



28 March 2018

A S Docherty

Email: [fyi-request-7237-240af8ca@requests.fyi.org.nz](mailto:fyi-request-7237-240af8ca@requests.fyi.org.nz)

Dear A S Docherty

I refer to your Official Information Request of 9 February 2018 for the following information:

*Please release any proposal or discussion documents including related emails detailing the COST of the development (and reversion back to original) of the "Rainbow Police Car" to be used for the Auckland and Wellington Pride Festivals 2018.*

In response to your request, the car was especially designed for the Auckland and Wellington Pride Festivals and after feedback from members of the public and the Rainbow community, it will now remain as part of the Police fleet based primarily in Auckland and will be used as a community car.

The Rainbow Car's purpose was to publically acknowledge the relationship between NZ Police and the Rainbow Community. The car is a visual representation of Police's commitment to diversity and the work the organisation undertakes to support and celebrate employees from all backgrounds.

The car was developed to encourage more recruits from the Rainbow community and the cost of the design and application of the Rainbow livery was \$10,000. This amount was allocated from the NZ Police's recruitment marketing budget.

The Rainbow Pride car's media reach has been invaluable to Police. The car was launched on the NZ Police Facebook page and was well received with followers showing high levels of enthusiasm for the car. The post received over 5000 reactions, 774 comments and 3.9 thousand shares. The same twitter post received 763 retweets and received 3,006 likes. The photo of the rainbow car received a record number of 'likes' (4,141 compared with the second most at 2,400) on the NZ Police Instagram account.

On the night of the Rainbow Car's launch, a special feature on the car during Seven Sharp rated at 5.7 against a wide 25-54 year old audience. That equates to a 23% share of that viewing audience at that time – approx. 111,700 people. The car also received numerous mentions in other mainstream media. The cost and application of the livery is therefore balanced by the value and level of engagement with the Rainbow community.

I hope this information answers your request, if you are not satisfied with the provision of this information, you have the option of contacting the Office of the Ombudsman.

Yours sincerely

Jane Archibald  
Acting Deputy Chief Executive: Public Affairs