

April 2018

Transforming NZ Police recruitment to drive diversity:

The World's Most Entertaining Police Recruitment video

Kaye Ryan
Deputy Chief Executive, People and Capability
NZ Police

IPANZ category winner: Improving Diversity & Inclusiveness in the Public Sector.

The Challenge



Our Drivers

To have 90% trust and confidence of the New Zealand public



E tū ki te kei o te waka,
kia pakia koe e ngā ngaru o te wā

OUR BUSINESS

TĀ TĀTOU UMANGA



POLICING THROUGH A CULTURE OF HIGH PERFORMANCE

WHY WE'RE HERE HE AHA TĀTOU I TŪ AI HEI RŌPŪ

OUR PURPOSE

**BE SAFE
FEEL SAFE**

HOW WE POLICE
MAKES PEOPLE
FEEL SAFE

WHAT WE DO
KEEPS PEOPLE SAFE

OUR MISSION



OUR VISION

**TO HAVE
THE TRUST AND
CONFIDENCE
OF ALL**

OUR MOTTO

**SAFER
COMMUNITIES
TOGETHER**

OUR GOALS

- PREVENT CRIME AND VICTIMISATION
- TARGET AND CATCH OFFENDERS
- DELIVER A MORE RESPONSIVE COMMUNITY FOCUSED POLICE SERVICE

WHAT WE DO HE AHA Ā TĀTOU MAHI

OUR STRATEGIES

PREVENTION FIRST MODEL
TAKING EVERY OPPORTUNITY TO PREVENT HARM



TURNING OF THE TIDE
BETTER OUTCOMES FOR NZ BY WORKING IN PARTNERSHIP WITH IWI



SAFER JOURNEYS
REDUCING AND PREVENTING ROAD RELATED TRAUMA



WELLNESS AND SAFETY
LOOKING AFTER OUR PEOPLE

OUR TARGETS

- 5% REDUCTION IN ROAD DEATHS EACH AND EVERY YEAR
- 10,000 FEWER SERIOUS CRIME VICTIMISATIONS BY 2021
- 25% REDUCTION IN REOFFENDING BY MĀORI BY 2025
- 90% OF PEOPLE FEEL SAFE AND HAVE TRUST AND CONFIDENCE IN POLICE BY 2021
- \$500 MILLION CASH AND ASSETS RESTRAINED FROM GANGS AND CRIMINALS BY 2021



HOW WE DO IT HE PĒHEA E MAHIA AI E TĀTOU

OUR PEOPLE ARE:

- VALUED
- EQUIPPED AND ENABLED
- SAFE AND FEEL SAFE
- HIGH PERFORMING
- VICTIM FOCUSED
- VISIBLE

OUR PARTNERSHIPS

WORKING TOGETHER TO ACHIEVE COLLECTIVE IMPACT WITH OUR PARTNERS

OUR TRANSFORMATION PROGRAMME

THE SAFEST COUNTRY POLICING 2021

- BUILDING THE FRONT LINE
- SAFER WHĀNAU
- IWI AND COMMUNITY PARTNERSHIPS
- EVIDENCE-BASED POLICING
- MODERNISING OUR SERVICE DELIVERY
- POLICE HIGH PERFORMANCE FRAMEWORK



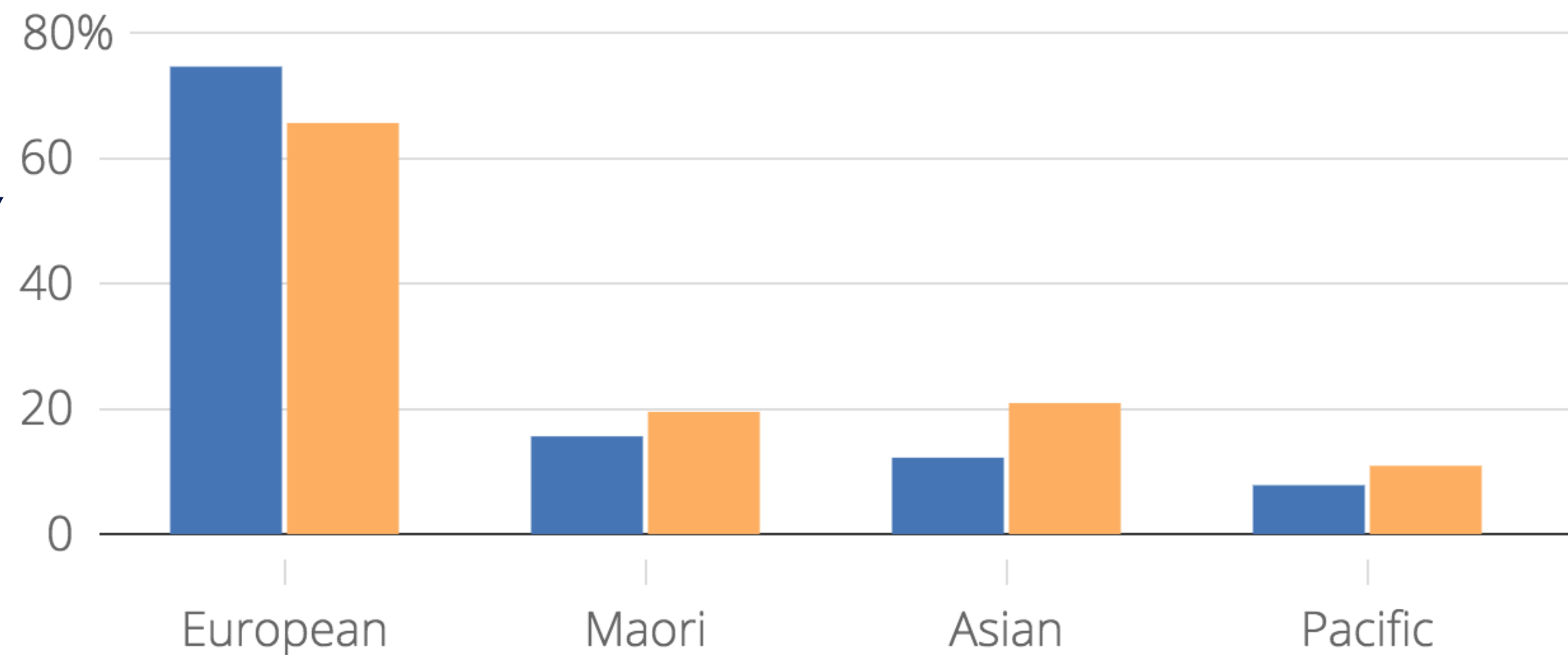
OUR VALUES

PROFESSIONALISM RESPECT INTEGRITY COMMITMENT TO MĀORI & THE TREATY EMPATHY VALUING DIVERSITY

The Diversity Gap

Projections for ethnic groups in New Zealand

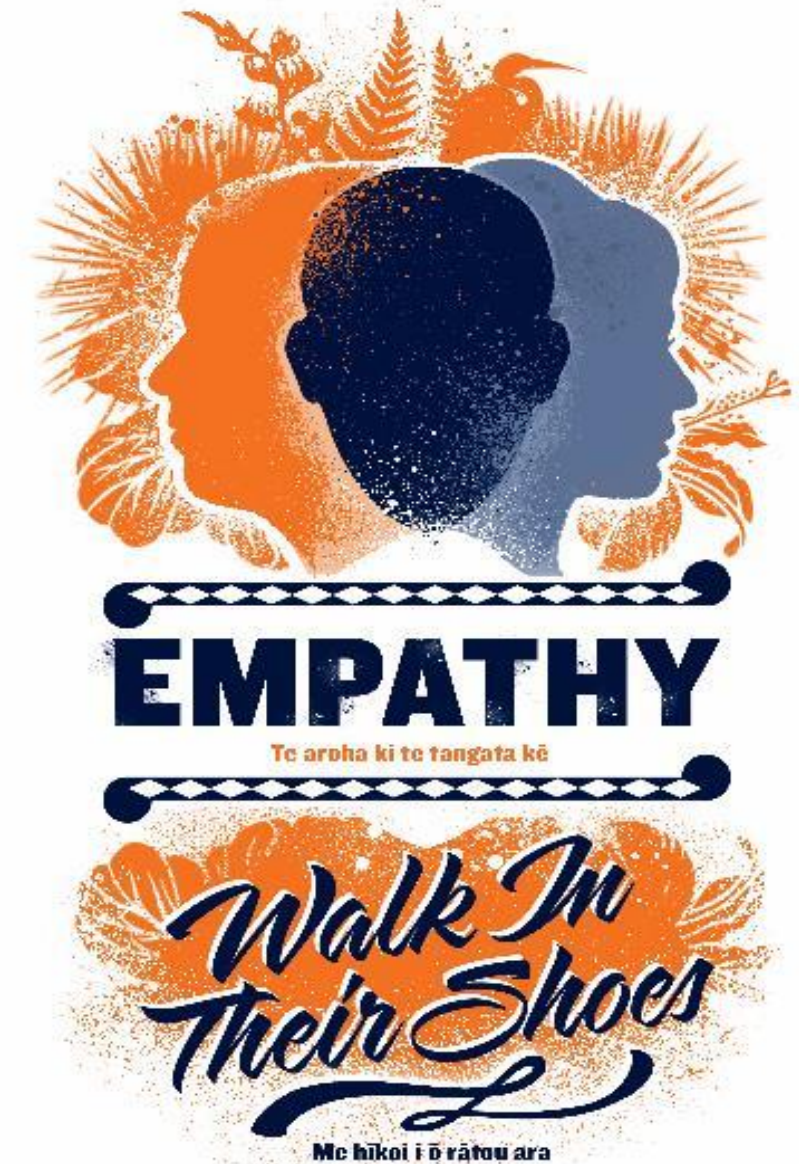
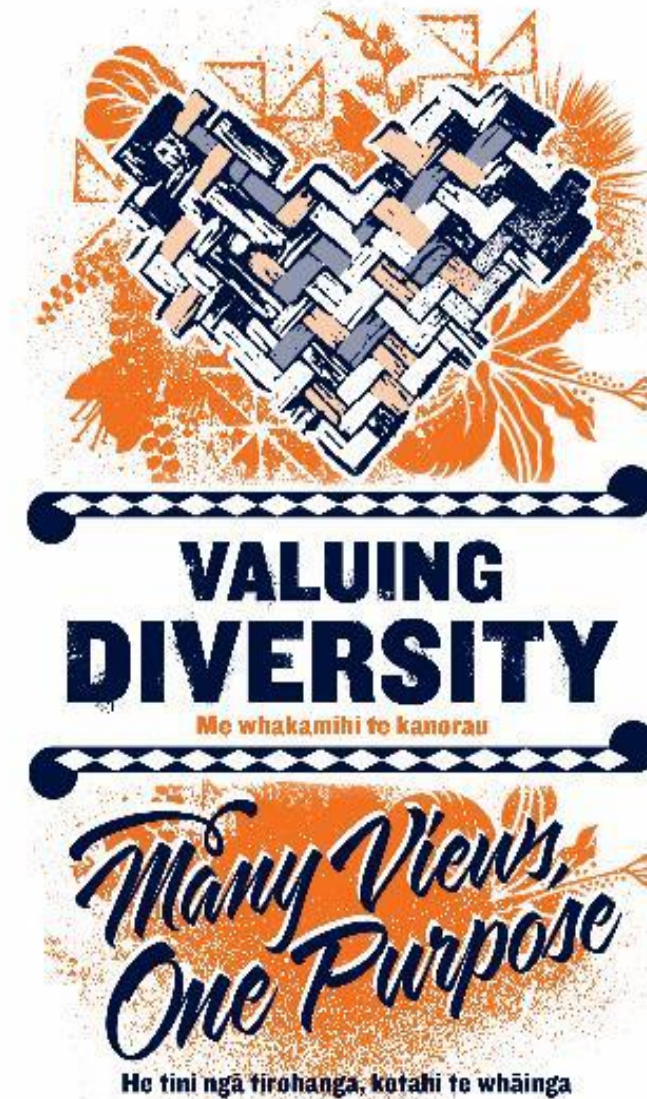
■ Year – 2013 ■ Year – 2038



Herald Insights

Data: StatisticsNZ, National Ethnic Population Projections

Building a Foundation



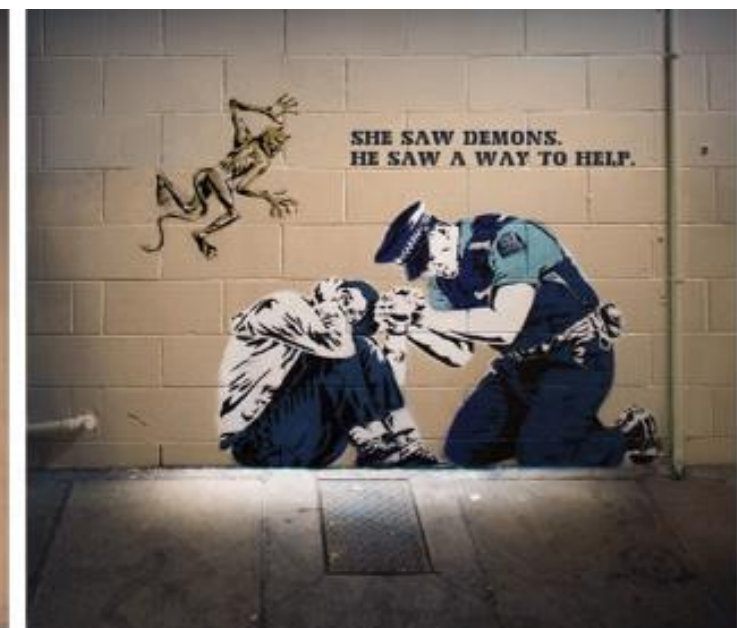
The Gender Gap



Our recruitment marketing challenge

Evolving Approach

#betterworkstories
Do something extraordinary



***Do You
Care
Enough
To Be A
Cop?***



Social Growth

#hiphopcops
#runningmanchallenge



Over 980,000



Over 40,000



Over 35,000



The Brief



***Creation of the ‘World’s Most
Entertaining Police
Recruitment Video’ – a bold
statement!***

The 'Actors'



The Cameos



Led From The Very Top



Police recruitment video goes viral

A New Zealand Police Department recruitment video has gone viral, racking up millions of views since it was posted. [Source: CNN](#)



PC Darren Kirkwood @PCDKirkwood · 1 Dec 2017

BRILLIANT - This is how you make a **Police Recruitment video**....Where do I sign up? bit.ly/2BnHqJi via [@nzpolice](#) #NEWCOPS

Going Viral

New Zealand

▶ New Zealand's latest police recruitment ad goes viral – video

HILARIOUS NEW ZEALAND POLICE RECRUITMENT VIDEO BRINGS THE PARKOUR AND A POLICE CAT

Police release 'world's most entertaining recruitment video' - and it's pretty good 🎥

NICOLE LAWTON

Last updated 17:00, November 26 2017



Kai LA Raiders 🦋 @Ooowwweee · 30 Nov 2017

Seems like every news channel in LA is talking about the Funny **NZ Police Recruitment video** that's going viral. Well done Kiwis



Colma Police @ColmaPD · 2 Dec 2017

Happy Friday!! Here's one of the most entertaining **recruitment videos** we have seen yet, from our Kiwi brothers and sisters down under [@nzpolice](#) . Enjoy!



New Zealand Police @nzpolice

Freeze! NZ Police's most entertaining recruitment video, yet! WATCH: bit.ly/2Az62T1 #NEWCOPS Take the first step at newcops.co.nz

The Results



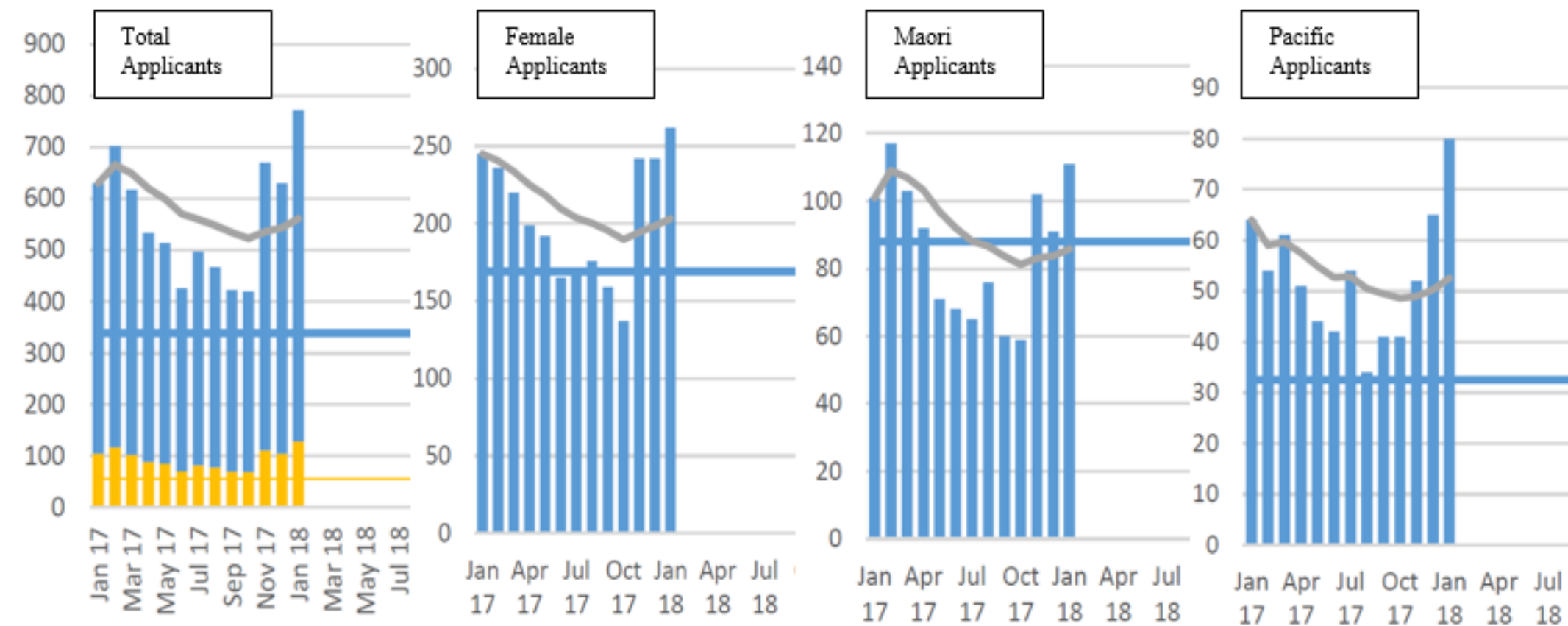
1 NEWS  @1NewsNZ · 13 Dec 2017

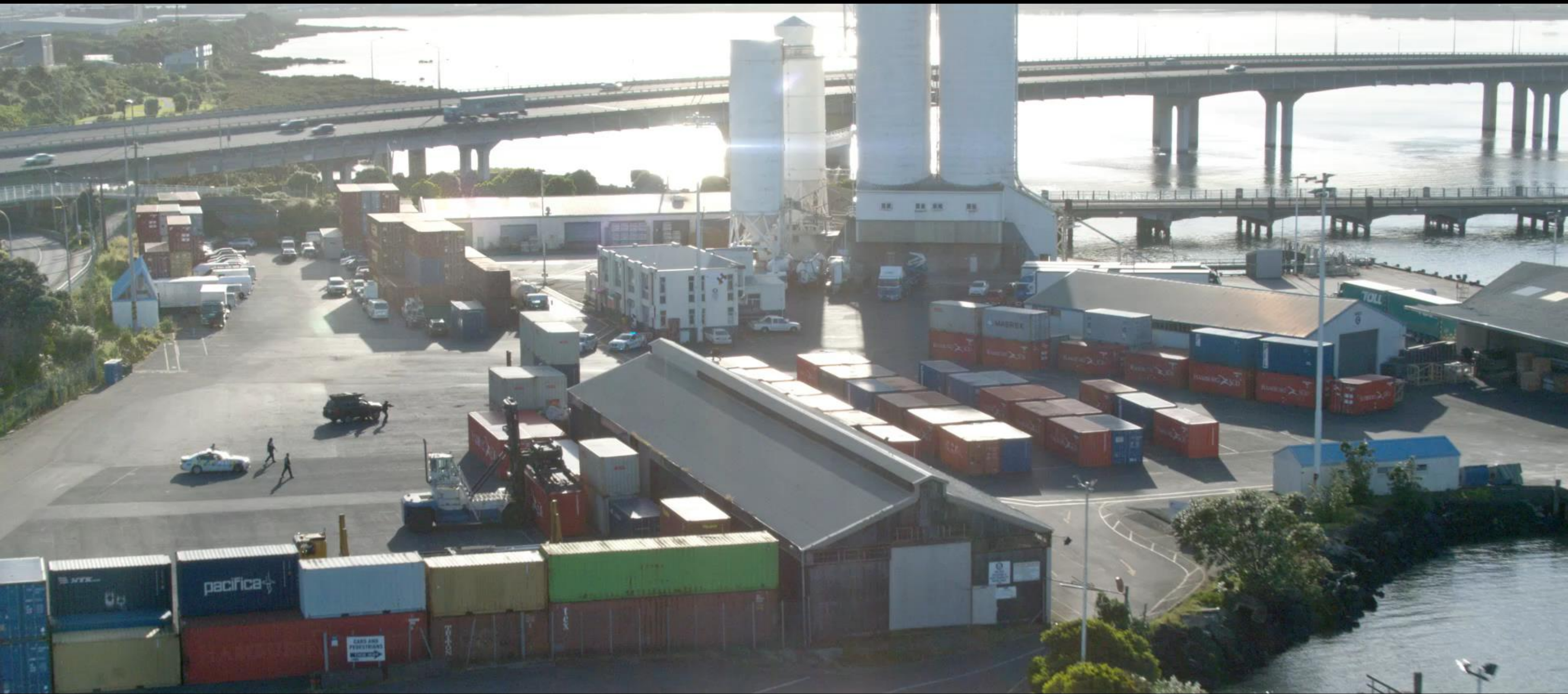
'Huge increase in applications' – Government says **NZ Police's** viral **recruitment video** a big success [tvnz.co.nz/one-news/new-z...](https://www.tvnz.co.nz/one-news/new-zealand/news/nz-police-recruitment-video-a-big-success)



Delivering Diversity

MONTHLY TRENDED DATA (Recruits).







Keeping The Momentum

Get to know your local cops at the National Open Day

Our police stations will be open to the public on Sunday March 11. Drop by and see what we get up to.


[LEARN MORE](#)





NZ Police Recruitment shared Out in the Park's event.
February 21 at 1:01pm · 🌐

We'll be at his event on Saturday so come and talk to us about becoming a cop! #icareenough



Out in the Park 2018
Sat 10:45 AM · Waitangi Park · Wellington
Mere and 5 friends visited this place

[★ Interested](#)

***What's
next?***

