

16 June 2025

**Absolutely Positively  
Wellington City Council**

Me Heke Ki Pōneke

File Ref: IRC-8474

7)(2)(a)

Tēnā koe 7)(2)(a)

Thank you for your email dated 16 May 2025 to Te Kaunihera o Pōneke | Wellington City Council (the Council) requesting the following information:

1. *How long with this campaign run for and what are the campaign actions? IE staff wearing shirts, publicity events, signage, press releases, policy changes?*
2. *Please provide me with the budget and costs of the 'We are Wellingtonians' campaign just launched, including staff hours, resource development and resources invested into this campaign.*
3. *Please provide me with WCC's definition of 'bullying' that resulted in the % change in instances of bullying.*
4. *Include a list of recipients of monies raised.*
5. *Tell me if InsideOut will receive any funding from this campaign.*
6. *Please detail the metrics in place at WCC to measure the success of this campaign to reach its goals of lowering bullying of council staff.*

Your request has been considered under the Local Government Official Information and Meetings Act 1987 (LGOIMA).

### **We are Wellingtonians**

On 14 May 2025 an article was published on the Council's [Our Wellington](#) webpage announcing the start of our anti-bullying campaign 'We are Wellingtonians'. Launched on [Pink Shirt Day](#), the 'We are Wellingtonians' campaign aims to raise awareness about increasing reports of personal conflict, alongside encouraging kindness and respect in the community.

As mentioned within this article "*personal confrontation is the Council's highest reported risk – ahead of other critical risks including health/impairment, vehicles, and work-related hazards. Since 2016, reported personal confrontation incidents have increased by 323 percent, rising from around 400 per year pre-COVID, to almost 1000 annually.*"

The 'We are Wellingtonians' campaign will include videos, social media, written content and information for internal and external audiences, starting from Pink Shirt Day and leading up to the elections in October.

**Question 1** - *How long with this campaign run for and what are the campaign actions? IE staff wearing shirts, publicity events, signage, press releases, policy changes?*

As confirmed above, the campaign will run until the Local Body Elections in October of this year. The campaign actions include:

- The creation of approximately 3-5 Our Wellington stories in the lead up to the Elections in October 2025
- The creation of a revised version of the [Conflict on the Frontline](#) video
- Produce video and story content on the Council's social media

- Media releases with quotes from impacted Kaimahi (staff) and elected members
- Sharing content across the Council's internal intranet site 'Pokapū' and employee communication platform 'Engage'

**Question 2** – *Please provide me with the budget and costs of the 'We are Wellingtonians' campaign just launched, including staff hours, resource development and resources invested into this campaign.*

The 'We are Wellingtonians' campaign has no associated costs or budget. As mentioned at the start of this response, the campaign consists of videos, social media, written content, and information for both internal and external audiences. This work is being carried out by the Council's Communications and Creative team as part of their day-to-day roles.

Kaimahi are salaried and we do not record the number of hours spent on the varying activities of their roles.

As such, this part of your request is refused under section 17(g) of LGOIMA as the information requested is not held.

**Question 3** – *Please provide me with WCC's definition of 'bullying' that resulted in the % change in instances of bullying.*

Our 'Preventing and Managing Harmful Behaviour' policy, supports our aim of fostering a positive working environment for everyone working at Council.

Harmful behaviour is defined within this policy and alongside this response is a document titled 'Appendix 1' which provides excerpts from this document covering the Council's definition of 'bullying' and 'cyber bullying', which is aligned with information from [WorkSafe](#).

It's important to note that this is a living document and is reviewed every three years to ensure information is current, with the last review occurring in September 2024. The increase in reported personal confrontation incidents is not due to a change in its definition, as you have suggested, but is influenced by a range of factors, including post-COVID societal changes.

**Question 4 & 5** - *Include a list of recipients of monies raised and tell me if InsideOut will receive any funding from this campaign.*

The 'We are Wellingtonians' campaign does not involve any fundraising efforts, and no money has been raised as part of this initiative. Therefore, we do not hold "a list of recipients of monies raised" and no funds have been donated to 'InsideOut' in relation to this campaign. This part of your request has been refused under section 17(g) of the LGOIMA because the requested information is not held.

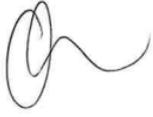
**Question 6** - *Please detail the metrics in place at WCC to measure the success of this campaign to reach its goals of lowering bullying of council staff.*

The Council will be gathering data about the level of engagement with any posts associated with the campaign on our social media channels, articles in media etc. Anecdotally, the Council is raising awareness of a significant issue impacting our kaimahi. Given the support we've had from the general public and media so far, the campaign has started successfully.

You have the right, by way of complaint under section 28(1) of the LGOIMA, to request an investigation and review of the Council's decision to withhold information by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you require further information, please contact [official.information@wcc.govt.nz](mailto:official.information@wcc.govt.nz).

Nāku noa, nā

A handwritten signature in black ink, consisting of a large, stylized 'O' followed by a wavy line.

Ollie Marchant  
Senior Advisor  
Official Information & Privacy  
Wellington City Council

Behaviour	Definition	Further information
<p><b>Bullying</b></p>	<p>Workplace bullying is repeated and unreasonable behaviour directed towards a person or a group that can lead to physical or psychological harm.</p> <p>Repeated behaviour is persistent (occurs more than once) and can involve a range of actions over time.</p> <p>Unreasonable behaviour means actions that a reasonable person in the same circumstances would see as unreasonable. It includes victimising, humiliating, intimidating, or threatening a person. Bullying may also include harassment, discrimination, or violence.</p> <p>Bullying can:</p> <ul style="list-style-type: none"> <li>• happen between co-workers, and between people at workplaces such as clients, customers or visitors</li> <li>• be carried out by one or more persons</li> <li>• be directed at a single person or a group</li> <li>• occur outside normal work hours.</li> </ul> <p>Bullying may be overt or covert and may include acts that undermine or humiliate a person.</p> <p>Examples of overt bullying include:</p> <ul style="list-style-type: none"> <li>• threats and intimidation, verbally abusive or degrading language or gestures</li> <li>• shouting, yelling, using a raised voice and unpleasant tone.</li> <li>• nit-picking and fault finding</li> <li>• constant humiliation or use of sarcasm, belittling or ridiculing remarks</li> <li>• unjustified threats of disciplinary action</li> <li>• deliberately overloading someone with work and imposing unrealistic deadlines</li> <li>• unreasonable and repeatedly changing targets or work guidelines</li> <li>• isolating or ignoring an employee on a consistent basis.</li> </ul> <p>Examples of covert bullying include:</p> <ul style="list-style-type: none"> <li>• deliberately overloading people with work and imposing impossible deadlines</li> <li>• sabotaging people's work by withholding information</li> <li>• hiding documents or equipment</li> <li>• constantly changing targets</li> <li>• isolating or ignoring a person working for Council on a consistent basis</li> <li>• changing an employee's duties or responsibilities to their detriment and without reasonable justification.</li> </ul>	<ul style="list-style-type: none"> <li>• While bullying is not defined in statute, the Council has aligned its definition to the WorkSafe definition: <a href="#">WorkSafe's NZ website</a> and <a href="#">Good Practice Guidelines</a>.</li> <li>• Since bullying can lead to harm, both employers and employees have legal obligations under the <a href="#">Health and Safety at Work Act 2015</a> to prevent it.</li> </ul>

<p><b>Cyberbullying</b></p>	<p>In the world of social media bullying can be carried out in a variety of ways including through email, text messaging, internet chat rooms or other social media channels.</p> <p>Examples of harmful communications could include sending and/or publishing threatening or offensive messages online or via text, spreading damaging or degrading rumours and publishing invasive or distressing images or video.</p>	<ul style="list-style-type: none"> <li>• <a href="#">The Harmful Digital Communications Act 2015</a> deals with any instances of harm caused to individuals due to digital communications.</li> <li>• Refer to <a href="http://www.netsafe.org.nz">www.netsafe.org.nz</a> for further guidance on cyberbullying and online harassment.</li> </ul>