.

For map levels 3 and above, place the scale bar either above or below the map legend.

Examples of a basic legend and its placement is shown here.

Note: The maps on this page are shown for style reference only and are not necessarily accurate.

APPENDIX 1
ALLIANCE IDENTITIES & DESIGN RESOURCES

The NZ Transport Agency often work alongside key partners in delivering large scale roading projects. These project alliances can include, for example, other agencies, contractors, engineers and utility companies

The work we undertake must be recognised clearly as being delivered by the NZ Transport Agency. The purpose of an alliance identity is to clearly label each project and assist in creating public awareness. This appendix explains how to apply the NZ Transport Agency alliance project identities

IDENTITY CREATION

Any new alliance identy will be created by the Communication Channels Team. Approved files and templates will be provided for use by contractors or suppliers to the alliance. If any unique application or template is desired, contact the Communication Channels Team for advice or to assist with development.

Identities have a natural lifespan and will be created as projects begin and discarded as they are completed.

Please contact the Communication Channels Manager if a new identityis required.

K.1

ALLIANCE IDENTITY FORMATS

The NZ Transport Agency alliance identity should be used on internal and external material developed for and by the NZ Transport Agency alliance projects.

The NZ Transport Agency alliance identity is made up of two components: the name of the project and partner organisations locked up with the NZ Transport Agency logo. The componets can be used in two ways, either as a lockup with the partner organisations under the name of the project or in a horizontal format with the Name following the NZ Transport Agency logo.

NZ Transport Agency alliance identities should always be reproduced without alteration. Electronically sourced artwork should be used in all cases and can be sourced from the Communications Channels team.

LOCKUP FORMAT

MacKays to **Peka Peka**

NZ TRANSPORT AGENCY WAKA KOTAHI | Fletcher | HIGGINS | Beca

NZ TRANSPORT AGENCY WAKA KOTAHI | **MacKays** to **Peka Peka**

K.1

ALLIANCE IDENTITY FORMATS (CONTINUED)

LOCKUP FORMAT

HORIZONTAL FORMAT

HORIZONTAL FORMAT INCLUDING WIDER PROJECT TITLE

STACKED FORMAT

K.2

ALLIANCE LOGO COLOUR SPECIFICATIONS

The accepted colour specifications for the NZ Transport Agency alliance identifier are: full colour (PMS 548 and PMS 583 or cmyk), one colour (black or PMS 548) and one colour reversed black or PMS 548).

FULL COLOUR

A full colour logo should be used wherever possible. Otherwise a one colour or reversed (white) logo can be used on the specified backgrounds only.

K.2

ALLIANCE LOGO COLOUR SPECIFICATIONS (CONTINUED)

ONE COLOUR (NZ TRANSPORT AGENCY BLUE)

This version should only be applied in exceptional circumstances when a full colour logo cannot be used.

K.2

ALLIANCE LOGO COLOUR SPECIFICATIONS (CONTINUED)

ONE COLOUR (BLACK)

This version should only be applied in limited circumstances when a full colour logo cannot be used.

K.2

ALLIANCE LOGO COLOUR SPECIFICATIONS (CONTINUED)

REVERSED (WHITE)

This version should only be placed on a black, PMS 548, PMS583, dark or mid-tone background and should only be applied in very limited circumstances when a full colour logo cannot be used.

K.3

MINIMUM SIZE

The minimum size that an alliance logo should be reproduced is determined by the NZ Transport Agency logo.

For alliance identifiers using the horizontal format – the minimum size is 8mm high.

For alliance identifiers using the stacked format – the minimum size is 35mm wide.

MINIMUM LOGO SIZE

K.4

CLEAR SPACE REQUIREMENTS

These clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around an alliance logo is determined by the height of the 'waka' in the NZ Transport Agency logo. Electronically supplied files of all alliance logos already have this minimum clear space.

CLEAR SPACE REQUIREMENTS

K.5

WHAT NOT TO DO

Never alter or modify the alliance logo or its individual elements in any way. Some examples of incorrect logo use are shown here.

There might be unique situations when special rules for logo application may need to be developed and applied.

Co-branding, special format logos and unusual logo reproduction requirements (such as extreme logo sizing, embroidery and screen printing applications) will need to be dealt with on a case-by-case basis. In these instances, always contact the Communication Channels team for advice and recommendations.

DO NOT rotate, stretch or distort the logo in any way.

DO NOT alter colours, recreate, reconfigure, separate, or otherwise reformat any alliance logo. Only approved alliance logos can be used.

Brand rule alert

These rules are non-negotiable and **must** be followed in all instances. Failure to follow these basic brand application rules will result in your communication being rejected for publication and/or distribution.

K.6

ALLIANCE PARTNER LOCKUP

RELATIONSHIP WITH SUPPLIERS' NAMES

Partner names are incorporated into the NZ Transport Agency style by being reversed and placed on a blue background and separated by an angled divider device, we have shown an example below for reference.

Clear space requirements of partners' name should also be observed. Please refer to specific partner logo guidelines for more information if necessary.

When using multiple names, keep them in proportion to each other align their centres vertically with even spacing between them.

Please note, this is only to be used as a footer or secondary graphic and should not appear on it's own without the name of the project.

FULL COLOUR

ONE COLOUR (BLACK)

ONE COLOUR (PMS 548)

REVERSED (WHITE)

K.7

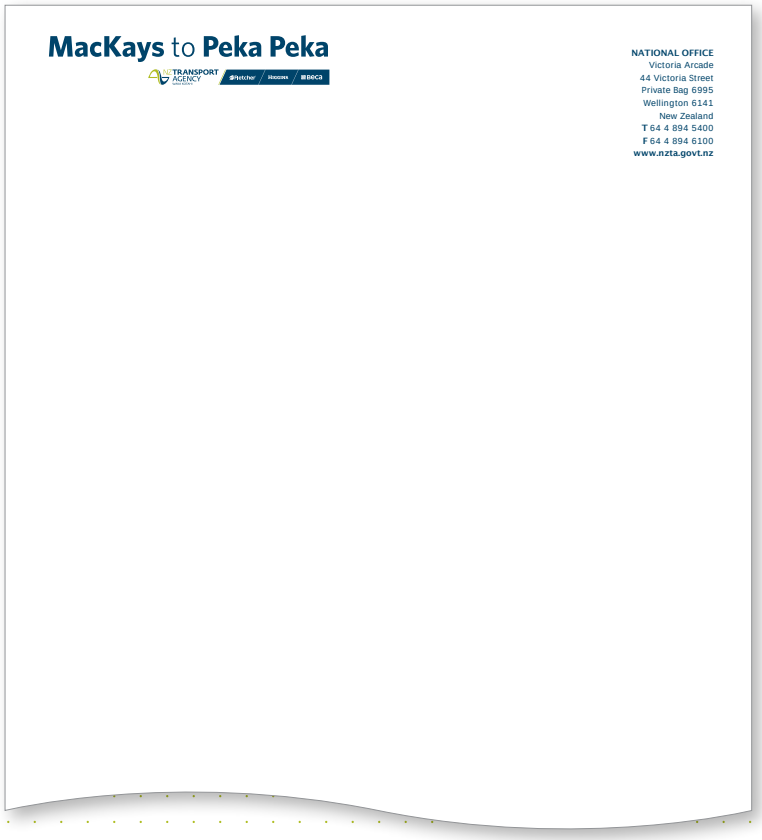
ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES

This section shows a variety of applications for the alliance material.

You can choose from a range of pre-designed templates to best suit your communications requirement.

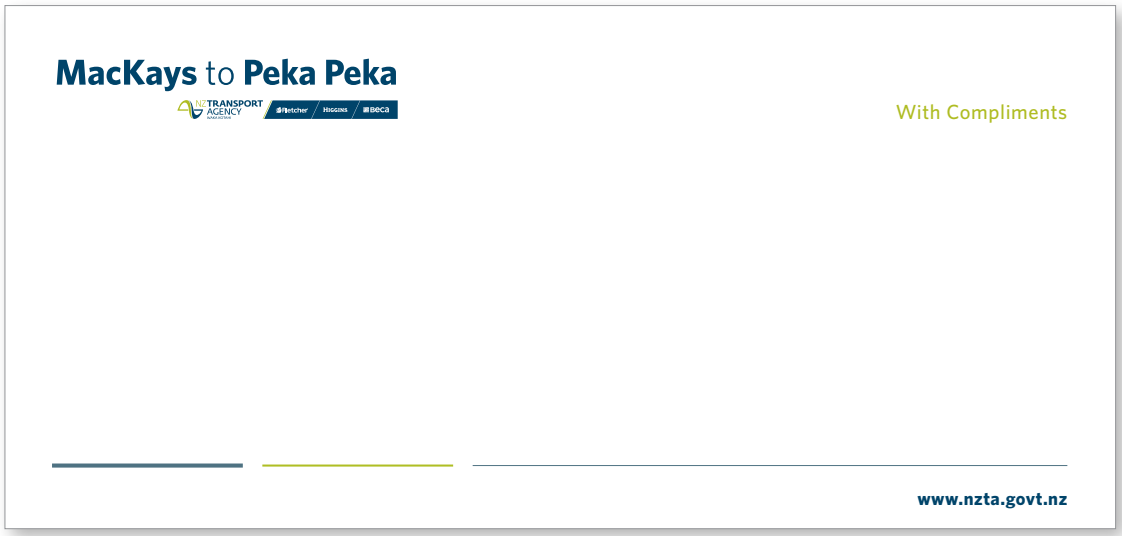
LETTERHEAD

please note: This example is not shown at actual size.



COMPLIMENTS SLIP

please note: This example is not shown at actual size.



K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

BUSINESS CARDS

These are examples of letter for:

» ① Business card front
» ② Business card back with partners
» ③ Business card back with partner logos

Alliance project business cards are designed so that the logo is always on the left and name, title, direct and general contact details are on the right.

The dimensions of the alliance identifier is determined by the minimum size of the NZ Transport Agency logo.

The backs of the cards are designed to display the alliance partners They can either be represented by text, or logos can be incorporated into a lock-up, an example layout is shown here. The cards are printed in 2 colour.

please note: These examples are not shown at actual size.

①

②

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

ADVERTISING – DISPLAY FORMAT

These are examples of alliance project display advertising brand application. These templates should be used when creating an alliance project road update display advertisement.

please note: These examples are not shown at actual size.

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

POWERPOINT TEMPLATES

There is a selection of PowerPoint slides customisable for Alliance projects. Slide templates include title slide, text only, bullet text, and text and image combinations for presentations.

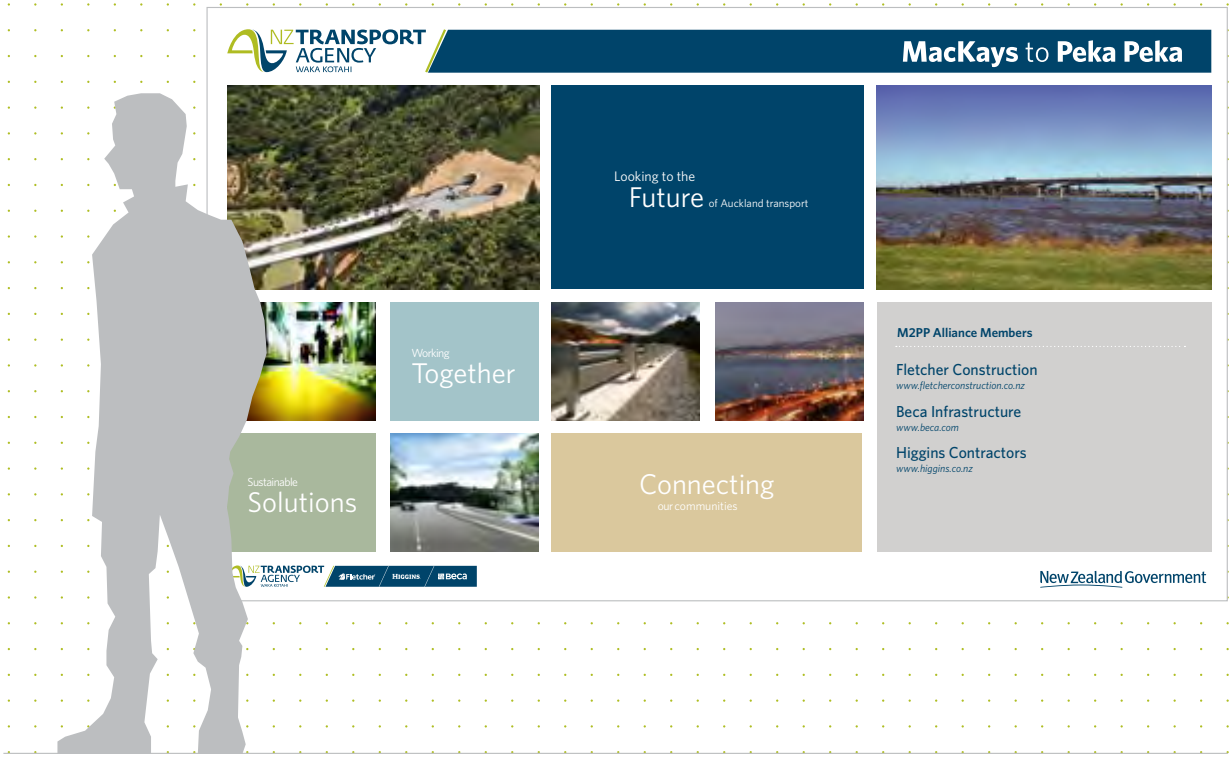
please note: These examples are not shown at actual size.

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

DISPLAY GRAPHICS

This is an example of alliance project display brand application. The overall size and dimensions of the display will depend on the area available. The preferred placement of the project logo is at the top left of the display. In this instance a partner listing is preferred. The placement of the New Zealand government brand is the bottom right within the blue bounding box. Only NZ Transport Agency brand colours are used (see pages 26 - 29 for the brand colours). Supporting text and imagery will depend on the individual project.



K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

A4 NATIONAL PROGRAMME UPDATE

This template has been designed for multiple page newsletter updates with a Programme overview.

» ① Front cover with programme header
» ② Inside front cover and text
» ③ Standard back cover

please note: These examples are not shown at actual size.

①

②

③

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

A4 PROJECT UPDATE NEWSLETTER

This template has been designed for multiple page newsletter updates for a specific project.

» ① Front cover with project header
» ② Inside front cover and text
» ③ Back cover with logo lockup

please note: These examples are not shown at actual size.

①

②

③

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

A4 PROJECT SEGMENT UPDATE NEWSLETTER

This template has been designed for two page newsletter updates for a project segment.

» ① Front cover with project header
» ② Back cover with logo lockup

please note: These examples are not shown at actual size.

①

②

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

A4 PROJECT INFORMATION SHEET

This template has been designed for individual alliance projects as a basic information and quick fact sheet. Each project has its own information sheet template. Please ensure you select the correct template for your communication.

» ① Standard front cover
» ② Standard back cover

please note: These examples are not shown at actual size.

①

③

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

A4 PROJECT FAQ SHEET

This template has been designed for individual alliance projects as a FAQ sheet. Each project has its own FAQ sheet template. Please ensure you select the correct template for your communication.

» ① Standard front cover
» ② Standard back cover

please note: These examples are not shown at actual size.

①

②

K.7

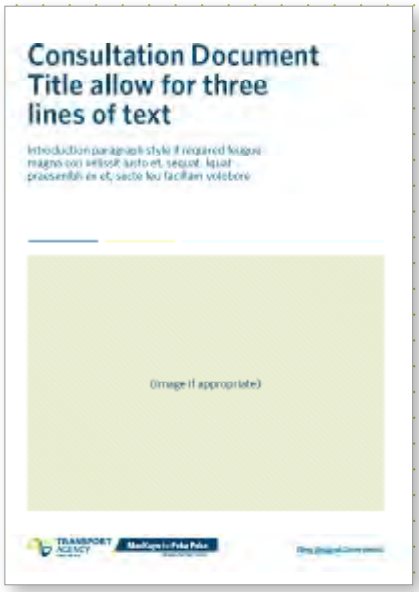
ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

A4 PROJECT PUBLIC CONSULTATION COVERS

This template has been designed for individual alliance projects as front and back covers for public consultation publications. Each project has its own cover template. Please ensure you select the correct template for your communication.

» ① Standard front cover
» ② Standard back cover

please note: These examples are not shown at actual size.



①

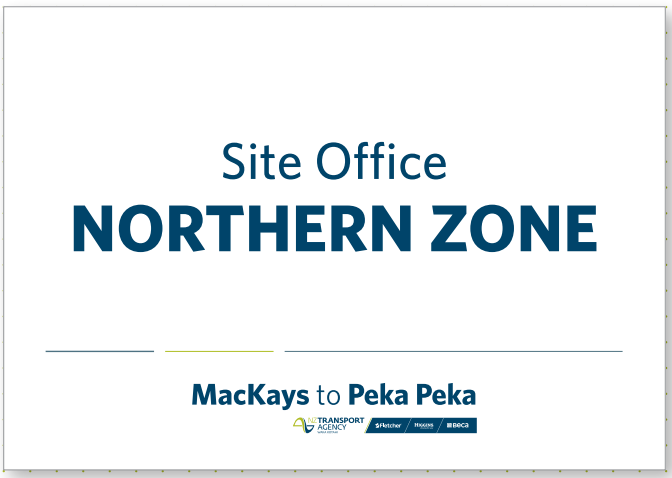
③

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

SITE OFFICE SIGNAGE – EXTERNAL

These are examples of alliance project site office brand application. In this instance the project identifier can be replaced with partner logo lockup. Signage will need to be flexible to meet different site requirements. .



K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

SITE OFFICE SIGNAGE – INTERNAL

These are examples of alliance project reception brand application. In all cases ensure the brand is applied to a well-lit white or very light coloured prominent wall. In this instance partner logo lockup is preferred. Signage will need to be flexible to meet different site requirements.

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

SITE AND SAFETY APPAREL

These are examples of alliance project apparel brand application for:

» ① Hard hat
» ② High visibility safety vest
» ③ Casual polo shirt

In most cases, the one colour stacked project logo is preferred for application. On a light or mid-tone background use a black logo. On a dark background use a reversed logo. For safety reasons, under no circumstances should any logo or branding appear on the reverse of the safety vest.

①

②

③

K.7

ALLIANCE APPLICATION EXAMPLES AND DESIGN RESOURCES (CONTINUED)

SITE VEHICLE SIGNAGE

These are examples of alliance project vehicle fleet application. Signage will need to be flexible to meet the different vehicle types and requirements.

APPENDIX 2
NEW ZEALAND TRANSPORT AGENCY PUBLIC-PRIVATE PARTNERSHIPS (PPP)

The NZ Transport Agency will from time to time engage in a PPP to deliver major pieces of infrastructure

A PPP will create a visual brand to identify it as being distinct from the NZ Transport Agency for the period it is responsible for constructing and operating the asset. This identity needs to be approved by NZ Transport Agency. A visual link to the NZ Transport Agency is to be present to make it identifiable for New Zealanders as being on behalf of the NZ Transport Agency. In order to create continuity, a brand signature has been created that is to be incorporated into the visual identity and used on all communications and operations material being produced by all PPPs. It has been designed to be used in conjunction with the partnership's individual logo, look and feel.

THE OBJECTIVES OF THE TRANSPORT AGENCY BRAND SIGNATURE ARE:

- To show a unity of purpose across the Transport Agency initiated PPPs,
- Maintain transparency and visibility of Transport Agency activities.
- To develop and promote trust through the clear identification of Transport Agency initiatives and projects.

Following are the technical requirements of the brand signature and examples to provide a guideline for use. For further information or clarification, please contact the Communication Channels Manager at the NZ Transport Agency

L.1

NZ TRANSPORT AGENCY BRAND SIGNATURE FORMAT

All external publications must display the New Zealand Transport Agency brand signature.

This includes stationary, newsletters, reports and websites. Other visual media such as signage, billboards, education or information campaigns must carry a brand signature. When used online, the brand signature should link through to www.nzta.govt.nz.

The NZ Transport Agency PPP Brand Signature is simply a line of text in two weights, it is important it is always be reproduced without alteration. Electronically sourced artwork should be used in all cases and can be sourced from the Communications Channels team.

THE BRAND SIGNATURE

NZ Transport Agency **PPP Project**

L.2

MINIMUM SIZE

To maintain legibility the brand signature should never be reproduced any smaller than indicated below.

MINIMUM SIZE

L.3

CLEAR SPACE REQUIREMENTS

These clear space requirements should be used to ensure that the logo is clearly recognised.

The minimum clear space around the brand signature is determined by the height of the 'o' from the word transport. Electronically supplied files of all alliance logos already have this minimum clear space.

MINIMUM SIZE

L.4

COLOUR SPECIFICATIONS

The brand signature is to be a single colour and to fit, it should adopt it's colour from the pallette of the PPP's brand. Default colour specifications for the NZ Transport Agency brand signature are: Black, 65% black or white

TRANSPORT AGENCY BLUE (PMS 458)

NZ Transport Agency **PPP Project**

BLACK

NZ Transport Agency **PPP Project**

65% BLACK

NZ Transport Agency **PPP Project**

WHITE

NZ Transport Agency **PPP Project**

L.5

WHAT NOT TO DO

Never alter or modify the brand signature in any way. Some examples of incorrect logo use are shown here.

There might be unique situations when special rules for logo application may need to be developed and applied.

Co-branding, special format logos and unusual logo reproduction requirements (such as extreme logo sizing, embroidery and screen printing applications) will need to be dealt with on a case-by-case basis. In these instances, always contact the Communication Channels team for advice and recommendations.

Brand rule alert

These rules are non-negotiable and **must** be followed in all instances. Failure to follow these basic brand application rules will result in your communication being rejected for publication and/or distribution.

NZ Transport Agency **PPP Project**

NZ Transport Agency **PPP Project**

NZ Transport Agency **PPP Project**

PPP Project NZ Transport Agency

NZ Transport Agency
PPP Project

NZ Transport Agency **PPP Project**

DO NOT rotate, stretch or distort the logo in any way.

DO NOT alter colours, recreate, reconfigure, separate, or otherwise reformat the brand signature

APPENDIX 3
CO-BRANDING TRANSPORT AGENCY EVENTS ON BEHALF OF GOVERNMENT

The overall purpose of an event is to inform the public of how government is meeting its objectives through the Transport Agency activities. This needs to be appropriately reflected in event collateral branding. Event branding should be branded according to the type of the event and these guidelines set out what is required for each type of event and for each type of communication.

These guidelines have been developed to ensure branding requirements for events are clear and simple to follow. They include requirements from the Minister of Transport's office and are consistent with the all-of-government brand set out by the State Services Commission at: www.ssc.govt.nz/govt-brand. The all-of-government brand is used by State sector organisations on all their services and programmes.

Some templates are avilable for examples used here, if you have any questions about these or the use of our brand, please contact the Channels team (channels@nzta.govt.nz).

M.1

EVENT TYPES

TRANSPORT AGENCY EVENTS

These are core Transport Agency delivered events for projects, programmes or initiatives where the majority of funding was from the Crown or the Transport Agency.

Include the Transport Agency logo, project name and Government logo. With treatments specifically for alliance projects and Public Private Partnerships as per the Transport Agency brand manual.

Current examples are projects that are part of the Accelerated Regional Roading Package.

PARTNERED EVENTS

These are events run jointly by the Transport Agency and other government organisations, such as a council or organisation like Auckland Transport.

Include the Council/other government organisation logo, Transport Agency logo, project name and NZ Government logo.

A current example is the Urban Cycleways Programme.

COMMUNITY EVENTS

These are Community events delivered by council or another government organisation, with the Transport Agency as a partner (co-funder).

Include the Council/other government organisation logo, Transport Agency logo and NZ Government logo.

M.2

TRANSPORT AGENCY EVENTS

Event for Transport Agency funded project or initiative - including Alliances and Public Private Partnership (PPP) projects.

See the logo use, alliance and PPP sections of this manual for full logo and lockup usage guidelines

TRANSPORT AGENCY PROJECT

Use the word 'Agency' as reference for both height and alignment of the NZ Government logo

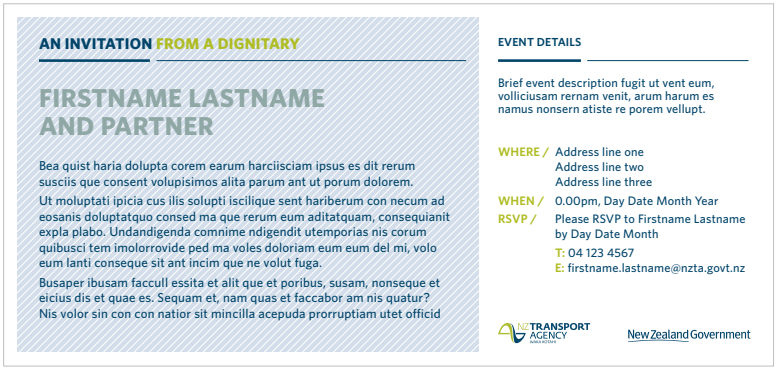
ALLIANCE PROJECT

PPP PROJECT

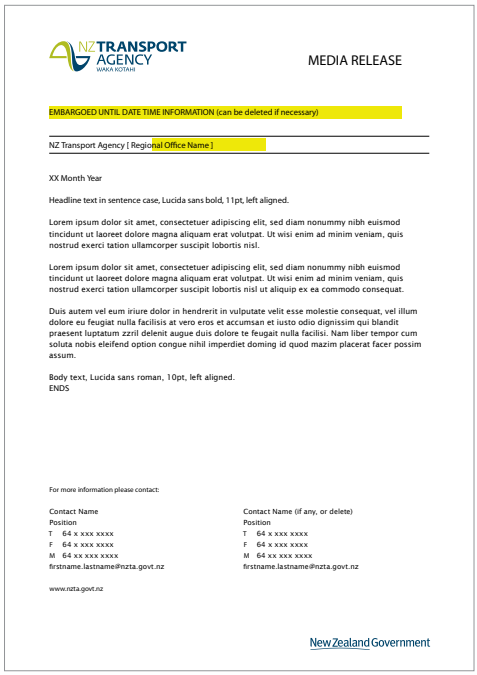
CROWN FUNDED PROJECT

TRANSPORT AGENCY PROJECT

Invitation



Media Release

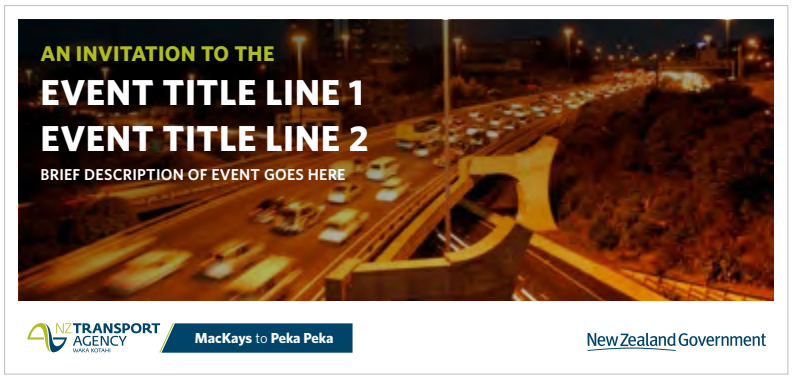


Posters

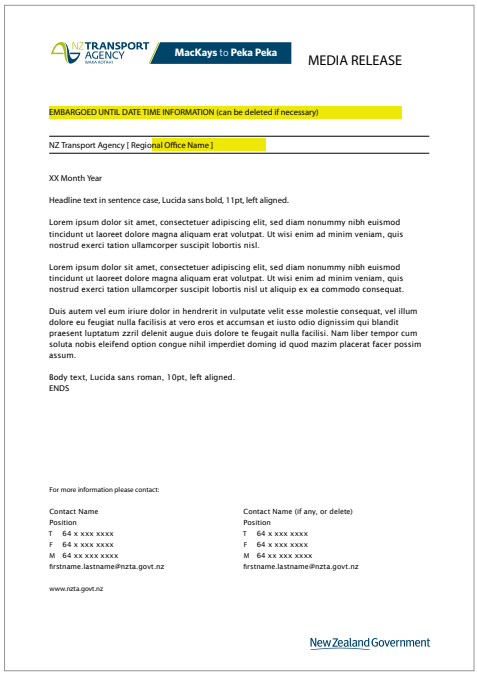
Banners

ALLIANCE PROJECT

Invitation

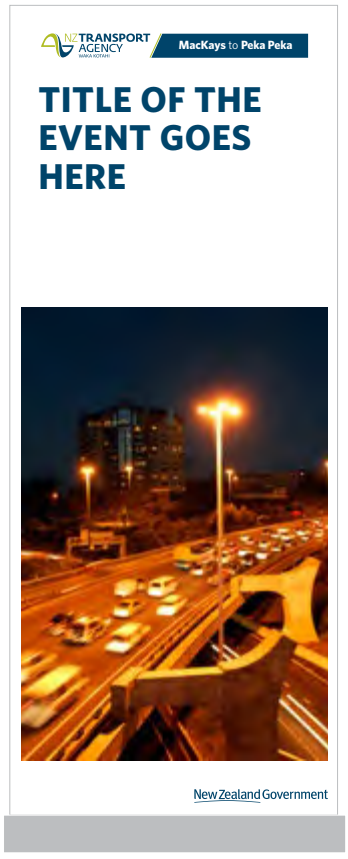


Media Release



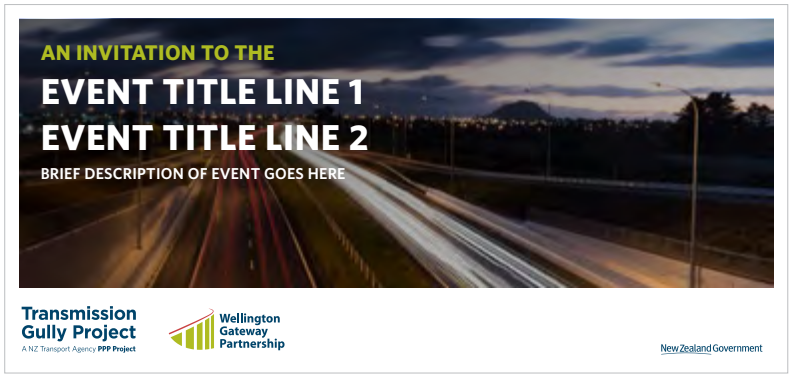
Posters

Banners



PPP PROJECT

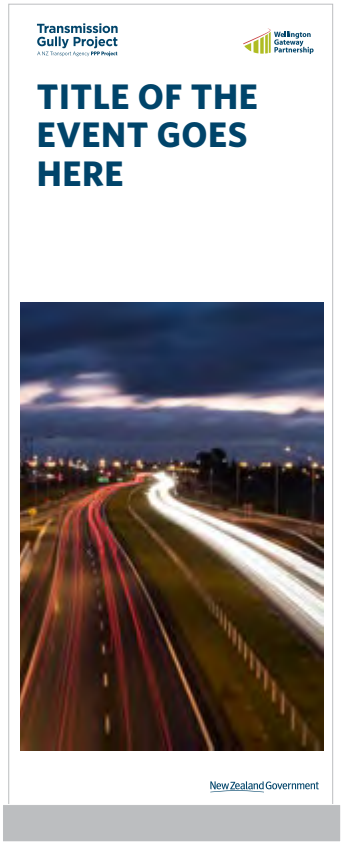
Invitation



Media Release

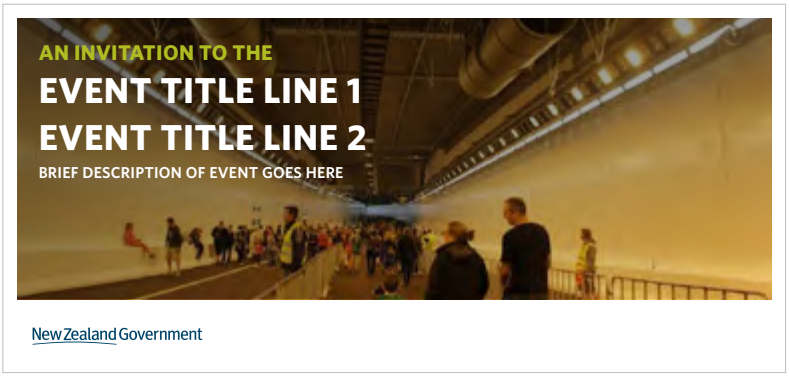
Posters

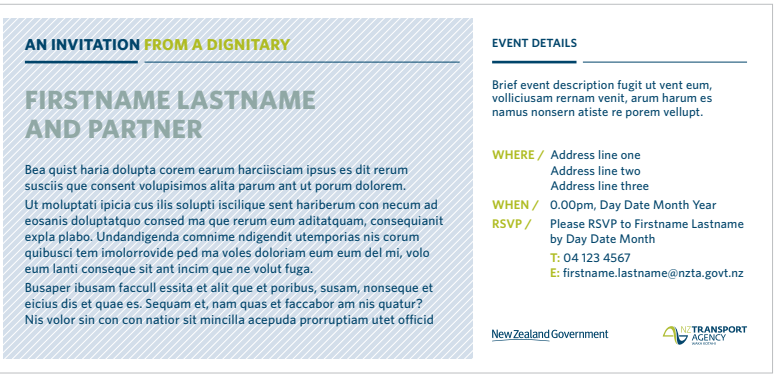
Banners



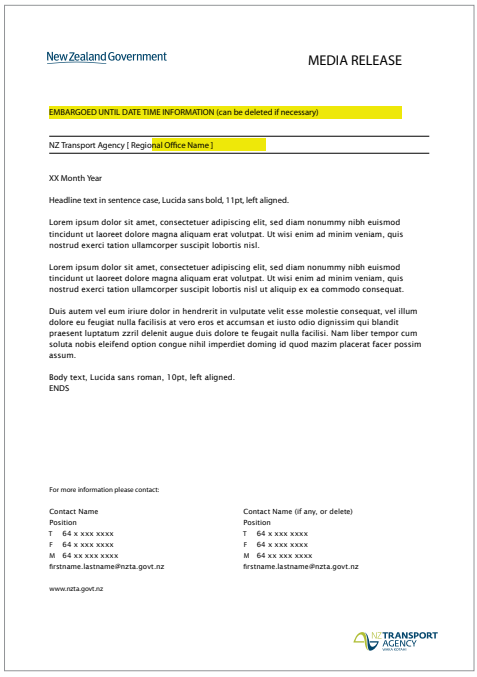
CROWN PROJECT

Invitation





Media Release



Posters

New Zealand Government

THE TITLE OF THE EVENT GOES HERE

Xeruptas endae necto omnit quam, ab iur alitati dolorit pediore mquatias nonserum doluta nient, occab ide cum facitiisci vellabo rehenem repere maiores tiosandae solupta cupta veniet magnit volore volorent am, nossitasi quae. Neque nonsent et plique perepuda il molenit estem nonsequam, int volorem quiderepuda des num rest, te es et esci que sinctae veliqui nem ulluptia doluptatiat.

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- Sam resto corenim nonectus es cum ium veleces tiuntotam quis dolor aut pra quat latet dist pos simus
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- corro con natum a volora simus, quam vidi aut as nis velecep eliandi pienis aliciendenem eum dolupta
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NZ TRANSPORT AGENCY

Banners

TITLE OF THE EVENT GOES HERE

New Zealand Government

NZ TRANSPORT AGENCY

New Zealand Government

M.3

PARTNERED EVENTS

Event for co-funded project or initiatives.

A logo lock-up system, including the NZ All-Of-Government brand, has been designed to reflect these partnerships and cater for the range of situations where it is necessary to co-brand collateral.

If a specific stiuation exists that these options will not cover, please contact the Communication Channels team for advice.

Note: the logo order and overall look and feel may vary if there is a lead partner.

The Transport Agency logo is on the left, the logos are aligned by the vertical centre, and an angled divider device is used to separate logos.

The clear space on either side of the divider should be half the height of the pathways element in the logo.

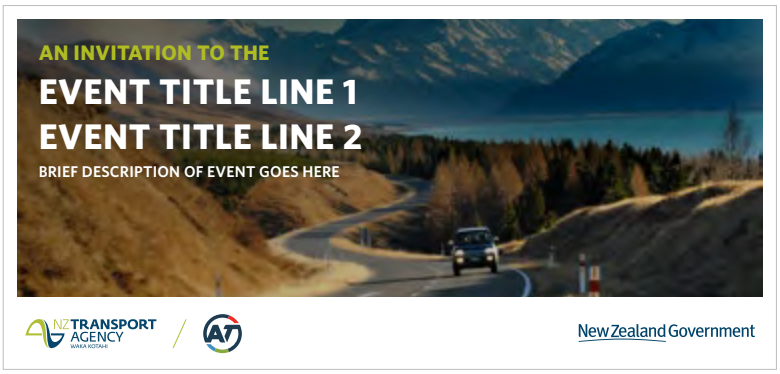
Where more than one partner are involved, line them up horizontally using the same spacing between elements

Use the word ‘Agency’ as reference for both height and alignment of the A-O-G logo

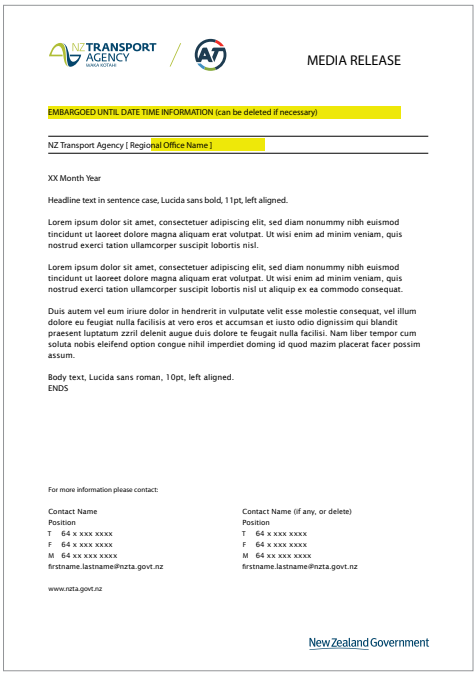
2.1 CROWN FUNDED, PARTNER DELIVERED PROJECT

PARTNERED PROJECT

Invitation

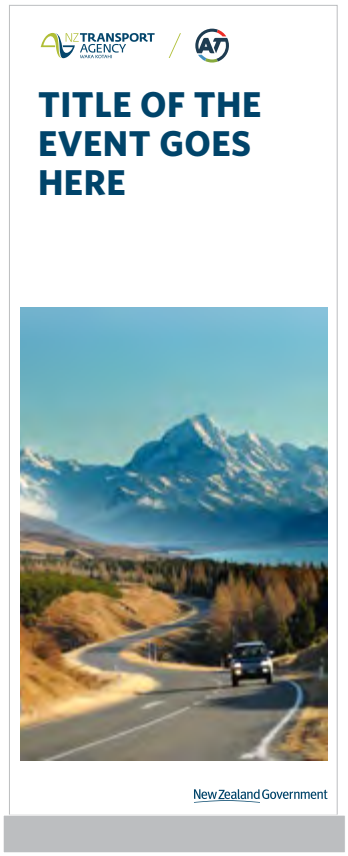


Media Release



Posters

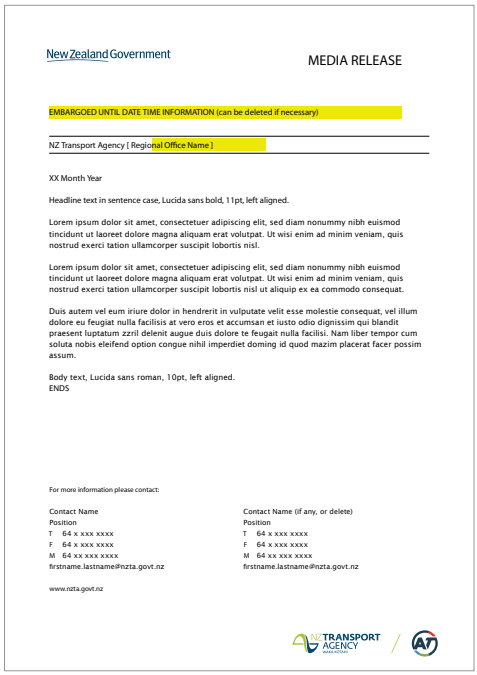
Banners



CROWN PARTNERED PROJECT

Invitation

Media Release



Posters

New Zealand Government

THE TITLE OF THE EVENT GOES HERE

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NZ TRANSPORT AGENCY / AT

Banners

TITLE OF THE EVENT GOES HERE

New Zealand Government

NZ TRANSPORT AGENCY / AT

M.4

COMMUNITY EVENTS

Event for community organisation or council project or initiative co-funded by the Transport Agency

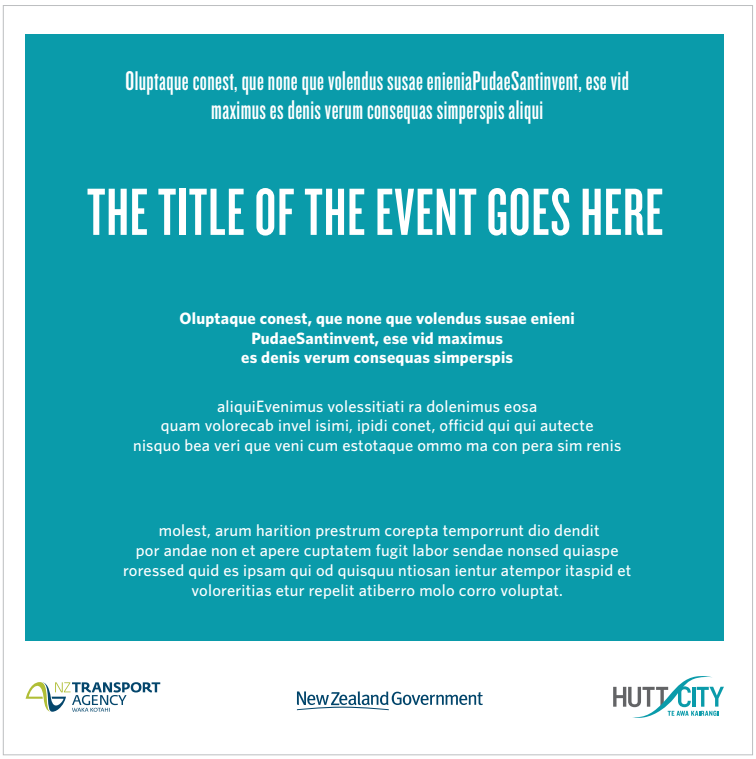
The overall look and feel will follow the community organisation or council's brand.

Use the lower-case height of the A-O-G logo as reference for both height and alignment

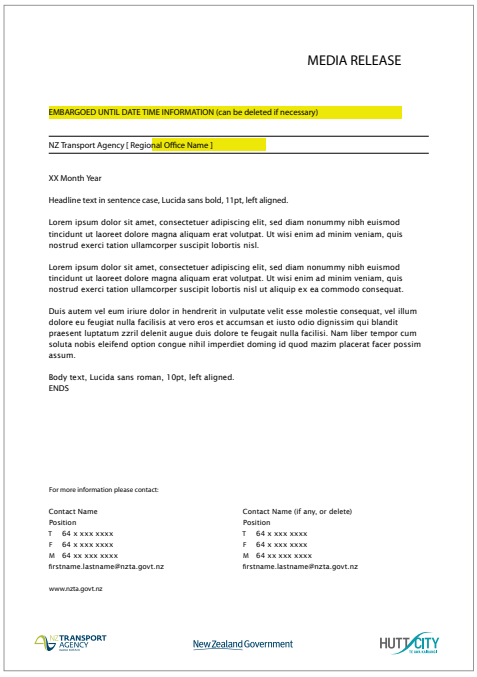
Placement follows community or councils guidelines with A-O-G logo either between or to the right of other logos

COMMUNITY PROJECT

Invitation



Media Release



MEDIA RELEASE

EMBARGOED UNTIL DATE TIME INFORMATION (can be deleted if necessary)

NZ Transport Agency [Regional Office Name]

XX Month Year

Headline text in sentence case, Lucida sans bold, 11pt, left aligned.

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Body text, Lucida sans roman, 10pt, left aligned.
ENDS

For more information please contact:

Contact Name
Position
T 64 x xxx xxxx
F 64 x xxx xxxx
M 64 xx xxx xxxx
firstname.lastname@nzta.govt.nz

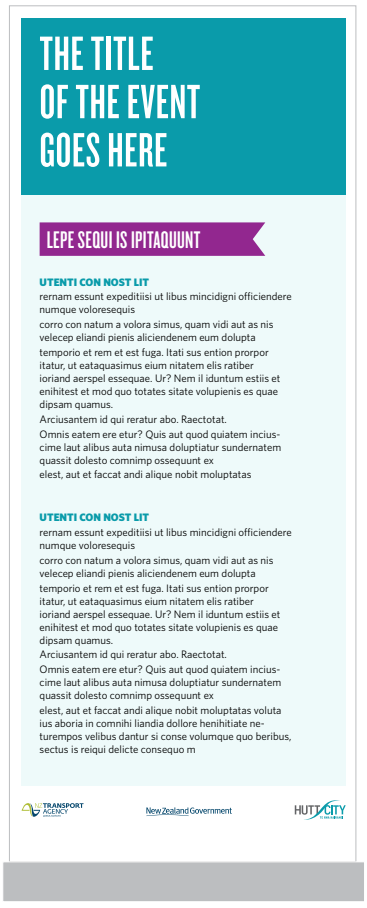
Contact Name (if any, or delete)
Position
T 64 x xxx xxxx
F 64 x xxx xxxx
M 64 xx xxx xxxx
firstname.lastname@nzta.govt.nz

www.nzta.govt.nz

NZ TRANSPORT AGENCY
New Zealand Government
HUTT CITY

Posters

Banners



APPENDIX 5: NZTA THE WAY WE WRITE STYLE GUIDE (DEC 2015)

NZ TRANSPORT AGENCY
WAKA KOTAHI

THE WAY WE **WRITE**

Use our writing style to help ensure consistency and quality across all communications. It'll also help you with specifics like how we use capitals, punctuation, spelling and transport sector terminology.

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Why we need a writing style

Everything we say (in writing and in person) gives our customers an impression about us as an organisation. It's important we shape our communication carefully to make the best impression – we want to be recognised as a modern organisation that knows its customers and gives them the information they need in an interesting, uncomplicated way. We need to make sure it's easy for our customers to feel informed and empowered to make good decisions.

We do all this by writing clearly and concisely, and keeping the Transport Agency's behaviours and personality in mind. This makes it easier for our customers to do business with us and take in the (sometimes complex) information we need to tell them.

Need help?

If you need help with writing or publishing, please email channels@nzta.govt.nz.

'If you can't explain it to a six year-old, you don't understand it yourself.'

Albert Einstein

We want to sound:

- **friendly**
- **helpful**
- **customer-focused**
- **respectful.**

We've defined our voice by combining the traits above with today's modern communication styles. This helps us present ourselves as a forward-thinking organisation that's agile and up-to-speed with best practice, which builds our customers' confidence in us.

This can be hard to figure out - if you need help, please contact the Channels team for advice.

Reflecting our behaviours

Remember, the Transport Agency behaviours should be reflected in your communication:

- Be genuine – build successful relationships.
- Face challenges – face them together to succeed.
- Value our customers.
- Show integrity in hard conversations.
- Put our hearts into what we do.
- Take action to make things right.
- Believe that what we do matters.

How we sound

Getting our tone right isn't always easy. Think about what your audience wants to know and how they might want to read it.

Be conversational

- Write as you would speak, using the active voice, eg 'We'll be in touch...' rather than 'Further information will be supplied to you in due course...'
- Address your audience as if you are speaking to them personally.
- Write informally without resorting to slang.

Be clear and concise

- Use plain English, ie straightforward language to get your message across in the simplest way using everyday words.
- Use meaningful headings.
- Use bullets to break up text.
- Keep sentences short – one subject per sentence.
- Get straight to the point.

'A little less conversation, a little more action please...'

Elvis Presley

Be consistent

- Use the same terms throughout your material. Check the back of this guide for a list of transport sector words and acronyms we commonly use.

Be courageous

- Be honest, own up to your actions and say sorry when appropriate.
- Carefully consider your tone when you're involved in difficult conversations.

Be engaged

- Show that you are genuinely interested.
- Try to find a solution.
- Ask questions and engage others to find answers.

Be approachable

- Use positive, friendly language.
- Offer choices.

Show empathy

- Show that you care and understand.
- Be respectful and compassionate.

Be warm

- Write as you would speak. Try reading it out loud and listen to the tone. Use contractions, eg you're, we're, it's.

Be down-to-earth

- We want our customers and partners to feel they can really connect with us, so give your communications a human/personal touch. Most innovative organisations don't use formal language anymore.

Why does language matter?

We communicate in three ways – the way we look, the way we sound and the way we behave. As well as our visual identity (logos, brand colours etc), our verbal identity is a crucial part of who we are and how we connect with people.

As the Transport Agency, we might say different things or speak in a different style to different audiences, but underlying all those communications there should be a single tone of voice (or personality) with a distinct way of saying things.

Our name

Use our full name 'the NZ Transport Agency' when you first mention our organisation in a document. You may also use our Māori name, Waka Kotahi, when you first mention our organisation.

⏩ See also 'Using the Māori language'.

You can then shorten 'the NZ Transport Agency' to 'the Transport Agency' for any subsequent mentions – not to NZTA. Note that our name should be preceded by 'the'. Note also that the organisation is a single entity and so takes a singular verb, eg 'the Transport Agency *is* a crown entity' not 'the Transport Agency *are* a crown entity'. Don't use the term 'the Agency'.

Copywriting tips

Now it's time to get stuck into some practical advice on specific writing tips and formatting. This just gives an overview of some key points to help you write plainly and consistently. More detailed advice follows in the grammar and spelling guide.

Planning

If you spend some time thinking about your document before you start writing, you're more likely to produce something that's focused and useful. Ask yourself the following questions:

- Who is the audience?
- What is the purpose of the document I'm writing?
- Is this document the best way to tell the audience what they need to know?

Use plain language

In general, we need to use plain language that people can easily understand – that passes the 'read once' test. Plain language ensures your work is accessible. If you have good ideas, writing in plain language will greatly improve your chances of having them understood. It will also create an image of you (the writer), and the Transport Agency, as being genuinely interested in communicating.

Top tips:

- Use everyday words and language.
- Avoid jargon – this can slow the reader down.
- Use acronyms and initialisms sparingly.
- Don't take the reader's knowledge for granted – explain terms and concepts.
- Write concisely.
- Use simple sentences and paragraphs.
- Be consistent in the way you use grammar eg capitalisation, punctuation and spelling.

How to engage your readers

The following tips will ensure your writing is effective and engaging:

- Use active language. Active sentences give life and enthusiasm to your writing. Passive sentences have the subject at the end, rather than the start (eg 'The car was driven by Jane'). Passive sentences make your writing seem vague, impersonal and old-fashioned. Active sentences are simpler (eg 'Jane drove the car'). They draw the subject closer.
- You can enhance active sentences by using 'you', 'we', etc. For example, 'If you want to contact us, call…' instead of 'Persons wanting to contact the NZ Transport Agency should call …'
- Have a positive, friendly tone.
- Use gender-neutral language.

Top tips:

Use ‘we’, ‘you’, ‘us’ and ‘partners’ (rather than ‘stakeholders’). This conveys a collaborative, people-focused and modern approach.

Use contractions such as ‘we’ll’, ‘you’ll’, ‘I’ll’ – they will give your writing a friendly, helpful, warm tone. They also speed up the reading process.

Formatting

You can create white space by:

- keeping your paragraphs to about four or five sentences in length
- dividing your document into sections of related information with clear headings
- using bulleted and numbered lists.

You can create interest by highlighting different types of information:

- You may be able to present certain types of information as tips or notes. You can put these in boxes or separate them with lines above and below.
- You may be able to put supplementary information in a shaded sidebar or other feature.

Writing for the web

People read online text differently to printed text. So there are some essential differences that need to be taken into account when crafting words to go on the web.

A couple of key points to keep in mind are that:

- typically, around 80% of users scan the page instead of reading it word for word
- reading on a computer screen is around 25% slower than reading a print version
- reading web copy is a much more active process and can generate a direct response from the reader
- the web is a virtual structure. As the reader travels their chosen path, they may never again be able to find their starting point. As the writer you have to give them many obvious clues about where they are – and a strong incentive to bookmark your page.

So, when writing for the web:

- keep it simple and keep the sentences short
  - keep the content direct, focused and to-the-point. As a general rule, a web page should be *at least 50% shorter* than the same document on paper
  - write objectively – web readers are in a hurry and want the facts, so keep the use of adjectives to a minimum
- use the inverted pyramid
  - the aim of the inverted pyramid is to get to the point as quickly as possible
  - think about what the most important information is and put this on the first page
  - then, for those who want more detail, add the more specialised and lengthy explanations at the deeper levels of the site
- expect your page to be scanned not read
  - use headlines to highlight key points on a page
  - use bullet points, visual material and subheadings
  - use the sidebar to link to interesting/relevant information
  - ensure that the content on each page makes sense in isolation
- chunk content
  - break information into easy-to-read chunks
  - cover one idea per paragraph
- write plainly
  - use plain English and avoid the use of jargon
  - use the active voice rather than the passive voice (eg 'Request more information now'. Rather than, 'More information can be obtained here')
  - use common words
  - use positive language

- think keywords
  - use these in headings and subheadings but don't 'overstuff' content with them as it will make it awkward to read
- think about navigation
  - not everyone will read your site in any specific order (like they might a magazine)
  - the web is not a linear tool. Expect people to skip around from one page to another
  - each page should make sense as a single piece of content
  - add a clear call to action at the end of each page to direct the user where to go next
- use links to add value
  - don't add links just because you can – only link to valuable supporting information to avoid losing your reader
  - underline links and don't use underlining anywhere else
  - use descriptive links such as 'Download XYZ brochure' rather than 'Click here for more' – using 'click here' is considered bad form.

There are some differences from the spelling and grammar outlined in this document when writing for the web (but the Communication Channels team can help with these changes when they place the content online):

- Publication titles are only italicised if they are not hyperlinked.
- Typefaces and spacing are determined by site-wide style sheets (and are different from our print typefaces and spacing).
- Ampersands are used instead of 'and' in page headings and navigation bars.
- Abbreviations, if used, are spelt out the first time they appear on each webpage.
- Bold is used for emphasis, not italics.

Good reference documents for web writing:

- *Don't make me think* by Steve Krug.
- *Web word wizardry* by Rachel McAlpine.

Writing official correspondence

Our Official Correspondence Unit (OCU) aims to ensure the Transport Agency meets the quality, timeliness and information needs of the Minister and the requester.

If you're involved in preparing official correspondence, this section provides some basic writing guidance for common documents.

For more information on process and templates, contact the OCU: official.correspondence@nzta.govt.nz

Briefing notes

Requests for ministerial briefing notes usually come from the Minister's office. However, they may be initiated by the Transport Agency.

Writing tips:

- Answer all the questions asked by the Minister's office or provide all the information the Minister will need to know about the matter.
- Keep it short! Briefing notes should only be one–two pages long.
- Write in plain English – it makes it easier for a busy minister to read. The Minister should only need to read the briefing note once to understand it.
- Put the important information up front followed by the background information.
- Refer to the Minister as 'you', not 'the Minister'.
- Put lists in bullet points rather than in paragraphs.

Ministerials

A ministerial is a letter addressed to the Minister that requires a response. The Transport Agency drafts a response for the Minister's approval and signature.

Writing tips:

- Write as if you're the Minister, not a Transport Agency official.
- Answer all the questions clearly. Don't draft 'empty' replies.
- Get the tone right. Treat the issues seriously, and be helpful and empathetic. Be positive about what the government is doing rather than defensive about what it's not.
- Be brief.
- Use plain English and avoid technical language.

Official Information Act requests

Official Information Act requests are requests for information held by the Transport Agency. They can come in any form (letter, email, phone or even a tweet) and the requester doesn't have to quote the Act.

Writing tips:

- Answer the question(s) in full. If you're not sure what is being asked, contact the requester.
- Use plain English and avoid technical language.

- Use the template supplied.

Parliamentary questions

Parliamentary questions are questions asked by MPs to a Minister about a matter in the Minister's portfolio. Sometimes the Minister's office provides the answer to the Minister. Other times they will need information from us.

Writing tips:

- Answer all the questions.
- Replies must be concise and confined to the question.
- Replies must not contain arguments, inferences or un-parliamentary expressions or references.

Previous questions and answers can be found on the New Zealand Parliament website (www.parliament.nz/en-nz/PB/Business/QWA/).

Writing board papers

Board papers follow a specific template which can be found on the right of this page:

onramp/Who-we-are/Our-leadership-team/Our%20Board/Pages/Home.aspx.

The template contains 'notes for the author' which will guide your writing.

The Transport Agency spelling and grammar reference guide

Language is constantly changing and evolving, which is exciting but challenging. It means that the Transport Agency needs to move with the times to make sure we sound fresh and relevant to our audience.

This section is a reference guide that provides some standard spelling and grammar advice to make sure you know how to align your writing to our house style.

Abbreviations and contractions

Abbreviations and contractions are shortened forms of words or phrases.

Abbreviations

An abbreviation consists of the first letter of a word and usually some other letters, but not the last letter. Do not use full stops in abbreviations.

Mon Dec Hon tel

Use abbreviations conservatively. They're often suitable in technical reports and tables. However, in general writing, they can clutter a page and even come across as lazy.

Contractions

Contractions will give your writing a friendly, helpful, warm tone. However, they won't work in very formal corporate documents.

Some contractions are made up of two or more words, joined together, with an apostrophe inserted where letters are omitted. These sound friendlier than the full versions and speed up the reading process.

we'll you'll I'll

A single-word contraction consists of the first and last letters of a word, and sometimes other letters in between.

Mr Rd Dept

These single-word contractions don't usually need punctuation.

Its and it's

People often get confused about these two words but once you know the rule it's easy to apply it.

'It's' is the contraction of 'it is'.

It's treacherous on the roads today.

So this means 'It is treacherous on the roads today'.

'Its' is a possessive form which shows something belonging to 'it'.

The Transport Agency launched its annual report today.

So this means the annual report belongs to the Transport Agency. In this instance you know that the contraction 'it's' wouldn't work because we wouldn't say 'The Transport Agency launched **it is** annual report today.' If you use 'it's' – try reading it out as 'it is' to see if it works in your sentence.

Latin forms

Many shortened Latin forms are used regularly in publications. Punctuation is not needed with these words.

eg [for example]	ie [that is to say]	etc [and so on]
PS [postscript]	am [before noon]	pm [after noon]

✓ Be consistent in the way you use grammar, eg capitalisation, punctuation and spelling.

Eg and ie

The meaning of 'eg' and 'ie' is often confused:

- 'eg' means 'for example' – use it when you are providing one or more examples.
- 'ie' means 'that is to say' – use it when you are going to expand on or explain one point.

Am and pm

Write the time of day like this (no spaces are used) and no need to use '00' for o'clock, eg 3pm:

✓	4pm	4:30pm
✖	four o'clock	half past four

If the time is 12am or 12pm, consider writing it like this to make it clear what you mean:

✓	midnight	midday	noon

Use the 24-hour clock only in technical documents.

Category 2 vehicles must not travel in any city area between 0700 hours and 0900 hours on Monday to Friday inclusive.

Measurement abbreviations

Don't insert a space between numbers and measurement abbreviations, and don't use full stops.

60mg	60km/h	3500kg

⏩ See also 'Numbers' and 'Symbols'.

Days

Use the full form for days of the week in general text. If you need to abbreviate them, write them like this:

Sun	Mon	Tues	Wed	Thurs	Fri	Sat

If space is limited, you can use these forms:

Su	M	Tu	W	Th	F	Sa

Months

Use the full form for months in general text. If you need to abbreviate them, write them like this:

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Legal

Abbreviate legal terms like this:

Long form	Abbreviation
section	s 1, s 9(2)(a)
subsection	subs (1)
paragraph	para (a), paras (a) and (b)
subparagraph	subpara (i)
clause	clause 1
regulations	reg 234, regs 65–7

Figures and diagrams

Don't abbreviate 'figure', 'diagram' and similar words.

Use a numeral (not a word) for the number.

Don't use a capital letter unless the word is at the start of a sentence.

> Figure 3 shows the difference between the two signs. You'll see how they should be displayed in figure 4 (on page 52).
>
> Table 4 lists the RCAs surveyed and table 5 shows the outcomes.

Acronyms and initialisms

Acronyms and initialisms can make your writing easier to read and less cluttered. They are often overused in the public sector but they're a fact of life at the Transport Agency.

Acronyms

Acronyms are pronounceable 'words' made from the initial letters of the name of something.

WoF	CoF	RUC	SHAMP

Initialisms

Initialisms are similar, but don't form a pronounceable word – just a recognisable group of letters.

CBTA	MVR	DLR	SH1

When to use them

Try to use them sparingly. Only use acronyms or initialisms that are well known. Only use them if the phrase they stand for is used frequently in the document, or several times on one page.

Always introduce an acronym or initialism by writing the phrase it stands for in full the first time you use it, followed by the acronym or initialism in brackets.

> A warrant of fitness (WoF) is a periodic safety inspection that is compulsory for light vehicles. From 1 January 2014 vehicles first registered anywhere in the world on or after 1 January 2004 (ie up to nine years old) moved to annual WoF inspections for the lifetime of the vehicle.

You don't need to use capitals for words that have an acronym, eg warrant of fitness (WoF).

Names of other countries

Don't use initialisms for the names of other countries in general text or headings unless the initialism is very well known. A good test is whether you would read the shortened form as it is written (ie in the example below, you'd read and understand 'UK', rather than having to reinterpret it as 'United Kingdom').

> She is from the UK, but she has lived in Canada and the US.

NZ Transport Agency

Use our full name 'the NZ Transport Agency' when you first mention our organisation in a document. You may also use our Māori name, Waka Kotahi, when you first mention our organisation.

⏩ See also 'Using the Māori language'.

You can then shorten 'the NZ Transport Agency' to 'the Transport Agency' for any subsequent mentions – not to NZTA. Note that our name should be preceded by 'the'. Note also that the organisation is a single entity and so takes a singular verb, eg 'the Transport Agency *is* a crown entity' not 'the Transport Agency *are* a crown entity'. Don't use the term 'the Agency'.

The National Land Transport Programme is the mechanism through which the NZ Transport Agency Waka Kotahi allocates funds across different activity classes. For more information, call our contact centre on 0800 699 000.

WoF, CoF and MoT

Use a small 'o' for the word 'of' in relevant acronyms and initialisms.

WoF CoF MoT

Using acronyms and initialisms with 'the'

For organisations, check their website or publications to see if they use 'the' with their acronym or initialism. Otherwise, think about how you would *say* the sentence with the acronym or initialism.

✓ The interface between the minister and the transport crown entities is managed by the MoT.

✗ The interface between the minister and the transport crown entities is managed by MoT.

✓ The bargaining for a collective agreement between the PSA and the Transport Agency has been settled and ratified as at 20 March 2014.

✗ The bargaining for a collective agreement between PSA and the Transport Agency has been settled and ratified as at 20 March 2014.

Using acronyms and initialisms with 'a' or 'an'

When using 'a' or 'an' before an acronym or initialism, think about how you would *say* the sentence. Read it out loud if you're unsure.

If the first sound of the acronym is a vowel sound you should use 'an' instead of 'a'.

✓ You must obtain a RUC licence if your vehicle is powered by diesel.

✗ You must obtain an RUC licence if your vehicle is powered by diesel.

✓ We sent out an RFP.

✗ We sent out a RFP.

✓ You need to complete an MR1B form.

✗ You need to complete a MR1B form.

✓ It was an AOG contract.

✗ It was a AOG contract.

Direction

Generally, points of the compass should be written in full.

south-east	east-north-east

If you need to shorten them, do it like this:

W	SE	ENE

Forms

Write the initialisms for forms like this (without a space before the number):

DL19	DL1

Addresses

Follow NZ Post's format for addresses (note the spacing in each), eg:

PO Box 123456	RD 3

⏩ See also Address standards (www.nzpost.co.nz).

'Abbreviations and contractions'.

Capitals

Capital letters are often overused, especially in the public sector. THEY CAN LOOK LIKE SOMEONE IS SHOUTING AND ARE DIFFICULT TO READ. Following a modern style of grammar, the Transport Agency tries to reduce the use of capitals where we can but of course, they're still needed sometimes. This section outlines when to use them.

Capitalise

Capitalise proper nouns (words that refer to a specific person, place or thing).

Capitalise (proper nouns) ✓	Lower case (not proper nouns) ✓
Auckland Council has a representative on the working group.	The working group includes representatives from local authorities, including district councils and city councils.
Amy Smith, Chair of the Roads Committee, flew to Auckland.	The chair of the committee flew to Auckland.
She wants to be General Manager of Fonterra.	She wants to be a general manager.
The road was closed along State Highway 2 due to snow.	The road was closed along the state highway due to snow.
The role of the Prime Minister of Australia is crucial.	The role of a prime minister is crucial.
Call our Driver Licensing Contact Centre on XXX.	Our contact centres are open Monday to Friday from 8am–6pm.

Don't capitalise

Don't capitalise words when the item they refer to is not significant.

appendix C	question 5	item 8	class 1
chapter 6	section 4	part B	

Programmes and projects

The titles of programmes and projects should be in 'title case'. Title case means that all of the words in a title have an initial capital letter, except for small words like 'and' and 'of'.

The National Land Transport Programme allocates funding to approved organisations across a number of national and regional activity classes.
The SH1 Manukau Harbour Crossing project will help alleviate congestion.

Government

Avoid capitalising words just because they are associated with government.

The New Zealand government will …
The government proposes to …
The government policy will …
Local government is responsible for rates.
She is a government employee – she works for a government department.
The Official Correspondence Unit manages all Transport Agency ministerial correspondence.
The minister visited the project site. *But* The Minister of Transport visited the project site.
The ministry helps the government in its relationship with the transport crown entities. *But* The Ministry of Transport helps the government …
When Parliament made a decision … (This refers to the entity.) *But* He drove a tractor up the steps of parliament. (This refers to the place.)

Some terms associated with government always have a capital.

the Cabinet	the Treasury	the House
the Budget (but the budgetary process, successive budgets, etc)		

Legal terms

Avoid capitalising 'bill', 'rule', 'act', 'notice' or 'regulation' when you're not using the formal title.

The requirements are set out in Land Transport Rule: Dangerous Goods 2005 (Dangerous Goods Rule). **But** The rule will be published next week.
The Land Transport Amendment Act 2005 was passed on 15 June 2005. **But** The acts and regulations are listed below.

The style for the full name omits 'the' for all rules except the rules drafted by the Parliamentary Counsel Office, which are currently 'the Land Transport (Driver Licensing) Rule 1999' and 'the Land Transport (Road User) Rule 2004'.

'Section' and 'clause' never have a capital, even when used in a specific sense.

It is set out in section 13(a) of the act.

Capitals in legal documents

Legal documents use capitals liberally for words that have been specifically defined (eg the Schedule, the Parties). When discussing a legal document, you don't need to replicate this style, but you do need to keep it if you provide a direct quote.

Judge and court

Don't capitalise 'judge' or 'court' when used in a general sense.

- ✓ The judge remanded them until next month.

Always use capitals when referring to 'the High Court' and 'the District Court', but use lower case when they are used in a general sense.

- ✓ She is a high court judge, but she used to work in a district court.
- ✓ He appeared in the Lower Hutt District Court.

Police

Use a capital letter when you refer to 'the New Zealand Police' as a specific organisation, but not when you use the word generally.

- ✓ The New Zealand Police help keep us safe on the roads.
- ✓ The Blenheim police help keep us safe on the roads.
- ✓ The police help keep us safe on the roads.
- ✓ She is a police officer.

Headings

Use sentence case for headings. This means using a capital letter for the first word only in a heading (unless it includes a name or other word that would usually be capitalised).

- Facts about speed
- How Bob Jones made his money

Where there is a second part to the heading, the parts are separated by a dash and the first word in the second part doesn't have a capital.

- Speed – the facts

⏩ See also 'Dashes', under 'Punctuation'.

Don't end a heading with a colon.

Titles of books/publications

Use sentence case for the titles of books and publications.

- *The positive guide for mature drivers*
- *Medical aspects of fitness to drive*
- *Learning to ride: getting a motorcycle licence*

Note also that titles, and the shortened forms of titles, are always italicised.

Titles of periodicals and newspapers

Titles of periodicals and newspapers should be in 'title case'. Title case means that all of the words in a title have an initial capital letter, except for small words like 'and' and 'of'.

Use the word 'the' at the start of a title if that's how it appears on the periodical or newspaper's masthead.

The Dominion Post

but

It was in a *Dominion Post* editorial.

Australian Cyclist

Journal of Transportation Engineering

Titles of teams

You don't need to capitalise the word 'team' in the name of a team.

✓ The Senior Leadership team

✗ The Senior Leadership Team

✗ The senior leadership team

You should use 'the' with team names.

✓ I worked with the National Communications team.

✗ I worked with National Communications.

Other titles

Use sentence case and italics for the titles of forms, standards, certificates and similar documents.

You must complete an *Application to change licence expiry date* form (MR27).

Certificate of knowledge of law and practice

Federal motor vehicle safety standard no. 108

Acts, bills and rules

When writing the title of a specific act, bill or rule, use title case (ie initial caps) and always include the year.

Land Transport (Road User) Rule 2004

Land Transport Management Amendment Act 2004

Words that have an acronym or initialism

You don't need to use initial caps for words that also have an acronym or initialism (eg RUC, GLW, WoF).

✖ You may have to pay Road User Charges (RUC).

✓ You may have to pay road user charges (RUC).

Words that are often mistakenly capitalised

✖	✓
You'll need a Warrant of Fitness	You'll need a warrant of fitness
Trucks need a Certificate of Fitness	Trucks need a certificate of fitness
The Gross Laden Weight is 3000kg	The gross laden weight is 3000kg
They drove along the State Highway	They drove along the state highway
Ask a Low Volume Vehicle Certifier	Ask a low volume vehicle certifier
Used Car Safety Ratings	used car safety ratings
the Twenty-First Century	the twenty-first century
Roads of National Significance	roads of national significance

'Electronic' words

Words using 'e-' to mean 'electronic' aren't capitalised unless they are used at the start of a sentence:

They are on the e-government working party.

E-commerce is about doing business on the internet.

Wacky words

Some website organisations have names that defy all capitalisation conventions. Where practical, leave these words as they are. If you have to use them at the start of a sentence, capitalise the first letter.

She was the chair of thoughtful.com.

Computer terminology

When giving instructions for operations to be performed on a computer, take care that the language you use is precise and unambiguous. Remember that different systems are set up differently. Different software, and different versions of software, operate differently.

Carefully check all URLs, file names and menu items you refer to. If you're revising or amending an existing document, check them again.

Writing URLs

When writing a URL that follows the standard 'http://www.' format, give the full internet address from 'www' – you don't need to give the http:// bit in these instances. However, when writing a non-standard URL, give the full address from 'http'.

www.nzta.govt.nz
http://translator.kedri.info

If you're giving a longer URL, which takes people deeper into the site, the safest way to write it is to open the exact page in your browser, highlight and copy the URL from the address bar at the top, then paste it into your document.

Don't underline URLs or email addresses. This obscures the underscore (_) character that some URLs have.

✓ Visit our website at www.nzta.govt.nz.
✖ Visit our website at www.nzta.govt.nz.
✓ Email us: info@nzta.govt.nz.
✓ Email us at info@nzta.govt.nz.

If Word automatically creates a link (and thus an underline), remove it by highlighting the link and then clicking on *Insert > Hyperlink > Remove.* Make sure you click away from the link before you continue typing.

You can turn off this function under AutoFormat.

Computer initialisms

Write the following initialisms as shown:

HTML	XML	PDF	390KB

Punctuation and spelling

Don't use a capital letter for 'internet', 'world wide web', 'intranet' and 'extranet'.

You can find us on the internet.

Spell the following words as shown:

online	email	workstation
website	webpage	homepage
user ID	username	login (noun)
log in (verb)	log into (verb)	the web
the internet	our intranet	CD-ROM

Instructions

Sometimes, you may need to describe a set of computer operations.

- For keyboard operations, use the word 'press'.
- For mouse operations, use the word 'click'.
- For highlighting, use the word 'select'. You can also sometimes use 'choose'.
- Make words that you click on bold.
- Underline letters that can be used for keyboard shortcuts.
- Use an angle bracket to indicate steps.

Click on *Insert > Break > Page break.*

See also 'Writing for our website'.

Copyright

All Transport Agency publications are automatically covered by crown copyright. However, it's a good idea to remind people about this. Therefore all external publications and significant internal publications should have a copyright statement on them.

Shorter publications

Short publications, such as newsletters, pamphlets, factsheets and short brochures, should have this statement:

> Copyright © NZ Transport Agency.

A good place for it is in the footer on the back page, or with any publication information.

Longer publications

Longer publications that have a title page (eg reports, guidelines and *The road code*) should have this copyright statement on the reverse of the title page:

> This publication is copyright © NZ Transport Agency. Material in it may be reproduced for personal or in-house use without formal permission or charge, provided suitable acknowledgement is made to this publication and the NZ Transport Agency as the source. Requests and enquiries about the reproduction of material in this publication for any other purpose should be made to the Manager, Information, NZ Transport Agency, Private Bag 6995, Wellington 6141.
>
> The permission to reproduce material in this publication does not extend to any material for which the copyright is identified as being held by a third party. Authorisation to reproduce material belonging to a third party must be obtained from the copyright holder(s) concerned.

Formatting

The Transport Agency's templates are designed to ensure our documents include our corporate branding, have a consistent look and are easy to follow for the reader.

As well as using our existing templates, there are things you can do while you're writing to improve the readability of your document.

When to use italics

Use italics for:

- words you want to emphasise (although be careful not to overuse it)

Always put your safety belt on before you drive off.

- foreign words and phrases that are not accepted as common English (note that Māori words should not be italicised)
- titles of books, periodicals and newspapers; films, videos, and TV and radio programmes; works of art; and legal cases
- scientific words.

When to use bold

Avoid using bold to emphasise important text. Bold 'shouts' at people and can seem authoritarian. It also might not photocopy well. Try to use italics instead.

Where there is already quite a lot of italics in a document, use bold to emphasise important text that may not otherwise stand out (although don't use bold for whole sentences because it is overpowering).

Text that is **extremely important** may occasionally warrant bold.

Specialist publications, such as training manuals and publications with a lot of computer instructions, may use bold more often.

Bold is sometimes used instead of italics on the web because italics is hard to read online.

Bold italics

Bold italics should only be used for headings and subheadings (but keep to the predefined styles in our templates).

Underlining

Don't use underlining. Computer programs have made this typewriter convention obsolete.

Don't underline URLs or links to webpages. If you want them to stand out from the surrounding text, use bold, italics or a different colour.

Line breaks

When you've finished writing your document, look over it carefully to check that elements that should be kept together are not broken over two lines. If they are, insert a non-breaking space or a non-breaking hyphen. (Both are in *Insert > Symbol > More Symbols > Special Characters.*)

Examples of elements that should be kept together are:

Mrs A.B. Jones	15 September 2005	New Zealand

Spacing

Use only one space after a full stop, colon or semicolon. The double spacing that was used on typewriters is an older style and can create distracting gaps on the page when used in computer programs.

Hyphens and en dashes

With some words it's difficult to know whether or not to use a hyphen. Here we talk about how to use them with compound words or prefixes. Confused? All will be explained.

Compound nouns

Compound nouns may be made of two separate words, be hyphenated or be joined. If in doubt, look it up in the dictionary.

black market	owner-driver	bookmaker

Compound adjectives

Compound adjectives should be hyphenated when they are used before a noun. This is because the two words together are describing the noun that follows.

✓	✓	✖
It is a well-known book	The book is well known.	The book is well-known.
There is a decision-making process.	The process involved decision making.	The process involved decision-making.

A two-second gap …

When *two* words need a hyphen, you can use 'hanging' hyphens.

full- and part-time jobs …

But for ease of reading it may be better to write:

full-time and part-time jobs …

Prefixes

Single syllable prefixes – generally you only need a hyphen after a single-syllable prefix if a vowel is doubled where they join.

Reread chapter 5.
She pre-empted their move.
He needed to reregister his vehicle.
Relicensing is the payment of a fee to use a vehicle on the road.

But occasionally a prefix needs a hyphen to clarify its meaning.

re-signed (not 'resigned')	re-cover (not 'recover')

And always use a hyphen with co- or ex-, to ensure the word is easily understood.

co-worker	ex-girlfriend

But note that the Transport Agency follows the modern trend to not use a hyphen with these easily recognised words:

coordinate	cooperate

Double-syllable prefixes – you don't need a hyphen after a double-syllable prefix that ends in 'o'.

macrobiotic	monocultural	retrospective	radioactive

When a prefix ends in a vowel other than 'o', it does need a hyphen if the word that follows starts with a vowel.

anti-aircraft	antibiotic	semi-official	semicircular

Two-syllable prefixes don't need a hyphen if they end in a consonant.

hyperlink	interrelated

Confused?

If you're not sure whether a word needs a hyphen or not, look it up in the dictionary. If you can't find the word, decide what you think is best and use that approach consistently throughout your document.

e-commerce

Words that use the prefix 'e' to mean 'electronic' usually have a hyphen.

e-book	e-commerce	e-government	e-zine

As they become part of modern language some of these words are, starting to be written without a hyphen. At the Transport Agency, we write:

email

Capital letters after en dashes

You don't need to use a capital letter after an en dash.

✖	Be down-to-earth – Formal language is no longer used
✓	Be down-to-earth – formal language is no longer used

Lists

Bulleted lists are useful for splitting up long sentences. This helps vary the layout and summarise information, which makes it easier on the reader.

There are four main types of list:

1. A stem and 'sentence fragments'

In this type of list, there is some lead-in text that is not a complete sentence (this is called the *stem*) and the bulleted items flow on from it. The stem and each bulleted item could each be written as a full sentence.

The Transport Agency's four functions are to:

- contribute to the planning of the land transport networks
- provide access to and use of the land transport network
- manage the state highway network
- invest in land transport.

Note the punctuation used in this type of list. There is:

- a colon after the stem
- no capital letter at the start of each bullet point
- no semi-colon or other punctuation at the end of each bullet point, except for a full stop after the final bullet, to mark the end of the 'sentence'.

Check carefully that each bulleted item flows on grammatically from the stem.

2. A full lead-in sentence and full sentences

This type of list starts with a full sentence, and each bullet point is a complete, stand-alone sentence.

If you hold a restricted licence, you must follow the licence conditions:

- You must not ride between 10pm and 5am.
- You cannot carry a passenger.
- You must not ride a motorcycle with an engine capacity over 250cc.

Note the punctuation used in this type of list:

- There is a colon at the end of the lead-in sentence.

  A capital letter starts each bullet and a full stop ends each one.

3. A full lead-in sentence and sentence fragments

In this type of list, the lead-in is a full sentence and short items follow.

To pass the test, you'll need to:

- reverse and park

- drive safely around corners
- apply emergency braking.

Note that the bulleted items don't start with a capital letter and there is a full stop only at the end of the list.

4. A list of questions

If the lead-in text introduces questions, put the question mark after the last item.

Was your journey:

- terrible
- wonderful
- just bearable?

Bulleting hierarchy

Use a round bullet for level 1 bullets and a dash for secondary bullets (and indent to under the text above).

- Level 1.
  - Level 2.

Try to avoid using more than two levels of bullets as it can make things confusing for the reader.

When to use numbered lists

Sometimes it's appropriate to use a numbered list instead of a bulleted list. Do this when:

- there is a sequence of events (ie steps to follow)
- a specific number of items are referred to in the 'stem' or lead-in sentence.

To get your learner licence, you must apply at a driver licensing agent.

1 You need to fill out an application form (DL1).
2 You must present evidence of your identity and evidence of your address.
3 You need to prove your eyesight meets the required standard.
4 You have your photograph taken and provide a signature.
5 You pay the learner licence application and test fees.
6 You must pass the learner licence theory test.

The two areas surveyed were:

1 traffic calming devices

2 road markings.

You might also number a list if people may need to refer to specific bullet points by number, eg if items in the document were going to be discussed at a meeting (eg 'see bullet 5').

Numbering hierarchy

Use this hierarchy:

1

a

i

Troubleshooting lists

What should I do if I have a stem that is an incomplete sentence, but the list items include some bullets with more than one sentence?

Review the structure – would plain sentences be better than a list? If you decide to keep the list, see if you can change the punctuation so that the full sentences become connected to the rest of the bullet point by dashes or brackets (see the example third bullet below). Otherwise, follow the punctuation guidelines above, but punctuate new sentences in the middle of a list item (see the example fourth bullet below).

When you have your basic handling skills test certificate, you can apply for a *learner licence*. You'll need to:

- fill out an application form at your local driver licensing agent
- produce your basic handling skills test certificate
- produce two forms of identification (one can be your birth certificate, passport or other proof of your identity and age; the other must show your current address)
- produce two forms of identification. One can be your birth certificate, passport or other proof of your identity and age. The other must show your current address
- prove your eyesight meets the required standard
- have your photograph taken and provide a signature
- pay the appropriate fees for the test and the learner licence application.

What should I do if I have a list within a list?

Use level 2 bullets, but don't use extra punctuation (avoid having two colons in one list).

These features can be summarised as follows:

- exterior characteristics
  - metallic paint
  - mag wheels
  - a chrome exhaust system
- interior characteristics
  - leather seats
  - tinted windows.

Should I include 'and' or 'or' in a bulleted list?

Usually you don't need 'and' in a list because it's implied. If you need to be specific, here's how to include it:

A heavy rigid vehicle can tow two rigid vehicles without power only if:

- the gross mass of the combination is less than 20 tonnes, and
- the last vehicle is a light rigid vehicle, and
- at least one towing connection between consecutive vehicles is a rigid bar or A-frame.

Sometimes you need to be specific about 'or'.

You must bring the following with you when you apply:

- a valid passport, or
- proof of address and a current driver licence, or
- a tax return for the last tax year.

Is it ok if the sentence continues after the bullets?

It's best to avoid a split list because your readers can get lost. Try to rewrite it so the text finishes at the last bullet point.

✖

All new:

- class MA vehicles (eg passenger cars)
- class MB vehicles (eg vans)
- class MC vehicles (eg 4WDs)

sold in New Zealand must comply with one of the approved standards.

✓

All new vehicles in the following classes that are sold in New Zealand must comply with one of the approved standards:

- class MA vehicles (eg passenger cars)
- class MB vehicles (eg vans)
- class MC vehicles (eg 4WDs).

How can I get this list to work grammatically?

✖

Safety belts offer protection in three key ways:

- Preventing or minimising the 'second impact' in a crash. It is this second impact that causes injuries and fatalities.
- Stopping you from being thrown from the vehicle.
- Helping absorb your inertia energy, allowing you to slow at a rate similar to the compartment.

It's common for lists to not work because the items don't flow on from the stem grammatically. In the example above, you could change the stem to match the items.

✓

Safety belts offer protection in three key ways – by:

- preventing or minimising the 'second impact' in a crash (it is this second impact that causes injuries and fatalities)
- stopping you from being thrown from the vehicle
- helping absorb your inertia energy, allowing you to slow at a rate similar to the compartment.

You could also write it like this:

✓

Safety belts offer protection in three key ways. They:

- prevent or minimise the 'second impact' in a crash (it is this second impact that causes injuries and fatalities)
- stop you from being thrown from the vehicle
- help absorb your inertia energy, allowing you to slow at a rate similar to the compartment.

Māori language

Good practice

There are some good practices you can follow to ensure the Māori language is used appropriately in our documents.

No italics

Māori words are not foreign words – don't put them in italics.

No 's' for plurals

There is no 's' in the Māori alphabet – if you're talking about plural items, don't use an 's'.

✓ The consultation process will include seven marae in the region.

✖ The consultation process will include seven maraes in the region.

'Te' and 'the'

'Te' is an article and should not be prefaced with 'the'.

✓ We went to Te Manu marae.

✖ We went to the Te Manu marae.

Resources

Te Taura Whiri i te Reo Māori The Māori Language Commission (www.tetaurawhiri.govt.nz) is the authority for Māori language resources.

Spelling

Always check your spelling of Māori words in a dictionary or online.

H.M. Ngata *English–Māori dictionary* (www.learningmedia.co.nz/ngata)

P. M. Ryan *The revised dictionary of Modern Māori*

Macrons

The Transport Agency follows the recommendation of Te Taura Whiri i te Reo Māori to use macrons on long vowels in Māori words. (Don't double the vowel when writing the word.)

Using macrons correctly

It's important that we use macrons consistently and correctly:

- Set Autocorrect to replace 'Maori' with 'Māori'.
- Use a Māori dictionary to check all Māori words you use.
- Use the web and the phone book to check the spelling of the Māori names of organisations.

Macrons on the web

The Transport Agency uses macrons on its website because they can be coded when the content is put into HTML. This ensures the characters display correctly on everyone's browser.

Using an organisation's Māori name

An increasing number of organisations in New Zealand have a Māori name as well as an English name, and some have a Māori name only.

Find out the organisation's preferred name by looking at its website or in the phone book. A logo on a printed letterhead may also give you some clues.

Organisations with Māori names only

If the organisation has a Māori name only, don't attempt to provide an English translation of the name.

> The Kōhanga Reo National Trust was established in 1982 and formalised as a charitable trust in 1983.

Organisations with both English and Māori names

Check the organisation's website, or the phone book, to find out which name is their preferred name (ie their English or Māori name). If appropriate, use both names the first time you mention the organisation (place the preferred name first, followed by the other name, with no punctuation in between). Use only the preferred name from then on in the document.

> Te Māngai Pāho The Māori Broadcasting Funding Agency aims to promote Māori language and culture by making funding available. Te Māngai Pāho also provides ...
>
> The Ministry of Justice Tāhū o te Ture was formed on 1 October 2003. The ministry's main role is to ...

If the preferred name has an initialism you want to use, place that in brackets after the other name and use the initialism from then on in the document.

> The Ministry of Transport Te Manatū Waka (the MoT) acts as the Minister of Transport's agent for managing the interface with the transport crown entities, the Aviation Security Service, and the National Rescue Coordination Centre. The MoT is also involved in ...

Using our Māori name

You may use the Transport Agency's Māori name, Waka Kotahi, after our English name the first time you refer to our organisation in a document, ie the NZ Transport Agency Waka Kotahi. After that, just use 'the NZ Transport Agency', or 'the Transport Agency'. Don't use the term 'the Agency'.

⏩ See also 'NZ Transport Agency' in 'Acronyms and initialisms'.

Aotearoa New Zealand

Using the Māori word for the name of our country is discretionary. If you decide to use it, write 'Aotearoa New Zealand'.

Numbers

Word or numeral?

Generally, write all numbers from one to nine as words. Write all other numbers as numerals.

> This section of SH1 has six culverts and 11 bridges.
>
> The road toll steadily decreased over the 20th century.
>
> The 95-year-old bridge had been well maintained.

However, in technical or statistical writing, numerals are generally used for all numbers.

> 73% of the 613 line widths measured were within the tolerance of -5% to +10% of the expected or standard width for that line type.

Measurements

For measurements, use numerals and *either* spell out *or* abbreviate the unit of measure (but be consistent throughout the document). Use decimals rather than fractions.

> His foot was over the line by 3 centimetres.
>
> The path was 2.5m long.

Don't write out the number and abbreviate the unit of measure.

> ✖ The road was sixty m long.

Blocks of numbers

Don't use a comma in a number of four figures.

> The organiser expected 1500 people to attend the conference, at $2200 each.

Use commas in a number of more than four figures, to separate it into blocks of three.

> The minister expected 10,000 of the 200,000 applicants to be affected.

High numbers

It's fine to write high numbers like this:

> 200 million

Decimals

When using numerals, avoid fractions – use decimal points instead – they're easier to read. Decimals less than 1 always have a 0 before the decimal point.

> 0.87

Money

Write currency as shown below:

$500	US$1300	AUD$800

Ranges (spans)

When writing a range of numbers, write each end of the range in full and separate the numbers with an en dash (see the full explanation of an en dash in the following *Punctuation of a sentence* section).

35–39	303–307	523–549

You may use a slightly shorter version with dates.

✓ 2003–04	✖ 2003–4
✓ 1999–2002	✖ 1999–02

Symbols

There is no space between a number and a symbol.

60%	$500	10c

⏩ See also 'Symbols'.

Percentages

Our house style is to use the word 'percent' in general text and the percentage symbol in tables and technical reports.

General text
Studies demonstrate that 60 percent of all drivers ...

Technical report
Two (5%) use NZRF quality assurance requirements.

Ratios

There is no space before or after the colon in a ratio.

1:5

Dates

Use these formats for dates:

15 September 2005

the 21st century

the 1960s

Proper nouns

Where a number is part of the name of something, keep it as a numeral.

✓ appendix 4	✖ appendix four
✓ part 9	✖ part nine

Telephone and fax numbers

Don't use brackets or put hyphens between the numbers – leave a space instead.

04 494 8600 (for documents circulated in New Zealand)

+64 4 494 8600 (for documents circulated overseas)

Formatting

Make sure that series of numbers, dates and so on don't break over a line – if they do, insert a non-breaking space (*Insert > Symbol > More Symbols > Special Characters* or *Ctrl + Shift + space bar*).

✖ Please call our contact centre on 0800 699 000.

✓ Please call our contact centre on 0800 699 000.

Don't use a line break – subsequent changes to the text could result in the line break being in the wrong place.

⏩ See also 'Abbreviations and contractions' in 'Figures and diagrams'.

Punctuation (of a sentence)

Apostrophes

Possessive

An apostrophe can be used to show something belongs to something else. This was referred to briefly earlier in our example of 'its' in ⏩ 'Abbreviations and contractions'

The government's policies
The atlas's size
The students' answers
James's books
The business's office [one business]
The businesses' offices [many businesses]

When deciding where to put the apostrophes in the examples above, you'd say to yourself: 'The policies of the government' (so it goes after government), 'The size of the atlas' (so it goes after atlas) or 'The answers of the students' (so it goes after students).

Apply the same rule to situations like these:

Someone else's work ...
Her friends' and relations' letters ...
five days' time

Plurals, initialisms, dates

It's common for apostrophes to be used incorrectly. Don't use apostrophes with plural words, initialisms or dates.

✖ Apple's and orange's for sale.
✖ There were six MP's there.
✖ Four RCA's were at the meeting.
✖ The 1960's

Organisations' names

The names of some organisations require apostrophes, while other organisations choose to not use them. Check the name of the organisation on the web or in the phone book and write it the way the organisation does.

The crash happened on the corner of St Catherine's College and St Margaret's Church.

Place names

The names of some places require apostrophes, while others don't use them. Follow the Geographic Board decision for all New Zealand place names (www.linz.govt.nz/placenames/find-names/index.aspx).

Heavy traffic appears in Hawke's Bay towns during holiday periods.

Brackets

Parentheses

Use parentheses (round brackets) to add a definition, clarification or comment. Parentheses indicate more strongly that the information they enclose is supplementary than do a pair of dashes or commas.

> Legally, you can have two-point (lap) belts in centre seats, but three-point belts provide better safety.

Try not to use parentheses *within* parentheses – use commas or dashes.

Square brackets

Square brackets are used only in quotations, to enclose comments or clarifications added by someone other than the person being quoted.

> Although I live in Auckland, in my heart I am from Palmerston [North].

Angle brackets and curly brackets

You may sometimes see angle brackets < > and curly brackets { } in computer or IT manuals. They shouldn't be used in any other context.

Commas

If commas are used well, people should need to read a sentence only once. While the modern tendency is to use minimal commas, sensible use can make things clearer.

✖ When wet tarpaulins should be laid out flat.

✓ When wet, tarpaulins should be laid out flat.

✖ To allow for the transition of stock publication orders will not be able to be taken by the original company after the end of the month.

✓ To allow for the transition of stock, publication orders will not be able to be taken by the original company after the end of the month.

Series commas

Don't use commas where there are only two items.

✖ The ferry carries buses, and trucks.

✓ The ferry carries buses and trucks.

In a series of three or more items, place a comma after each item *except* the last two.

✖ Wardens, deputy wardens, and the workplace safety coordinator should ensure ...

✓ Wardens, deputy wardens and the workplace safety coordinator should ensure ...

Exception: in more complex sentences, it is sometimes appropriate to use a comma before the last item, to clearly separate it. This is called a serial comma (or an Oxford comma) and is designed to resolve ambiguity.

✓ We had fish, potatoes, and bread and butter.

Parenthetic expressions

Commas should be used to separate parenthetic expressions – words that are not critical to your sentence, but which add to it. You need to use *two commas* around this type of phrase.

✓ Talk to a lawyer, if you wish to, after a positive breath test.

Introductory clauses

A comma should mark off an introductory clause. The best test is to read your writing out loud. If you naturally pause, use a comma.

✖ When setting out traffic cones check for approaching vehicles.
✓ When setting out traffic cones, check for approaching vehicles.

Quotation marks

A comma is often used to separate the speaker from direct speech.

✓ The general declared, 'Not all that we do is sanctioned'.

Where the speaker comes *after* the speech, place the comma *inside* the quotation marks if it is part of the quotation. Place it *outside* the quotation marks if it is not part of the quotation. (This follows British English conventions.)

✓ Outside	'The staff here take health and safety seriously', said Mrs Williams.
✓ Inside	'Once it's been given to you,' the policeman said, 'it's always yours'.

Dashes

A dash is used to signal a pause or break in text. The modern trend is to use a fairly short dash (en dash), with a space before and after it. Never use a hyphen instead of a dash.

Automatic dashes

You can get Word to automatically turn a hyphen into a dash when it has a space before and after: go to *File > Options > Proofing > AutoCorrect Options > AutoFormat* tab. Check the 'Hyphens (--) with dash (–)' box. (You may also need to do this in 'AutoFormat as you type'.)

Manual dashes

To insert a dash manually, type *Ctrl + hyphen* (using the hyphen on the Num keypad). You can also type *Alt + (Num) 0150*. Remember to leave a space before and after the dash.

Using dashes

Use two dashes to separate text where you are adding something separate and supplementary.

Watch for pedestrians and cyclists – they are harder to see at night – and stop and rest if you feel sleepy.

Use a single dash to indicate a sudden pause or change in a sentence.

The Mitsubishi crossed the double yellow line before sideswiping the oncoming BMW – and the BMW was forced off the road.

An en dash for 'to'

An en dash can be used to mean 'to' between figures and in phrases referring to time or distance.

pages 31–5	2000–01	50–100kg
the Napier–Taupo highway region	April–June	the Asia–Pacific

Where there is more than one word on either side of the dash, leave a space before and after it.

a North Island – South Island agreement

Never use an en dash with the words 'from' or 'between'.

✖ the period from 1990–1996	✓ the period from 1990 to 1996
✖ between 2000–2003	✓ between 2000 and 2003

Full stops

Spaces

Use only one space after a full stop, before the next sentence.

Inside or outside

When the whole sentence is in brackets or quotation marks, the full stop is inside; otherwise, it is outside.

(This is yet to be allocated.)
Thank you to Mr Stubbs (also here in his capacity as Chair of Transit).
'Look at the car', said Jane. 'It is red.'

Quotation marks

Single or double?

Our house style is to always use *single* quotation marks, except when you have a quote within a quote, when you use double quotation marks.

'I just kept on shouting "Help!" at regular intervals throughout the day', said Joe.

Quotation marks tend to be overused. In text, use them only for direct quotes or words you want to emphasise or separate.

She described the report as a ‘masterpiece’.

The papers were marked ‘Top Secret’.

The ‘policy’ was never signed off.

Curved or straight quotes? Use curved or smart quotes (shown ‘here’), rather than straight quotes (shown 'here') in printed material. This is because curved quotes provide more distinction between opening and closing quotes (eg there may be a thickened top or bottom – as shown ‘here’ in Times New Roman – and the angle of the curve varies). Straight quotes are generally considered to be left over from typewriter days.

Referencing

There are many referencing styles. The most important things are to

- provide enough information so that the reader can find the document you are referring to
- use a consistent style of referencing within your document.

In keeping with the Transport Agency's overall style, try to keep punctuation to a minimum.

The following examples show a simple referencing style.

Within the report

In the body of your report, include the author's surname and the year of publication. This will enable the reader to find the right entry in the references section. It also limits extraneous detail in the body of the report.

> Bell (2012) argues that ...
>
> Median barriers were found to be the most effective method (Wattie and Reid 2012).

In the references section

When you list the full details of a document, you need to provide the author's name, the year the document was published and the title of the publication. If it's a print publication, also include the name of the publisher and the place of publication. If it's an online publication, include the URL and the date you accessed it.

> Bell, G (2012) *Rumble strips*, Ministry of Transport, Wellington.
>
> Wattie, J and M Reid (2012) 'Self-explaining roads: successful elements' in *New Zealand transport journal*, 3(1):45–67.
>
> Phillips, L (2012) 'Self-explaining roads: successful elements' in *Transport solutions from around the world*, E Baldwin (ed), Ministry of Transport, Wellington.
>
> Ministry of Transport (2012) 'How is the travel survey carried out' (accessed on 26 April 2012 at www.transport.govt.nz/research/Pages/HowIsTheTravelSurveyCarriedOut.aspx).

Spelling

About New Zealand spelling At the Transport Agency, we use New Zealand English spelling, which is based on British English. Set your computer default to 'English – New Zealand'.

Use American spelling only to preserve the correct spelling of book titles, the names of organisations and so on.

Common spelling problems

-ise or -ize? Use '-ise'.

organise	summarise	emphasise

Similarly, use '-yse' instead of '-yze'.

analyse

learnt or learned? Use the '-t' ending for 'learnt' and similar words when they are used in the past tense and when using the past participle.

They smelt of alcohol.

The toast was burnt.

She had learnt to drive in an automatic.

'ae' or 'e'? Keep the 'a' in 'ae' clusters (American spelling uses just 'e').

encyclopaedia	anaesthetic	paediatrician

ageing or aging? 'Ageing' is the British English form, so use that.

travelled or traveled? Use the 'll' form for words like this.

travelled	cancelled	equalled	signalled	propelled

judgement or judgment? Retain the 'e' in 'dge' when it is used in 'judgement' and similar words.

judgement	abridgement	acknowledgement

Note, though, that when a legal *judgment* is referred to, it is spelt without an 'e'.

colour or color? Retain the 'ou' in words ending in 'our'.

colour	honour	labour	behaviour

metre or meter? Use the 'tre' ending in metre and similar words.

	centre metre theatre

focused or focussed? 'Focused' is the correct spelling in New Zealand.

Other examples

New Zealand spelling	American spelling
practice (noun)/ practise (verb)	practice (noun)/ practice (verb)
licence (noun)/ license (verb)	license (noun)/ license (verb)
Tyres	tires
programme (*except* computer program)	program

More spelling tips

Names of organisations Spell the name of an organisation the way the organisation spells it.

Human Transport Organization
International Civil Aviation Organization

Ways to check your spelling Always use the dictionary to check the spelling of words you are unsure about. Also use the spelling checker in your word processing program (often accessed by right-clicking on a word with a wiggly underline), but don't rely solely on it. Spelling checkers might use American spelling.

Symbols

Ampersands

Don't use the ampersand symbol (&) for the word 'and' in text; write out the word instead – even if it's in a heading.

✓	Active and passive safety features
✖	Active & passive safety features

If, however, the *name of an organisation* is always spelt with an ampersand, you should keep it.

Crop & Food Research	Fisher & Paykel

It's also ok to use ampersands in widely recognised initialisms.

B&B	Q&As

Slashes

Slashes usually represent the word 'or' and indicate a choice between two words or phrases, eg 'approach the traffic signal and turn left/right'. You don't need to put spaces between the words and the slash.

To indicate a joining, use an en dash (instead of the word 'to') or a hyphen.

✖	✓
a Christchurch/Wellington flight	a Christchurch–Wellington flight
a greenish/blue colour	a greenish-blue colour
a self-employed owner/driver	a self-employed owner-driver

Note that the correct form for financial years is '2000/01', which indicates a 12-month period ('2000–01' represents a period covering two calendar years). To avoid confusion, it is probably best to always include the words 'financial year'.

When you want to write a word so it could be singular or plural, use brackets rather than a slash.

✖	Before your endorsement/s expire, you must …
✓	Before your endorsement(s) expire, you must …

Minus signs

When used in an equation, put a space before and after a minus sign. (Note that there is no space when using the minus sign to indicate a negative numeral, eg −17 + 38 = 21.)

Measurement symbols

There is no space between the number and symbol.

$2	5c	80%	10°C

⏩ See also 'Numbers'.

Language in the transport sector

Commonly used words

✓	✖
brake lights, rear lamps [depends on your audience]	stop lights, brake lamps
child restraint	car seat
crash [involving vehicle]	accident
cycleway	cycle way
cycles	bikes, bicycles
driver licence	driver's licence, driving licence
footpath	sidewalk
head lamps, head lights [depends on your audience]	
incident [involving pedestrian]	accident
mid-block	midblock, mid block
rear [seat]	back [seat]
safety belt	seat belt
state highway [general]	State highway
State Highway 2 [specific]	state highway 2
SH2	SH 2
traffic signals	traffic lights
trucks	lorries

Resources

The following resources will help you if you need more detailed information.

Books

Style manual for authors, editors and printers (formerly The Australian government style manual).

Fit to print: the writing and editing style guide for Aotearoa New Zealand.

Cutts, Martin *The plain English guide*.

Concise Oxford dictionary. (This is the dictionary used by the Communication Channels team.)

New Zealand Oxford dictionary.

Ryan, P M *The revised dictionary of Modern Māori.*

Krug, Steve *Don't make me think*.

McAlpine, Rachel *Web word wizardry.*

Websites

Oxford advanced learner's dictionary (www.oup.com/elt/catalogue/teachersites/oald7/?cc=global)

Cambridge advanced learner's dictionary (http://dictionary.cambridge.org)

Longman dictionaries online (www.ldoceonline.com)

H.M. Ngata's *English–Māori dictionary* (www.learningmedia.co.nz/ngata)

APPENDIX 6: PEKA PEKA TO ŌTAKI AUDIENCE ANALYSIS / TACTICS / CHANNELS

<table>
<tr><td colspan="3">Primary Audiences – people affected by the project and who's behaviour and experience we want to influence through two way engagement</td></tr>
<tr><td>Audience</td><td>What they need to know</td><td>Tactics/Channels</td></tr>
<tr><td>Local community and road users

Potential issues: Construction and road work cause frustration, delays and complaints</td><td>Project benefits
Timing of works and any disruption to travel
How to make informed decisions
Available mitigation options
How to contact us and where to find information</td><td rowspan="4">• Site office and main info centre
• Multiple satellite info hubs
• Stakeholder Liaison Group
• Business Group and others
• Community meetings and open days
• 24hr Hotline
• Info@ email
• Flyers/community notices
• Targeted letters to residents most affected by construction/traffic
• Regular construction update in local papers (K□piti News, Wapiti Observer, Otaki Mail and Otaki Street Scene1)
• E-news, monthly (this service can also be extended to current M2PP subscribers and other local RoNS projects)
• Social media channels:
o PP2O – Flicker channel
o PP2O – Facebook page / Snapchat
o NZ Transport Agency channels – YouTube, Facebook and Twitter
o Local – Sunny □taki Facebook, KCDC Facebook and Twitter, □taki Buy/Sell/for Free Facebook
• Project website
• Viewing areas (e.g. "peepholes" in project fencing)
• Project photography and video footage
• Bi-lingual (te reo M□ori/English) construction signage
• VMS and other road signs
• Advertising – radio, online, news papers, social media boosting, community notice boards, school newsletters
• Public notices in local papers
• E-mail / text bullet-ins when detours and closures on the local road network are proposed
• Media releases and associated newspaper articles</td></tr>
<tr><td>Business and retail

Potential issues: Construction and roadwork cause disruption and increased congestion at roundabout. Anxiety about long-term loss of trade,</td><td>Project benefits
How to make informed trading/frieght travel decisions
Timing of works and any disruptions to trade
Available mitigation options
How to contact us and where to find information</td></tr>
<tr><td>Local Councils, Regional Council and politicians

Potential issues: Frustrated residents and road users lobby this group who in turn put pressure on the project team</td><td>Key messages and regular updates encourage their support and enable them to provide accurate information</td></tr>
<tr><td>Industry
NZ Road Transport Association, Heavy Haulage, AA, Road Transport Forum NZ Bus & Coach, Cycling Groups, Emergency services</td><td>Project benefits
How to make informed journey time decisions
Timing of works and any disruptions to travel
Available mitigation options
How to contact us and where to find information</td></tr>
</table>

[1] KCDC recent customer survey shows that over 60% of district use the local papers to find out what's going on.

Media Potential issues: Lack of information leads to inaccurate, unbalanced stories.	- Project benefits - Timing of works and any disruptions to travel - Available mitigation options - Economic benefits	Media releases Site visits Interviews M2PP Flickr photos E-news
Iwi: Ngā Hapū-o-Ōtaki, Muaupoko Tribal Authority Potential issues: Staff not briefed on iwi monitoring requirements and agreed protocols aren't observed.	- Timing of works - Archaeological discovery protocol and iwi monitoring schedules - Reports of any subsequent findings	Staff inductions/briefings Hui Regular email updatesi Iwi monitors attend construction and planning meetings *See *involving Iwi* section for detailed engement plan with iwi

Secondary Audiences – people we need to keep informed			
Audience	**What they need to know**	**Potential issues**	**Suitable channels**
- Internal NZ Transport Agency & M2PP staff - Traffic Operation Centre - Capital Journeys - M2PP Alliance Board	- Project benefits - Timing of works - Updates, milestones, challenges, successes, human interest stories	No issues, all supportive of the work, can act as positives influencers for our messaging.	Meetings, intranet, internal newsletters, project briefings.

APPENDIX 7: SAMPLE 90 DAY TACTICAL COMMS PLAN

Media Timeline

		Notes / resources	Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
TACTICS	Owner		**Month**	**JAN**	**JAN**	**JAN**	**FEB**	**FEB**	**FEB**	**FEB**	**MARCH**	**MARCH**	**MARCH**	**MARCH**	**APRIL**	**APRIL**	**APRIL**	**APRIL**	**APRIL**
			WE/End	**14/01/2017**	**21/01/2017**	**28/01/2017**	**4/02/2017**	**11/02/2017**	**18/02/2017**	**25/02/2017**	**4/03/2017**	**11/03/2017**	**18/03/2017**	**25/03/2017**	**1/04/2017**	**8/04/2017**	**15/04/2017**	**22/04/2017**	**29/04/2017**
EVENTS / FACE 2 FACE																			
Community Board / Councillors / Board Briefings	EB	3 events				**26-Jan**													
Waitangi Day - Otaki Race Track	SR	Media attending					**6-Feb**												
Otaki site office opens	SR/SF																		
Sod Turning	NF	NZTA led																	
Project blessing / works start	JP/EB	Media opp																	
UDLF meetings																			
CLG																			
Design Refence Group																			
DIGITAL																			
Website					**Updated**														
E-Newsltter											**LIVE**								
Flicker channel - Event and Progress Images									**In Development**		**LIVE**								
YouTube - drone footage/time-lapse/construction updates?											**In Development**			**Live**					
TG Persona Neighbourly / Neighbourhood FB Pages							**Researched and proposal developed**												
Digital Polling/Surveys - website																			
Digital Q&A - website																			
info@pp2o.co.nz																			
Hotline																			
Feed content to NZTA Channels / TOC/Twitter/FB																			
Feed content to GWRC / KCDC social media																			
INFO CENTRE, SIGNAGE & PRINT COLLATERAL																			
Secure info centre location																			
Fit out plan developed																			
Signage																			
Fact sheets																			
Flyer / poster /																			
Info hub locations secured																			
FILM & PHOTOGRAPHY																			
Photo																			
Time Lapse / Drone Footage																			
Ariel																			
PITCHED MEDIA STORIES																			
Event based (local / national)																			
Topic based (local/national/international)																			
Personality based - project / political (local/national/international)																			
Key messages																			
LONG TERM INITIATIVES																			
Training / internships																			
Schools/Students Programme																			
Charitable events / support																			
Open days																			

		Notes / resources	Week	12	13	14	15	16	17	18	19	20	21	22	23	24
TACTICS	Owner		Month	APRIL	APRIL	APRIL	APRIL	APRIL	MAY	MAY	MAY	MAY	JUNE	JUNE	JUNE	JUNE
			WE/End	1/04/2017	8/04/2017	15/04/2017	22/04/2017	29/04/2017	6/05/2017	13/05/2017	20/05/2017	27/05/2017	3/06/2017	10/06/2017	17/06/2017	24/06/2017
EVENTS / FACE 2 FACE																
DIGITAL																
SIGNAGE & PRINT COLLATERAL																
FILM & PHOTOGRAPHY																
PITCHED MEDIA STORIES																
LONG TERM INITIATIVES																

		Notes / resources	Week	25	26	27	28	29	30	31	32	33	34	35	36	37	38
TACTICS	Owner		Month	JULY	JULY	JULY	JULY	JULY	AUGUST	AUGUST	AUGUST	AUGUST	SEPT	SEPT	SEPT	SEPT	SEPT
			WE/End	1/07/2017	8/07/2017	15/07/2017	22/07/2017	29/07/2017	5/08/2017	12/08/2017	19/08/2017	26/08/2017	2/09/2017	9/09/2017	16/09/2017	23/09/2017	30/09/2017
EVENTS / FACE 2 FACE																	
DIGITAL																	
SIGNAGE & PRINT COLLATERAL																	
FILM & PHOTOGRAPHY																	
PITCHED MEDIA STORIES																	
LONG TERM INITIATIVES																	

		Notes / resources	Week	39	40	41	42	43	44	45	46	47	48	49	50	51
TACTICS	Owner		Month	OCT	OCT	OCT	OCT	NOV	NOV	NOV	NOV	DEC	DEC	DEC	DEC	DEC
			WE/End	7/10/2017	14/10/2017	21/10/2017	28/10/2017	4/11/2017	11/11/2017	18/11/2017	25/11/2017	2/12/2017	9/12/2017	16/12/2017	23/12/2017	30/12/2017
EVENTS / FACE 2 FACE																
DIGITAL																
SIGNAGE & PRINT COLLATERAL																
FILM & PHOTOGRAPHY																
PITCHED MEDIA STORIES																
LONG TERM INITIATIVES																

APPENDIX 8: SAMPLE SITE SPECIFIC COMMS PLAN

DATE	
PROJECT	
PREPARED BY	
SUBJECT	**Communications & Stakeholder Management Plan**

1. Background
2. About the safety improvements work
3. Timeline for safety improvements work

Timeline	Activity

4. Desired outcomes
5. Success indicators
6. Risk management (Communications & Stakeholder Management)

Possible risks	Steps to be taken	Risk owner

7. Stakeholder mapping

Group	Stakeholder	Interest	Potential issues/opportunities	Tactics

8. Positioning and Key Messages
9. News media management
10. Advertising
11. FAQs for use in public inquiries

12. Timeline/runsheet

Timeframe	Category	Activity	Responsibility

APPENDIX 9: NZTA SOCIAL MEDIA GUIDELINES (OCT 2015)

Social media guidelines

FOR INTERNAL USE ONLY

Author: Communication Channels Services, NZ Transport Agency

21 October 2015

VERSION 1.0

The NZ Transport Agency is increasingly using social media as a channel to communicate with its customers and stakeholders. These guidelines are intended to help staff gain a better understanding of the use of this channel at the agency, in ways that are consistent with the agency's existing communications approach.

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More information

NZ Transport Agency
Published - August 2015

INTRODUCTION

Social media has been used at the Transport Agency since November 2011 with the @NZTA_news Twitter account being one of the first accounts created. Over the past few years the use of this communication channel has increased significantly which can be seen in the number of accounts and networks we now use. This is a reflection of the increase in social media use, not only in New Zealand, but also worldwide.

These guidelines have been put together for Transport Agency employees or contractors who are using any of the Transport Agency's social media accounts in their work-related activities.

The term 'social media' as used in these guidelines refers to all forms of electronic communication (through social networking websites) through which users create online communities to share information, ideas, personal messages, and other content such as pictures video or audio content. Currently the most commonly known social media networks are Facebook, Twitter, LinkedIn, and YouTube, but others are emerging.

These guidelines should be read in conjunction with the Transport Agency's Code of Conduct which also provides clear instructions about our obligations as employees when representing the organisation.

WHY ARE WE USING SOCIAL MEDIA?

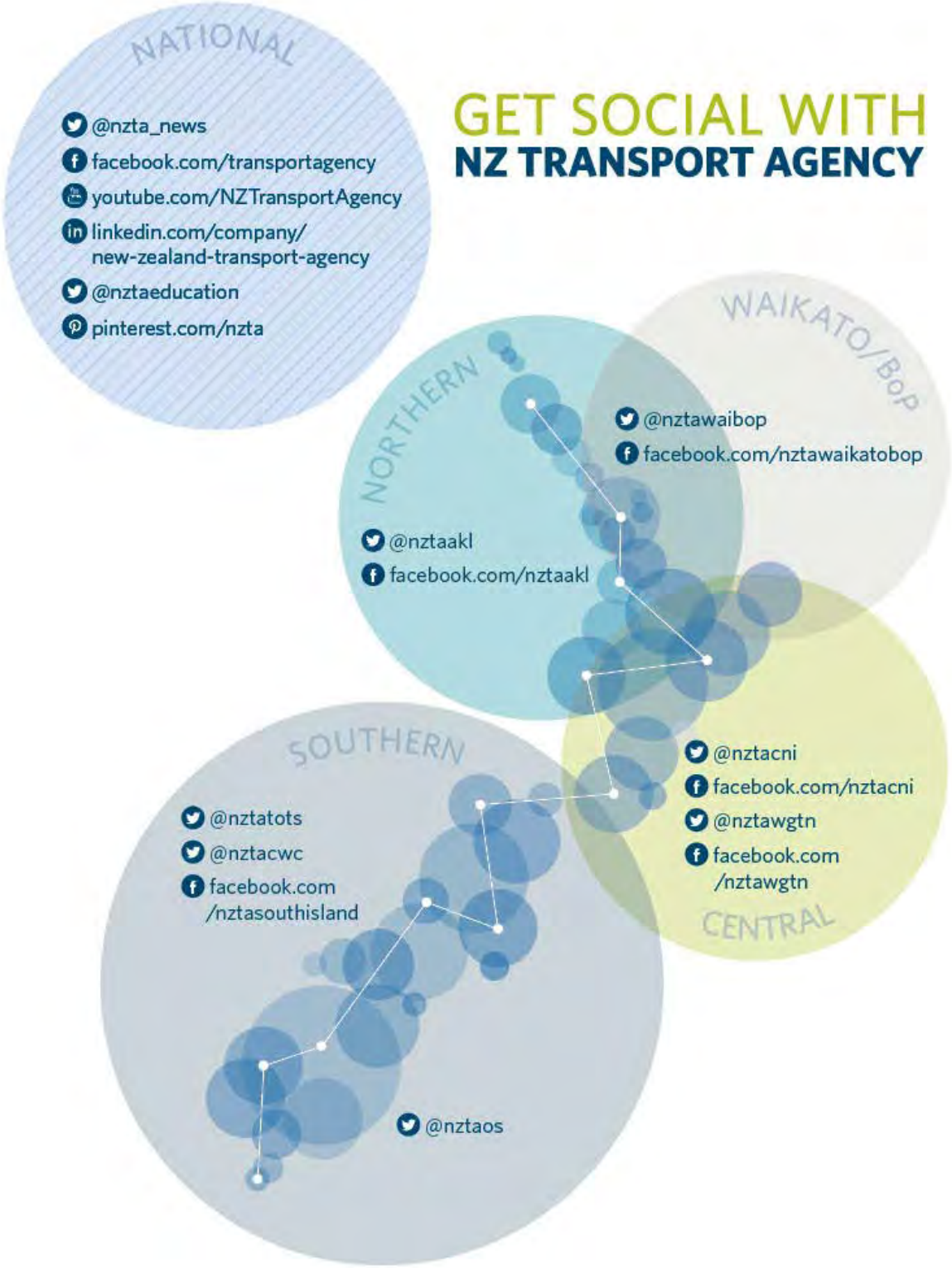
Social media presents additional opportunities for the Transport Agency to better engage with its customers and stakeholders, and provide another avenue for our customers to interact with us. It also allows us to improve brand awareness and gives the organisation a human voice that people can relate to. How we use it needs to be co-ordinated across the organisation to ensure it is used effectively and consistently.

WHAT SOCIAL MEDIA CHANNELS ARE WE USING?

The channels we are currently using are Facebook, Twitter, YouTube, LinkedIn and Pinterest. The following graphic shows the scope we have with social media through our national and regional accounts. We also have a specific media account for commenting on the NZ Herald and Stuff websites. The Media team are the only authorised users of this account for the commenting function.

Setting up new accounts

It is advised to not create new accounts for specific projects or campaigns as this can create confusion amongst our customers and stakeholders, who may think it is a separate entity to the Transport Agency, and the accounts may not have any long term relevance and become redundant. If you strongly believe a new account is justified and understand and commit to managing the account, please contact the Channels team at channels@nzta.govt.nz to discuss further.


NATIONAL
@nzta_news
facebook.com/transportagency
youtube.com/NZTransportAgency
linkedin.com/company/new-zealand-transport-agency
@nztaeducation
pinterest.com/nzta
GET SOCIAL WITH
NZ TRANSPORT AGENCY
NORTHERN
@nztaakl
facebook.com/nztaakl
WAIKATO/BOP
@nztawaibop
facebook.com/nztawaikatobop
CENTRAL
@nztacni
facebook.com/nztacni
@nztawgtn
facebook.com/nztawgtn
SOUTHERN
@nztatots
@nztacwc
facebook.com/nztasouthisland
@nztaos

Purpose of each account

We use each account to:

- provide real-time state highway and other travel-related information to the public, media, businesses and other stakeholders
- provide project updates, news and media alerts, and national messaging
- demonstrate commitment to and understanding of digital channels in-line with Government policy with exemplary use of this channel
- extend the reach of existing corporate messages online (e.g. news, speeches, web updates, YouTube videos) by building relationships with relevant audiences including intermediaries, stakeholders, and other influencers such as journalists and bloggers
- provide an informal, 'human' voice for the Transport Agency to promote comprehension of and engagement with our corporate messages
- provide campaign specific communications and encourage visits to the Transport Agency campaign websites.

The operational focuses of the regional accounts are to:

- raise awareness of Transport Agency campaigns and resources.
- notification of "official events" entered into the Traffic Road Event Information System (TREIS) (e.g. planned or unplanned events causing delays such as crashes, slips or scheduled closures for roadworks)
- provide Civil Defence or MetService warnings affecting the use of state highways
- update on regional projects (eg. Waikato Expressway, Waterview connection)

The operational focus for the national account (@nzta_news) is for national communications and messaging, including all media releases, communications to education professionals (@NZTA_education) and engagement with cycling stakeholders and the public (@BikewiseNZ) as well as reinforcement of our safety messages.

Community guidelines

The following is an example of some guidelines that have been added to our Facebook pages. The guidelines help to set some basic "house rules" to ensure that any activity on our social media channels don't create an inherent risk to the Transport Agency's reputation or brand. The following statement can be adapted for any relevant page.

Guidelines

Thank you for liking the official NZ Transport Agency Facebook page. We're glad you're here.

We are committed to creating a community that encourages self-expression and reflects the values of the NZ Transport Agency including respect for the rights, dignity, and property of others. We ask all our Facebook fans to do their part to help us achieve this goal.

In doing that, we ask that you keep your comments respectful and lawful and not to post content that:

- *is threatening, abusive, obscene, indecent, or objectionable*
- *is deceptive, false, or misleading*
- *defames any person or organisation*
- *advertises or endorses any financial or commercial organisations*
- *violates the intellectual property rights of other people*
- *is illegal*
- *references a third party website or is self-promoting spam*
- *is inappropriate, offensive, or hateful*

We reserve the right to remove any content or to block users that violate our community guidelines, or that we determine are otherwise offensive to our community. All content must also comply with Facebook's own policies.

We would be sorry to see you leave, but if you change your mind and no longer want to like our page, please feel free to "unlike" our page.

Roles and Responsibilities

Throughout the Transport Agency there are various teams/business units that contain a group of authorised social media users.

WHO	WHAT CONTENT / INFORMATION	AUDIENCE	CHANNELS USED
Communication Channels Services	- Setting up accounts / profiles - Implementation advice - Providing support for other users - Overall management and administration of accounts and channels	NZ Transport Agency	Twitter Facebook LinkedIn YouTube Pinterest

WHO	WHAT CONTENT / INFORMATION	AUDIENCE	CHANNELS USED
Contact Centre	- Monitoring all accounts - Monday to Friday, 8am - 6pm - Responding to customer enquiries - both national and regional accounts - Encouraging customer interactions - Proactive national marketing and communications - working with the national and regional communications teams for content / posts o Tolling o Freight o Research o Recruitment o Special events, e.g. Long weekends, Christmas holidays o Advertising o Promotions	- All customers - General public	Twitter Facebook
National Travel Information Services	- National and regional information on what is happening on the network o Incidents o weather and driving conditions (latest and future) o photos, videos o events that would impact on travel (sports, trade shows etc) o road works o special events, e.g. Long weekends, Christmas holidays - Responding to traffic enquiries - Retweet / repost travel messages to/from other relevant accounts and feeds	- General public - News media - Stakeholders - Local/Regional Government	Twitter Facebook
Engagement & Communications	- Localised / region based content - Project updates o high level o photos, videos o competitions o links back to website and/or project site o traffic disruptions / road works o media releases o special events, e.g. Long weekends, Christmas holidays	- General public - Customers - Communities - News media - Stakeholders - Local/Regional Government - Parents and Teachers	Twitter Facebook

WHO	WHAT CONTENT / INFORMATION	AUDIENCE	CHANNELS USED
Advertising & Education (Network User Behaviour)	- Localised / region based content - Education updates - Advertising campaigns	General public - Customers - Communities - Stakeholders - Local/Regional Government - Parents and Teachers	Twitter Facebook YouTube
Recruitment	- Careers / role advertisements	- All customers - General public	LinkedIn

Authorised users

The following teams have access to the relevant social media accounts and are authorised to post and tweet on behalf of the Transport Agency.

Communication Channels team – channels@nzta.govt.nz

The Communication Channels team manages and co-ordinates the Transport Agency's presence on social media. Any new account requests, questions about the accounts, and how the accounts are used should go through them. They also monitor the accounts and look for opportunities to cross reference posts between accounts.

Contact centre – ccsocialmedia@nzta.govt.nz

Contact Centre staff provide oversight and monitoring during normal business hours and will respond to queries as appropriate. They also help with posting and contributing to the accounts.

Engagement & Communications

The Engagement and Communications managers and advisors (national, regional and project) and media managers work with their respective business units and the Contact Centre team to contribute and respond during normal business hours only.

National Travel Information Services (NTIS) – ntis@nzta.govt.nz

The National Travel Information Services (NTIS) team provide travel information and respond to queries about travel information from 6am to 7pm weekdays via the national and regional accounts, with an after-hours escalation process.

Network User Behaviour team – advertising@nzta.govt.nz

The Network user behaviour team designs programmes and other interventions to positively influence and incentivise desired user behaviour around network use. The team uses interventions

including advertising, education, and promotions to achieve their goal. They are responsible for managing the Pinterest account, @NZTA_education Twitter account and the Bikewise Twitter and Facebook accounts.

Recruitment – myhr@nzta.govt.nz

The recruitment team manage the Transport Agency's presence on LinkedIn – which is mostly used for posting information about new roles, career opportunities, and general Transport Agency updates that highlight activity fronted by our people.

POSTING TO SOCIAL MEDIA

If you have something to post up on one of our social media channels or wish to contribute, get some advice from the Communication Channels Services team (channels@nzta.govt.nz) on how to go about doing this. Outline the messages you want to communicate, the approach you are going to adopt and how it fits in with the work you're doing. The Channels team will be able to give you advice on what social media channels would best fit your needs. They can also let you know how these channels have been used in other parts of the Transport Agency so you can be consistent.

Here's a quick list of the details to send through:

- social media account to post to (e.g. Auckland/Northland Facebook page)
- text for the post (note: Twitter has a 140 character limit)
- include any relevant links and images
- specify when you would like the post to go up.

It's important to remember that any information published online can be accessed around the world within seconds and will be publicly available for the world to see. This information can also be stored and retrieved for many years to come. Anything you say on social media could also be requested by a member of the public under the Official Information Act 1982.

PRINCIPLES FOR POSTING ON SOCIAL MEDIA FOR AUTHORISED USERS

The basic principles for use from the *Social Media in Government: High-level Guidance* (DIA, 2013) of social media are relevant to the Transport Agency's use of social media:

- **Be credible** – Be accurate, fair, thorough and transparent.
- **Be consistent** – Encourage constructive criticism and deliberation. Be cordial, honest and professional at all times.
- **Be responsive** – Answer questions within 24 hours. Share your insights where appropriate.
- **Be integrated** – Wherever possible align online participation with other offline communications.
- **Be a public servant** – Remember that you are an ambassador for the Transport Agency. Wherever possible, disclose your position as a representative of your department or agency.
- **Be a good custodian** – If you've introduced and/or are managing a social media profile, make sure you're posting content and checking messages regularly. An untended and out-of-date account looks unprofessional. Also ensure that information is created, kept and, if necessary, disposed of in accordance with organisational policies.

Here are some other principles that you should refer to when posting:

Be transparent about who you represent

When using any social media tool it's important to be honest and to indicate that you represent the Transport Agency.

Remember, that while you should communicate in your own voice or style you're also representing the Transport Agency.

If you have a vested interest in something you're discussing (i.e. it's of interest to the Transport Agency), be the first to point that out.

Act in the same way that you would in any meeting with outside stakeholders or customers. Remember that you are representing both the Transport Agency and yourself. Don't say anything that you wouldn't want to appear in the public arena or that you wouldn't be delegated to say in any other public forum. If you identify yourself as representing the views of the Transport Agency when using your own personal account be aware that anything you say from that point on may be perceived as Transport Agency opinion.

Separate your job from your private and personal views

You must ensure that your online activities and the expression of your views do not interfere with your job, your colleagues or commitments to customers and stakeholders. The Transport Agency's Code of Conduct provides guidelines around public comment on government policy.

The best way to do this is ensure that you identify yourself as a Transport Agency employee and be very sure that what you are saying is aligned with our agreed organisational policies and positions. If in doubt don't post anything and check with your manager.

Show respect to other users

Do not participate in any content that could be identified as slurs, personal attacks, insults, obscenity etc, and/or topics that may be considered objectionable or inflammatory – such as topics in the areas of politics and religion. Show proper consideration for others' privacy, and avoid picking fights. Be the first to correct your own mistakes and be constructive and respectful in correcting others.

Do not say anything that would offend anyone while representing the Transport Agency. Apply the same principles that you would if using email or the telephone. If you are not sure whether a response is required speak to the Communications Channels team and the national media manager for advice or take a look at the 'Guidelines on how to handle a mishap' section below.

Be accurate in what you say

If you are going to say something about the Transport Agency and our business, be sure that it is accurate and that you have all your facts right. Also make sure what you are saying actually agrees with our organisational policies or procedures. If you are talking about something you don't have all the information on then make sure to check with staff who might know more about the subject. It is important to be accurate in what you say, because our reputation and the confidence that our customers have in us depends on it.

If time is of the essence and is it important to get a message out quickly (which can be the case when using social media) then focus firstly on providing the information you know is accurate and make a commitment to follow up with further verified facts at a later time. Avoid putting out information that

you know (or even suspect) may be incorrect – because this will impact on yours and the Transport Agency's credibility in providing information and ultimately our reputation. In some instances it might be better to take the conversation offline either through private/direct messages or asking the person who posted to call the Contact Centre.

Response times

When responding to a post it's important to get back to the customer/stakeholder within 24 hours at the latest.

Code of Conduct

The Transport Agency's general code of conduct (http://onramp/Our-people/Policies/Pages/Code-of-conduct.aspx) and the State Services Code of Conduct (www.ssc.govt.nz/code) apply. Key points to take into account include:

- you must be authorised to represent the Transport Agency on social media
- you must stay within legal frameworks such as copyright and privacy laws
- participation in the Transport Agency's social media channels means your comments are permanently available to the public and able to be posted on other media
- if you are using social media in a personal capacity, keep in mind that you may be connected to your work account and therefore this may affect what you post in a personal context
- always be clear about what you are posting in a personal context.

Things to consider when creating a post

Here's a quick checklist of things to consider when creating a post:

Things to check:	Checked?
Copy and editing – be sure to proof read what you've prepared and ensure that it is technically and/or factually correct.	
Are there any privacy issues? (e.g. names used / personal information / photo used / licence plate visible / photo of someone without them knowing it was taken)	
Does a photo/video used for the post show any unsafe practice (other than that intended)? (e.g. no safety belt worn, car driving on the wrong side of the road etc.)	
Do you have permission to use the photo/video? You can't use a photo that has been taken of an individual, from another website, or from Google Images unless you have got the individual or company's permission to use it.	
Are you sharing or retweeting a post that could potentially go viral? Run this past the Communication Channels team first for advice on what to do.	

Tips

- Try to include a photo or video with the post. This way you are likely to get more engagement from followers who might ‘share’, ‘like’ or ‘retweet’ the post. A brand’s story online is best shown through photos and videos
- Shorten URLs so that your post looks less cluttered. This comes in handy for when posting a link in Twitter which has a character limit. The common sites used to shorten a URL are http://ow.ly, http://goo.gl and http://bitly.com
- Use hashtags where relevant e.g. #Drivesafe, #SH1Traffic

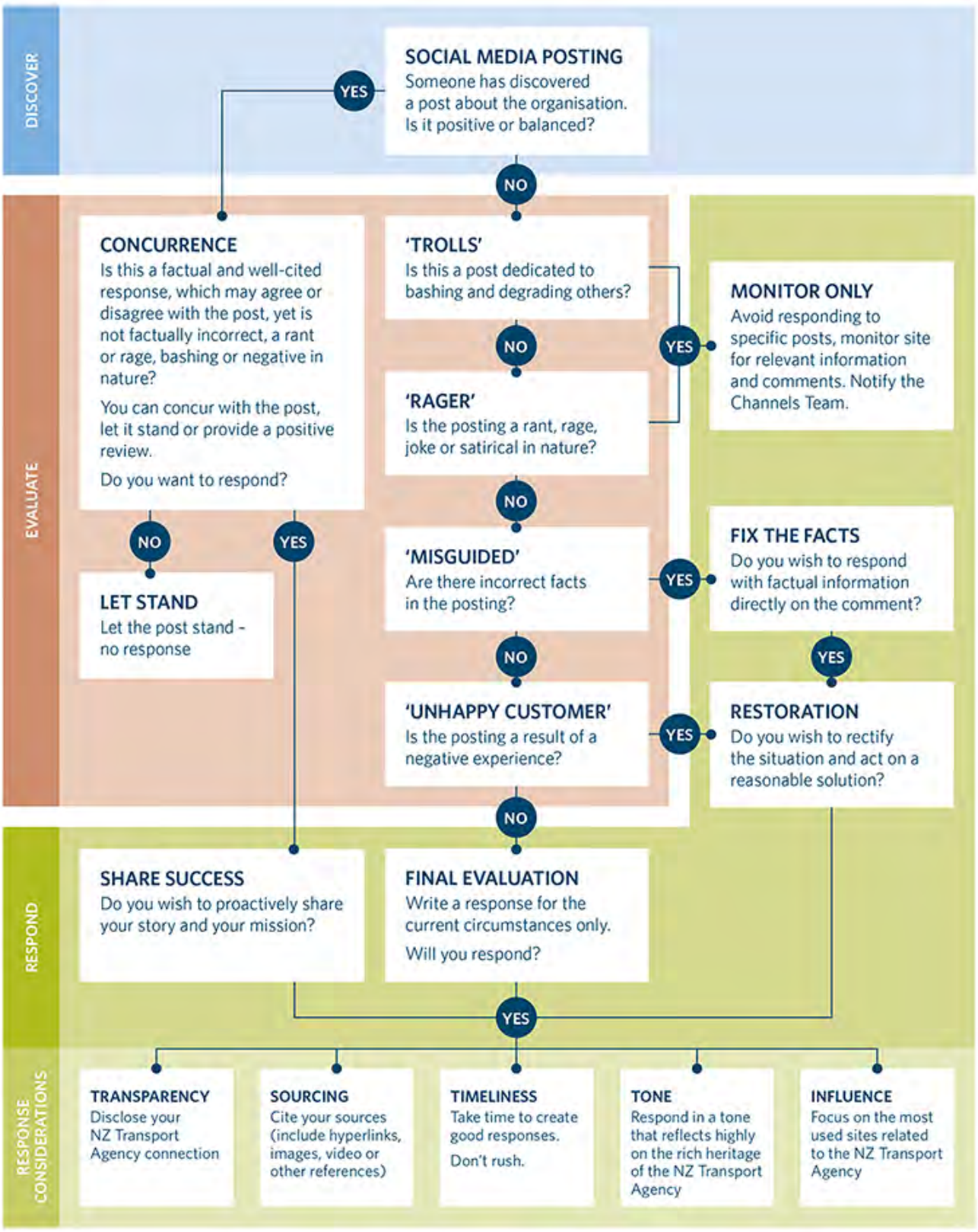
SOCIAL MEDIA ADVERTISING

Advertising on social media offers another channel for the Transport Agency to promote key messaging, news and events. It’s an effective and inexpensive way of increasing brand recognition and reach new audiences through specific targeting.

Facebook allows us to boost posts. By boosting we can select a specific post or event to promote to a wider audience, set spend limits, promotion period, and target Facebook users based on location, interests, age group and device type used.

If this sounds like something that you would like to do for a project or event, speak to the Communication Channels Services team to discuss the options.

GUIDELINES ON HOW TO HANDLE A MISHAP



EVOLVING SOCIAL MEDIA CHANNELS

Social media is a communication channel that continues to change. At the Transport Agency we do our best to keep up with these changes and adapt when and where required to. If you come across social media sites that might be of some use to the organisation, have a chat to the Communication Channels team (channels@nzta.govt.nz) to get some advice on whether it's something the Transport Agency could use.

FURTHER ASSISTANCE AND/OR ENQUIRIES

If you want to find out more about the social media channels we use at the Transport Agency or have any questions about these guidelines please get in touch with the Communication Channels team at channels@nzta.govt.nz.

Glossary

Common Twitter Terminology

Direct message or **DM** – a message from one user to another in private (not visible to other users, the internet or search engines).

Follower – someone who has subscribed to read your tweets. Displayed on Twitter as: **"Following"** (the people that you follow on Twitter).

"Follower" Someone who follows you on Twitter

"Friend" Someone who you follow that also follows you.

Reply or **@Reply** – a message from one user to another, visible to anyone following the user who is giving the reply. Also visible to the entire world and search engines.

Re- tweet or **RT** – repeating a message from another user for the benefit of your followers and in recognition of its value (the Twitter equivalent of forwarding an email).

Tweet
– an update on Twitter, comprising a message of up to 140 characters, sometimes containing a link, picture or video. Also a verb: to tweet, tweeting.

Twitter API – Twitter is an 'open platform' meaning other people can develop tools (software and websites) which use the Twitter functionality and the published content (all the stuff that's displayed publicly on twitter.com, but not users' private messages or personal information). The API (application programming interface) is the publicly available information used by coders to do this. It enables sites like Tweetminster, Twittergrader and Hootsuite and applications like Tweetdeck to be created.

Twitter client or **application** – software on your mobile phone or computer that you use to access Twitter. Popular clients are the Twitter website itself, Tweetdeck desktop software, Hootsuite and a number of iPhone applications.

Common Facebook Terminology

News Feed - is a continuous stream of updates about your friends' activities on and off Facebook. It appears on your Home page.

Status update - is a short post you share on Facebook talking about what you're doing, thinking, or feeling at the moment. People update their status about everything from what they're eating to sharing memories about a loved one to advocating for a particular political position.

Timeline – this is your Profile Page. It contains all your posts, your photos and videos, a list of your friends, your favourite activities and interests, and any biographical info you've chosen to share. This is where your friends can leave you messages and where you can update the world with anything you feel like sharing.