

21 September 2023

Oliver Bryan  
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Dear Oliver

***Request for information***

Thank you for your Official Information Act 1982 (OIA) request of 30 August 2023, in which you requested:

1. *How many views/listens has 'offbeat' had since it began?*
  - *How many for the month of August 2023?*
2. *How many officers have been recruited in the last eight months?*
  - *Please break it down per month from January – August.*
3. *On what platforms can people listen to the podcast?*
4. *Please provide a comprehensive breakdown for the costs require to create the podcast series. This should include but not be limited to production, promotion/advertising, development and membership to podcast platforms.*
5. *Will there be or has there been a review of the podcast series and its effectiveness?*
  - *If there has, what were the findings/please provide us with the report.*
6. *Does the police have any other podcasts ongoing?*

I have responded to each part of your request below.

1. *How many views/listens has 'offbeat' had since it began?*
  - *How many for the month of August 2023?*

Downloads for each episode of 'offbeat' from the start of the campaign  
24 July 2023 - 5 Sept 2023:

Episode	Number of downloads
Search and Rescue	2.2k
Frontline	3.0k
Tactics group	3.2k
Detective	2.6k
Negotiator	3.0k
Ethnic Liaison	1.4k
<b>Total</b>	<b>15.4k</b>

2. How many officers have been recruited in the last eight months?
- Please break it down per month from January – August.

Wing	Start Date	Number of Recruits
365	11/01/2023	79
366	08/02/2023	64
367	08/03/2023	80
368	05/04/2023	54
369	31/05/2023	66
370	28/06/2023	57
371	23/08/2023	69

3. On what platforms can people listen to the podcast?

The podcast is available on the following platforms:

- Spotify
- iHeart
- Apple

It is also available on other platforms via the Omny platform (via NZME Network).

4. Please provide a comprehensive breakdown for the costs require to create the podcast series. This should include but not be limited to production, promotion/advertising, development and membership to podcast platforms.

It was incorrectly reported in the media that the production cost for all the podcasts was \$320,000 or \$52,000 per episode.

The \$320,000 was the total campaign cost inclusive of the media spend as a marketing campaign to recruit more Police.

Podcast production of all six podcasts is broken down as follows:

Travel and Music	\$107,000
Asset creation and development campaign	\$28,000
Advertising campaign media spend	\$185,000
<b>Total</b>	<b>\$320,000</b>

The podcasts provide a long-term resource for information for interested applicants, beyond the initial campaign.

5. Will there be or has there been a review of the podcast series and its effectiveness?
- If there has, what were the findings/please provide us with the report.

The initial campaign has just finished. After review, if effective, a further six career paths in Police would be recorded so we can continue to build a long-term asset/resource. A review will include campaign performance (Post Campaign Analysis from media

agency), comparison with other Podcast performance (from NZME), application numbers, and overall feedback from listeners.

*6. Does the police have any other podcasts ongoing?*

Police does not have any other podcasts ongoing.

I trust this information is of use to you.

Yours sincerely



Jess Bovey  
Marketing and Brand Manager  
New Zealand Police