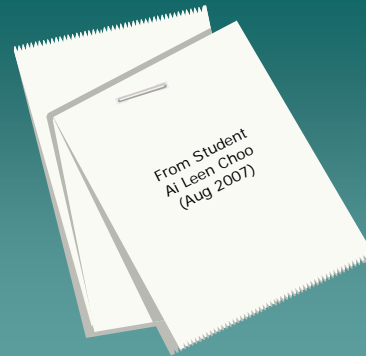


SAFER STUDENT CAMPAIGN

The Hongi Welcome Campaign – collaborating to maximise institutional goodwill



The Beginning

- All anecdotal, no research, no hard data
- What to do? How to address this sort of social problem?
- Citywide – difficult/impossible for a single institution to address

Focus Group 2007

- UC/CCC marketing intern
- Research on UC Campus 2007
- UC international student volunteers

Focus group students said

Failure of city organisations to

- Clearly welcome other cultures
- Explicitly denounce harassment

Perceived to be a tacit endorsement of harassment

Focus group students said

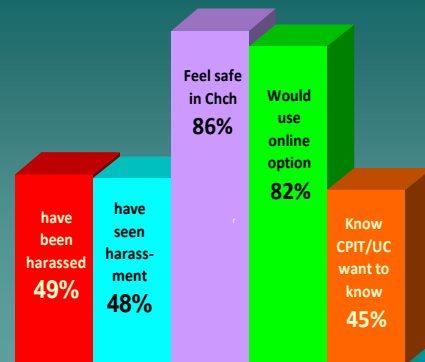
- Harassment is 'too common'
- 'No-one cares,' 'Nothing can be done'
- There's no simple way to report
- Reporting options are confusing

They said they would prefer an Anonymous Online Reporting Option

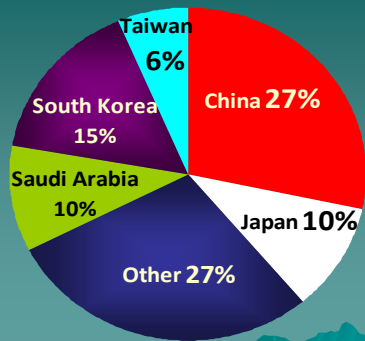
Touch Screen Survey

- Christchurch City Council Touch Screen Computers
- Research on campuses 2008
- 260 International Student Respondents

Touch Screen Survey Results



Participants by citizenship



What to do? Respond to Student Requests

- 1: Clear Statements by City Agencies
- 2: Anonymous Online Reporting Option

1: Welcome Poster Campaign



Agencies welcome students in students own languages



- Arabic
- Chinese
- German
- Hindi
- Japanese
- Korean
- Malaysian
- Thai

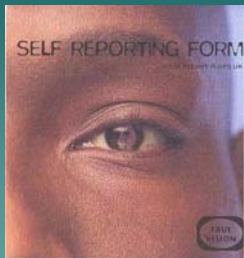
Welcome campaign

- Coincided with intakes new students
- Bus-stop adshells from airport and near campuses, inside buses, police stations, & on campuses
- Touch Screen showed 76% had seen posters – very high

2: Anonymous Online Reporting Option: report-it.org.nz

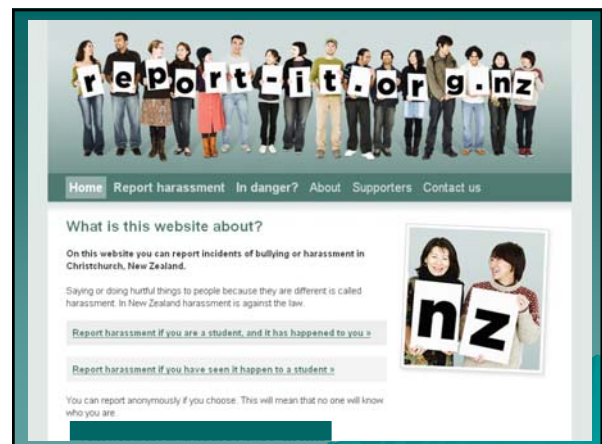
- URL purchased by project team
- Reports filtered and managed by Human Rights Commission
- Referred to institutions as requested

UK 'Self-Reporting Form'



- Inspiring to see related initiative in UK
- Superseded by student request for website
- Report-it.org.nz closely based on NZ police report form – language made simple

Website Poster



Statements on Website Homepage

- "Police in Canterbury will not tolerate any forms of race-based harassment"

Canterbury Police District Commander
Superintendent, Dave Cliff

- "mindless prejudice is not acceptable."

The Mayor of Christchurch, Bob Parker

Primary Target Audience Website: International students

Raise awareness

- harassment is not acceptable in NZ
- agencies want to know & work against it

Increase

- levels of reporting
- (police) intelligence/information

Secondary Target Audience Website: Wider Christchurch Community

- Raise awareness amongst wider community
- Reinforce unacceptability
- Deter offenders

Collaboration

City-wide problem necessitated

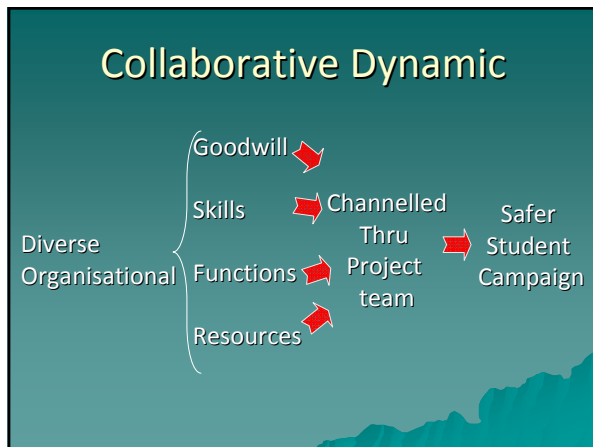
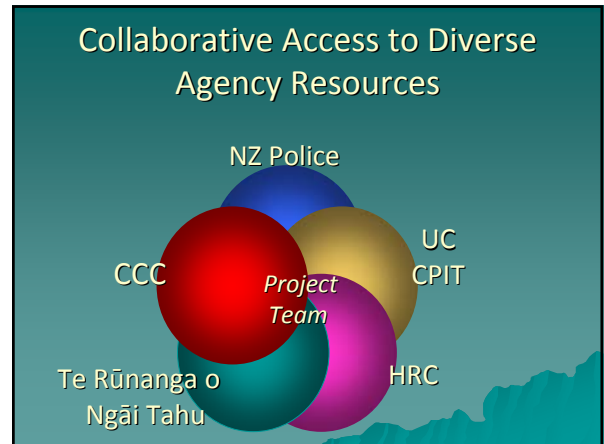
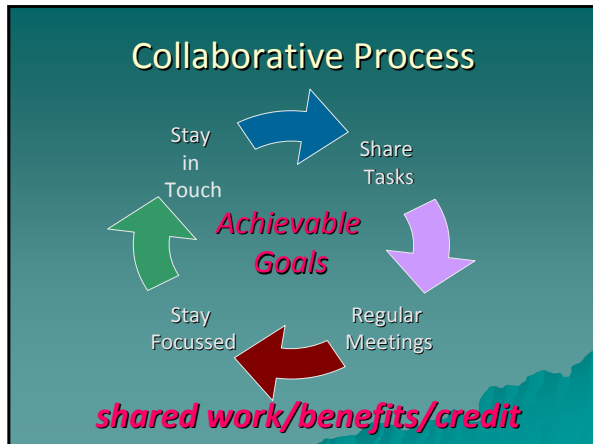
- Collaboration Major City Agencies
 - Collaborative **project team**
 - Collaborative **process**

Project Team



Project Team

- 'Likeminded' network individuals
- ROLES: Community Support/advisers
- SHARED FUNCTION
- SHARED VISION:
 - values, mandates, knowledges
 - issues/goals
- Focus on issues goals; not 'ownership'



- ### Examples?
1. The Campaign contribution of **CCC**
 2. A **collaborative follow-up** story
 3. The Campaign contribution of **Te Rūnanga o Ngāi Tahu**

1. Access to resources @ CCC

- Marketing – research, design
- Web team – website support
- Coms team, co-ordinated coms for launch website
- eg Hongi poster: less than 1 week turnaround

2. Report requests follow-up

- HRC → UC → ISS → NZpolice
- NZpolice → Identify licence plate holder
- contact offender @ home
- offender offers to apologise in person
- complainant delighted @ outcome

3. The campaign contribution of **Ngāi Tahu**



- **Hongi**
- traditional Māori greeting
- formal welcome becomes personal greeting
- Ngāi Tahu model and international student
- Without Te Rūnanga o Ngāi Tahu, this poster would not have been possible

Why?

- Only **Mana Whenua** (people with rights and responsibility over the land) can formally welcome and **hongi** newcomers to that land
- In Christchurch, **Te Rūnanga o Ngāi Tahu** are **Mana Whenua**

this means

Only **Ngāi Tahu** have authority to

- approve the poster design
- supply models to represent **Ngāi Tahu**
- welcome students to the city in this way

Without **Ngāi Tahu**, we could not have offered this **authentic New Zealand welcome** on behalf of City agencies

THANK YOU!

