

Estimates Committee 2005 Questions Taken On Notice

(23/06/2005 to 01/10/2005)

Date: 06/07/2005 Output: 1.0
Sub Output: 1.1
Subject: Recruitment of Police Officers through Media campaigns

From: Ms Jodeen Terese CARNEY to Honourable Paul HENDERSON
Minister for Police Fire and Emergency Services

5-8

Question: How many police have been recruited as a result of the media campaign and how many applications have been received so far?

Answer:

Answered On: 06/07/2005

Answer:

- The “current” recruitment campaign was launched by Commissioner White and the Minister for Police, Fire and Emergency Services on 14 May, 2004 to attract more local police recruits.
- Advertising concentrates on local media noting that advertising on *Imparja* reaches audiences in NT and interstate.
- Other marketing initiatives include displays at Career Expos and Public Safety Expo, pull-up banners, posters, postcards etc.
- The Internet and traditional advertising mediums of television and print were successful, with an increase in enquiries from that source. There has also been an increased response via the internet.
- Word of mouth enquiries also increased four-fold.
- Applications to enter a recruit squad close up to four months before a squad begins, to allow for detailed checking of applications, criminal history and physical ability etc.

For squads starting in 2004-05

Please note that these figures are enquiries to the police recruitment section and do not include enquiries to police front counters.

Applications for these squads are in the period when heavy advertising was conducted.

Squad 83 – started 23 May 2005

- 1192 enquiries to the police recruitment office were recorded – a three-fold increase on previous courses.

(Squad 83 is made up of 24 men and four women)

Squad 82 – started on 14 March 2005

- Enquiries: 441

(Squad 82 was made up of 23 men and 5 women)

Squad 81 – intake was 17 Jan 2005
· Enquiries – 482
(Squad 81 was made up of 22 men and 4 women)

Squad 80 - intake was 23 August 2004
· Total enquiries 640
(Squad 80 was made up of 23 men and 4 women)

Note: Squad numbers are at starting date and don't account for resignations during the course.

The intake/resignation/graduation breakdown for recruitment is attached for information.

The current recruitment campaign has resulted in 130 applications registered so far for a recruit squad of 24 members.

There are an indeterminate number of applications received today (5/7/05) that are yet to be processed and we expect that, as with other campaigns, there will be a last minute rush with a large proportion of applications to be received on the last day applications are open - 7 July 2005.

	Recruits			Re-enlistees
	Resignation	Intake	Graduated	
September-01				
October-01				
Nov-01			24	
December-01				
January-02				
Feb-02				
March-02				
April-02		27		
May-02				
Jun-02				
July-02	1			
August-02				
September-02	1			
October-02		29	25	1
November-02				
December-02				
January-03				
February-03		36		
March-03				
April-03	1			1
May-03	1		27	
June-03		34		
July-03	6			2
August-03	3		35	
September-03	1	27		1
October-03				
November-03	1	27		
December-03			25	2
January-04	1	30	1	1
February-04	1			
March-04	2		25	
April-04	2	27	4	1
May-04	3		23	
June-04	1	27	1	
July-04				
August-04	1	29	23	1
September-04	1			2
October-04	6		21	
November-04				
December-04	2		23	
January-05		26		
February-05	1			
March-05	2	27	20	
April-05				
May-05	1	26		
June-05	2			1
Totals	41	372	277	13

Please note

The number of resignations, intakes and graduations will not add up due to timing differences. At the beginning of this table there were recruits in situ that were hired before the beginning date and at the end there are recruits in situ that have been hired but not graduated. These numbers are different depending on the number of quads in situ etc.