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OIA-2024-5062

4 July 2024

[REDACTED]@rnz.co.nz

Dear [REDACTED]

I refer to your email of 22 March 2024 requesting the following information concerning the Codewords recruiting campaign:

- *The number of new recruits each month since the campaign has been began.*
- *How much has been spent on producing and distributing the campaign in total.*
- *Whether the campaign still active.*
- *Any information or reports on the effectiveness of the campaign.*

Your request has been considered under the Official Information Act 1982 (OIA), I apologise for the considerable time it has taken to provide this response. Unfortunately, the correct process was not followed on this occasion and your request was not actioned when it was initially received.

The Codewords campaign is an awareness campaign that is primarily designed to drive prospective recruits to the Defence Careers website. It aims to shift perceptions and increase knowledge about what the New Zealand Defence Force (NZDF) provides. The campaign was launched in September 2022 and remains active. There were 25,000 profiles recorded on the Defence Careers website in 2022, and in 2023 that number grew to 28,000.

It is a high performing campaign and continues to be cost effective given it was produced for social media in the first instance and does not use broadcast media. To the end of the 2023/24 financial year, approximately \$4,590,000 had been spent on production and distribution of the Codewords campaign since its launch.

At enclosure one is a copy of the most recent quarterly report on the campaign. Awareness by the target prospective candidates has steadily grown since the launch.

The New Zealand Defence Force (NZDF) records recruits as a candidate who progresses successfully through the recruitment system to attest as a member of the Armed Forces. There are 21 intakes per year and recruits are not recorded by month. There are some months where intakes do not occur, and therefore there are no newly attested recruits. Since the recruiting process is not directly tied to the Codewords campaign, it would be inaccurate to measure its effectiveness against the number of recruits.

The following table provides the number of recruits who applied per quarter of a calendar year since the Codewords campaign was launched (being the last month of quarter three

2022). This accounts, in part, for the relatively low numbers for the last two quarters of 2022.

Intake start date	Number of recruits
Q3 2022	3
Q4 2022	10
Q1 2023	39
Q2 2023	34
Q3 2023	152
Q4 2023	60
Q1 2024	332
Q2 2024	62

For your reference, enclosure two provides the number of recruits who successfully attested by Service and region for the previous five years.

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

Enclosures:

- 1 Codewords Quarterly report Sep 2022 – Mar 2024
- 2 Attestations 2019-2023

Released under the Official Information Act 1982

CODEWORDS – SEPTEMBER 2022–MARCH 2024

For some measures there is either no difference or a decline between the 'pre' measure and the 'not seen' group, so we can be confident the difference between 'seen' and 'not seen' is a result of exposure to the campaign, especially for being proud of who you work for, fits with my personality // skills & / or qualifications // values and a place where I will belong.



We are starting to see a clear population change. *Seen vs not seen* analysis confirms the campaign continues to drive change.

Understand what life would be like in the Forces



Consider a career in the Forces

Benefits of working for the Forces

Working & playing as part of a team
Being proud of who you work for

DF career consideration based on perceptions

Fits with my personality
Fits with my skills & / or qualifications
Fits with my values

Perceptions of the Forces

The Army, Navy or Air Force is a place where I would belong

	PRE	POST		
	Total %	Total %	Seen %	
	38%	36%	➔ 42%	31%
	30%	29%	33%	25%
	46%	45%	47%	43%
	38%	41%	43%	38%
	26%	27%	31%	23%
	25%	27%	32%	24%
	34%	35%	40%	30%
	23%	23%	26%	20%

Agree
Agree
Makes me more likely to consider a DF career
Agree

Base: 16-24-year-olds: PRE Sep '21–Aug '22 (n=2,749), POST Sep '22–Mar '24 – Total (n=4,278), Seen Codewords (n=2,092), Not Seen Codewords (n=2,186). Note: Rebased to exclude 'Image did not display' (POST).

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Agree = Agree + Strongly agree

➔ denotes campaign played a role in mitigating a downward trend
■ denotes a positive campaign effect
x denotes a predisposition with a possible positive campaign effect



Enclosure 2

Number of recruits who successfully attested - Region and Service

	2019	2020	2021	2022	2023
Central Region					
Air Force	64	62	51	63	63
Army	144	128	208	114	117
Navy	58	50	37	29	17
Regional total across services	266	240	296	206	197
Northern Region					
Air Force	50	40	52	59	58
Army	176	163	235	187	200
Navy	145	137	100	129	111
Regional total across services	371	340	387	375	369
Overseas					
Army	0	2	1	1	0
Navy	3	0	0	0	0
Air Force	0	0	0	0	0
Regional total across services	3	2	1	1	0
Southern Region					
Air Force	30	32	19	34	31
Army	150	165	202	158	157
Navy	40	43	27	39	30
Regional total across services	220	240	248	231	218
Annual Total	860	822	932	813	784