



NZ TRANSPORT AGENCY  
WAKA KOTAHI

# New conversations about speed

Paul Graham, New Zealand Transport Agency, RSRPE conference, Brisbane 2013

# Acknowledgements

NZTA Advertising team

Rachel Prince

Clemenger BBDO account team

Linda Major, Philip Andrew, Brigid Alkema,  
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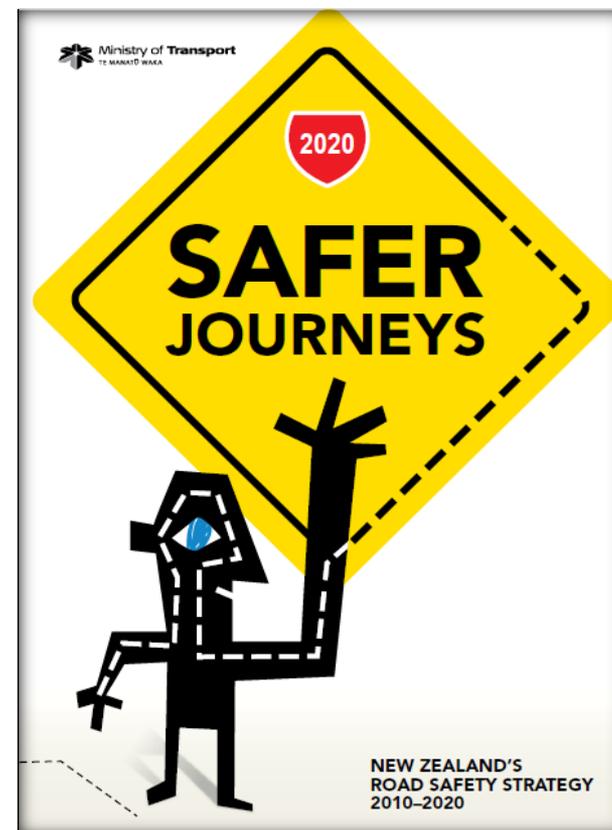
Glasshouse Consulting research team

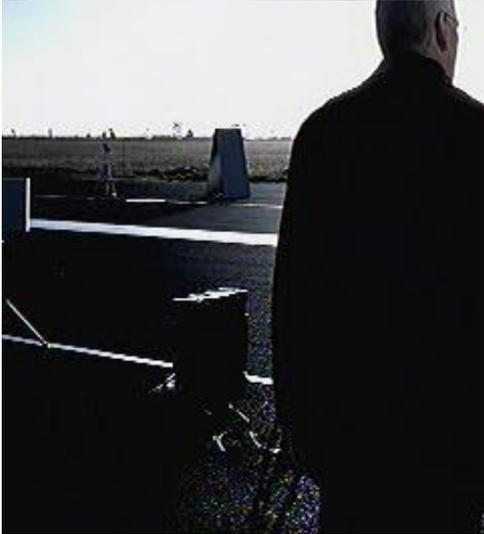
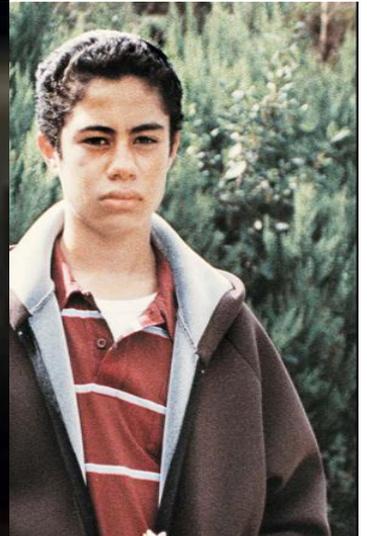
Colin Yee



# Speed

- high priority in *Safer Journeys* strategy
- responsible for 20-25% of all fatal and serious injury crashes





# Messages

*“The faster you go, the bigger the mess”*

*“Slow Down”*

*“Prepared to speed, prepare to kill”*



# The conversations

We say	They think
the speed limit is the maximum safe speed	speeding isn't that wrong
the road should suggest the right speed limit	the speed limit's 110 km/h
more people should be travelling at the right speeds	posted speed limits are about right
there should be fewer high speed crashes	we can drive the same in any conditions
it will take a big shift in attitudes to lose 5 km/h	we like driving fast
people need to understand their vulnerability in a crash	we're better than average
speeding is dangerous	it's not about the journey time

# Safe System

1

People make mistakes

2

People are vulnerable

3

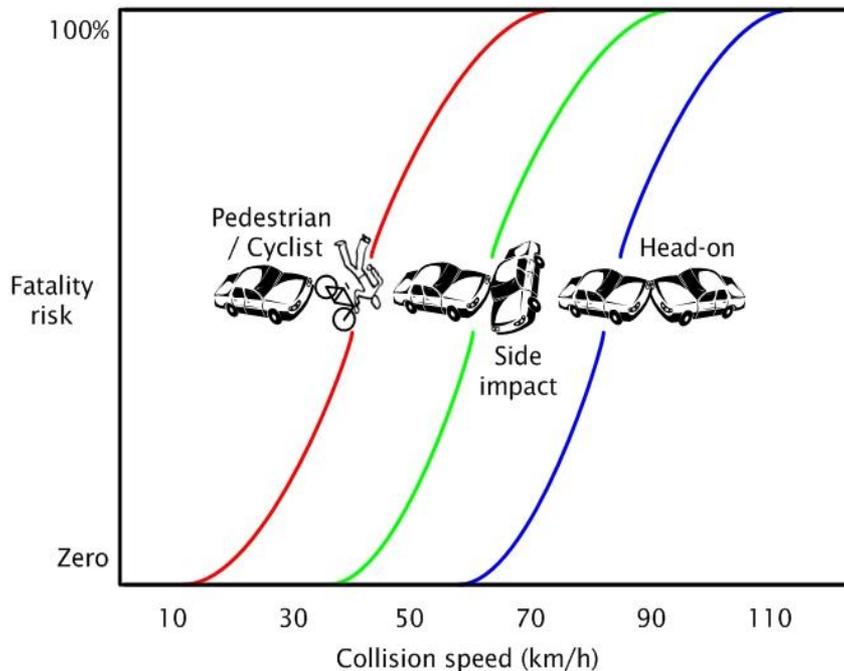
Shared responsibility

4

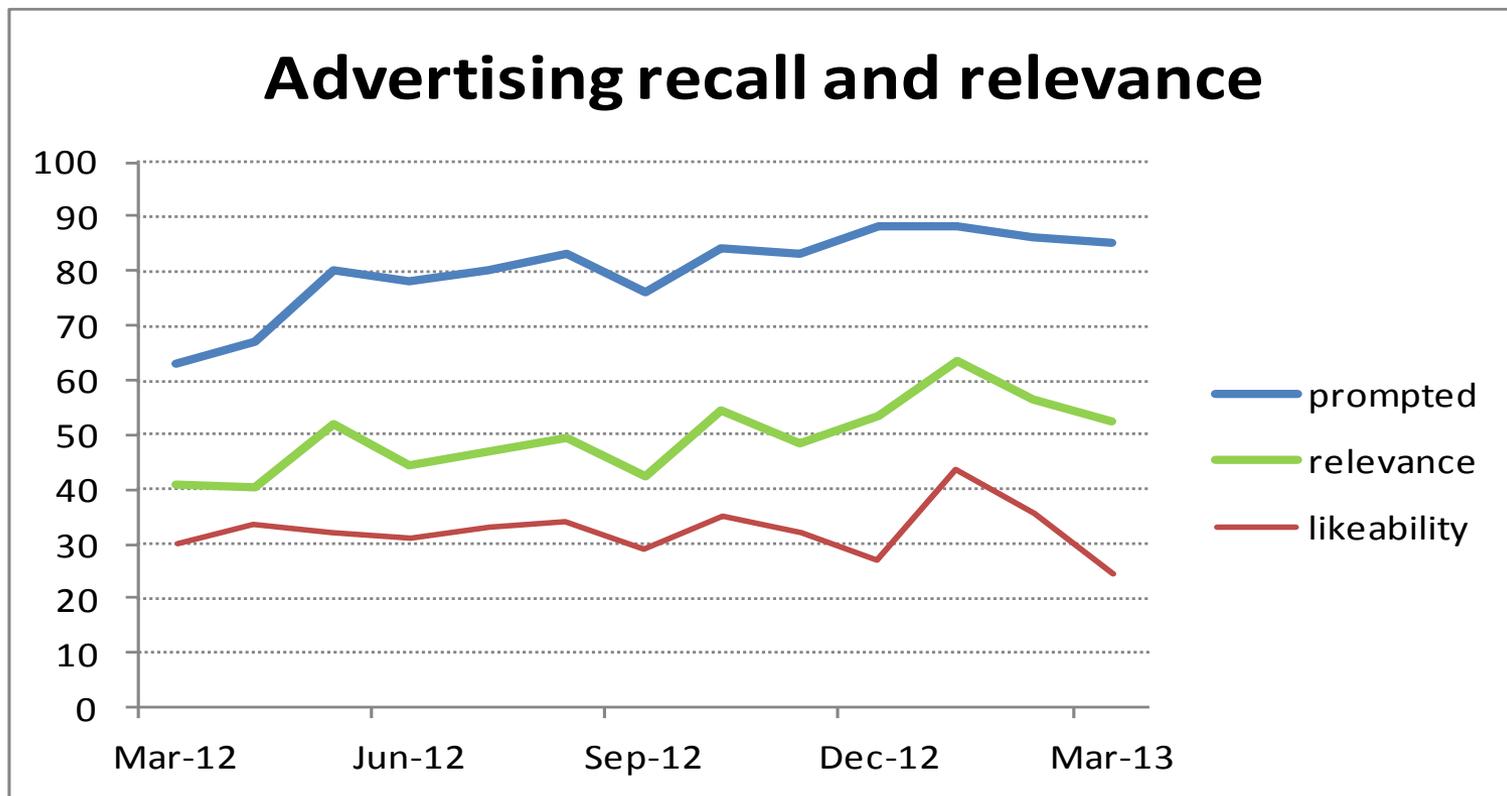
Strengthen all parts of the system



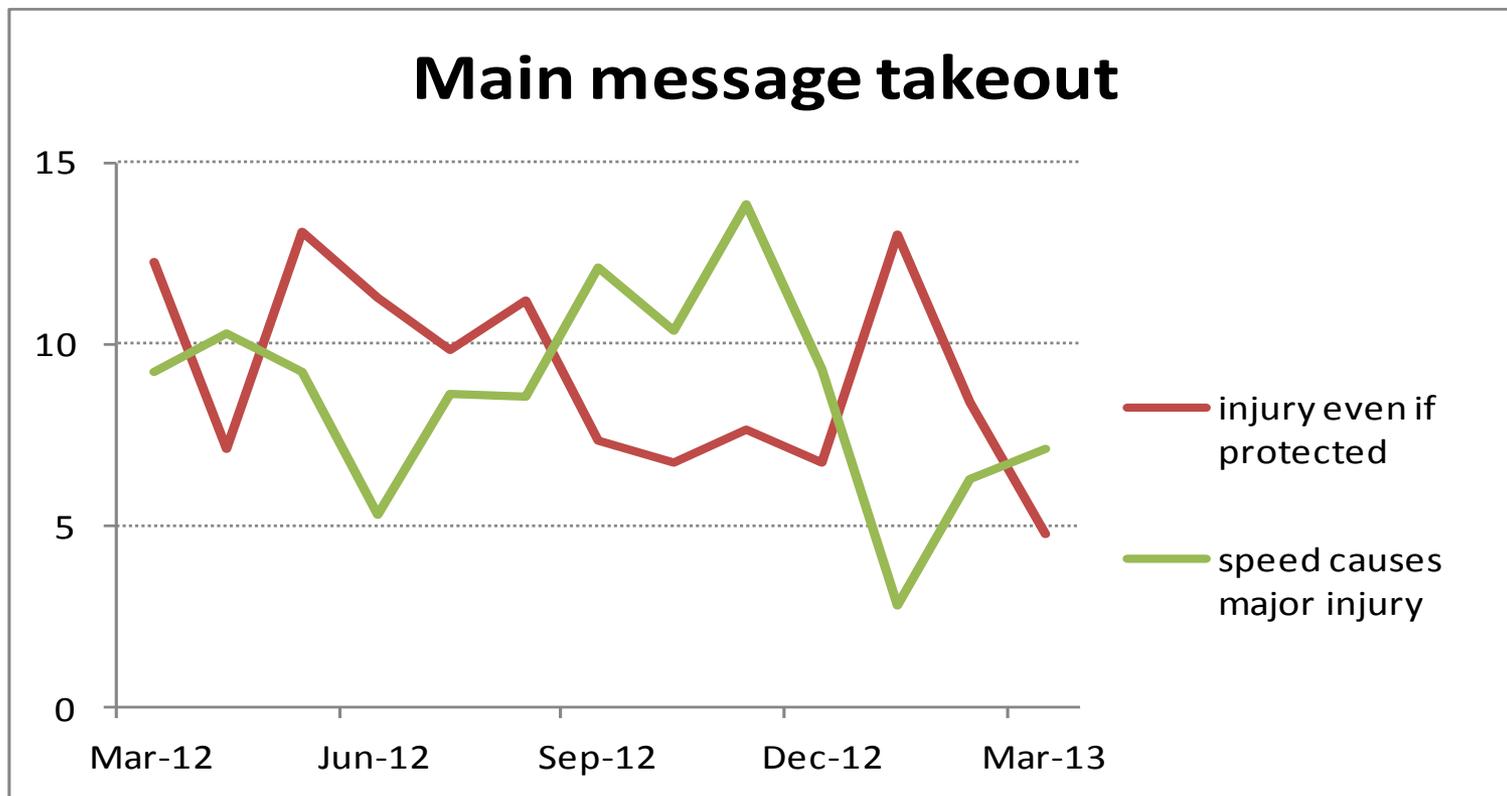
# Speed and human tolerance



# Advertising measures (1)



# Advertising measures (2)



# Safe System

1

People make mistakes

2

People are vulnerable

3

Shared responsibility

4

Strengthen all parts of the system



# Sharing responsibility

## How we drive now

- as individuals
- in a bubble
- but there are others out there
- could speeders 'opt into' rather than 'opt out from' our message to slow down
- what if we could think of other drivers ...  
... but not as the enemy



# drivesocial.co.nz





# Next: people make mistakes

- ordinary people
- ordinary cars
- mistakes disastrous at excessive speeds
- an undeniable truth
- the right language
- support the cops

