



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

OIA-2024-5138

14 October 2024

[REDACTED]
[REDACTED]@nzme.co.nz

Dear [REDACTED]

I refer to your email of 16 September 2024 requesting, under the Official Information Act 1982 (OIA), New Zealand Defence Force (NZDF) recruitment and enlistment information. A response to the various parts of your request are set out below.

1. *The recruitment targets set by the New Zealand Defence Force for the Navy, Army and Air Force from 2019-2024.*

The recruitment targets, broken down by Service and by calendar year, is provided in the table below.

	2019	2020	2021	2022	2023	2024
Royal New Zealand Air Force	157	136	136	201	253	270
New Zealand Army	571	611	833	698	756	815
Royal New Zealand Navy	296	268	207	348	333	349
Total	1,024	1,015	1,176	1,247	1,342	1,434

2. *The number of new personnel enlisting each year for the Navy, Army and Air Force from 2019-2024.*

The number of attestations, broken down by Service and calendar year, is provided in the table below. The number of attestations for 2024 is at 25 September 2024. Attestation is when the candidate has not only met the pre-entry requirements, presented for training and accepted the offer of service, but has also sworn allegiance to the Crown.

	2019	2020	2021	2022	2023	2024
Royal New Zealand Air Force	144	134	122	156	152	185
New Zealand Army	470	458	646	460	474	368
Royal New Zealand Navy	246	230	164	197	158	200
Total	860	822	932	813	784	753

3. *A breakdown of the amount spent on marketing for the New Zealand Defence Force each year from 2019-2024.*

The only advertising undertaken by the NZDF is for recruiting purposes. The estimated and actual spend for Defence Recruiting is reported to the Foreign Affairs, Defence and Trade Select Committee. This information is publicly available on the Parliament website and can be found in the Estimates for Vote Defence Force and the Annual Review of Vote Defence

Force.¹ This part of your request is therefore declined in accordance with section 18(d) of the OIA.

4. *The number of personnel in the Navy, Army and Air Force each year from 2019-2024.*

The number of NZDF personnel in each Service is reported in the NZDF Annual Report and is publicly available on the NZDF website.² This part of your request is therefore declined in accordance with section 18(d) of the OIA.

5. *The yearly recruitment targets set for the Navy, Army and Air Force for 2024 – 2030.*

The recruitment targets for the 2024 calendar year is addressed in the response to question 1. The recruitment targets for the 2025 calendar year, broken down by Service, are provided in the table below. Your request for recruitment targets for 2026 to 2030 is declined in accordance with section 18(e) of the OIA as the information does not yet exist.

Royal New Zealand Air Force	161
New Zealand Army	671
Royal New Zealand Navy	108
Total	940

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

¹ <https://www.parliament.nz/en/pb/sc/scl/foreign-affairs-defence-and-trade/tab/report>

² <https://www.nzdf.mil.nz/media-centre/search-our-libraries/documents/?search=Annual+Report&sort=relevance>