



Headquarters
New Zealand Defence Force
Defence House
Private Bag 39997
Wellington Mail Centre
Lower Hutt 5045
New Zealand

OIA-2024-4929

21 March 2024

[Redacted]
[Redacted]

Dear [Redacted]

I refer to your email of 23 February 2024 requesting the following information under the Official Information Act 1982 (OIA):

Of the 45 defence force personnel featured in the "Run Deep" campaign, how many are still serving in the NZDF?

The "Run Deep" campaign is the overarching New Zealand Defence Force term for the current marketing campaign to attract new talent. A total of 42 individuals were involved in the campaign, of whom 36 are still serving in the NZDF. With respect to the 45 personnel referenced in your request, one of the "Run Deep" iterations ("Third wheel") has two versions with the same three individuals.

You have the right, under section 28(3) of the OIA, to ask an Ombudsman to review this response to your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that responses to official information requests are proactively released where possible. This response to your request will be published shortly on the NZDF website, with your personal information removed.

Yours sincerely

AJ WOODS
Air Commodore
Chief of Staff HQNZDF