

8 September 2023

Adam Young
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Dear Adam

Request for information

Thank you for your Official Information Act 1982 (OIA) request of 29 July 2023, in which you requested:

With reference to the Stuff article linked below regarding the "Offbeat" podcast recruitment campaign, I would like to request the following:

- *The expected number of listeners for each episode of "Offbeat"*
- *The expected number of Kiwis that this campaign hopes to recruit, with a calculation as to how much is expected to be spent per recruit.*
- *The average spend-per-recruit on other NZ Police recruitment campaigns.*
- *The costs (including expected costs) of planning and organising this campaign outside the expected \$320,000 podcast production cost.*

<https://www.stuff.co.nz/national/crime/300934550/police-set-to-spend-320k-on-six-podcasts-as-part-of-recruitment-drive>

I have responded to each part of your request below.

The expected number of listeners for each episode of "Offbeat"

Police did not forecast the number of expected listeners; however I can advise as at 29 August, listenership of each podcast is as follows:

Search and Rescue	2.0k downloads
Frontline	2.7k downloads
Tactical operator	2.8k downloads
Detective	2.3k downloads
Negotiator	2.7k downloads
Ethnic Liaison	1.2k downloads

This is a total of 13.7k downloads.

The expected number of Kiwis that this campaign hopes to recruit, with a calculation as to how much is expected to be spent per recruit.

For privacy reasons, Police cannot track applications directly attributable to specific campaigns over other reasons for application, therefore this type of information is not collected on the New Cops website (the website people use to apply to become a police

officer). This part of your request is refused under section 18(g) of the OIA, as the information not held.

The average spend-per-recruit on other NZ Police recruitment campaigns.

As above, Police cannot track applications directly from a specific campaign through the New Cops website, therefore this part of your request is refused under section 18(g) of the OIA, as the information not held.

Furthermore, Police runs multiple overlapping campaigns and promotional activities throughout the year over different periods of time, and in conjunction with all other recruitment attraction initiatives. Campaigns may be specifically targeted to a particular audience or need: geographic national, regional, or very localised, based on ethnicity or gender so cost cannot be averaged across them.

The costs (including expected costs) of planning and organising this campaign outside the expected \$320,000 podcast production cost.

It was incorrectly reported that the production cost for all the podcasts was \$320,000 or \$52,000 per episode. The \$320,000 was the total campaign cost, including all production, travel, development of media assets, and the media spend associated with this campaign.

I trust this information is of use to you. You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely



Jess Bovey
Marketing and Brand Manager
New Zealand Police