



Preventing Sexual Violence in Pōneke

Part 1: The Roadmap

“Our vision is for a Pōneke free of sexual violence (and the fear of harm), where everyone is free to be who they want, go about their lives without worry, and whose space is filled with joy.”

(Our vision statement has been developed from the voices of the WCC Youth Council, who described what they imagined a Pōneke free from sexual violence to be like. Importantly, they articulate not just the importance of participation in central city life, but also the way that people could *feel* in doing so.)

Executive summary

Values and principles	Manaakitanga		Survivor-centric		Strengths-based		Tino Rangatiratanga		Oritetanga							
Problem statement	WCC was called to address sexual violence in recent community mobilisation efforts driven by young people in Pōneke. With a focus on addressing the social and cultural norms that facilitate and normalise harm, this Roadmap provides a guide for how to prevent sexual violence through a system-wide approach that aligns with central government approaches, reflects the voices of our stakeholders, and aims to have an enduring impact on the culture of our city.															
Outcomes	Whakapapa and Cultural Connectedness			Identity, Belonging and Inclusion			Shifting Social Norms		Supportive Environments		An Effective Local Primary Prevention System					
How we will achieve these	Social Norms Approaches Ngā Mahi a Te Rēhia		Community Mobilisation Whakaoreore Hapori		Direct Participant Programmes Wānanga		Workforce and Organisational Development Ngā Mātanga		Coordination and Partnerships Ngā Rangatira		Research, Monitoring and Evaluation Te Mahi Rangahau		Legislation and Policy Reform Ngā Ture		Stewardship and Advocacy Ngā Kaitiaki	

*This document defines sexual violence, as any act (physical, verbal or digital) of a sexual nature that is directed towards a person without their consent. The term 'sexual violence' is used in replacement of other commonly used terms such as 'sexual harm', 'sexually harmful behaviours', or 'sexual assault', to continue to advocate for the inherently violent and violating nature of non-consensual sexual behaviour (of any type).



Jen Wilton (Senior Advisor, Research and Evaluation), and Jahla Lawrence (Sexual Violence Prevention Project Lead), during a stakeholder engagement workshop.

Values and principles

These are the values and principles underpinning this Roadmap, which aim to support a values-based way of working. These were developed by fusing the values of Te Aorerekura, Manini Tua, and the voices of our stakeholders.

Manaakitanga	Survivor-Centric	Strengths-Based	Tino Rangatiratanga	Oritetanga
Prioritise building deep and authentic relationships through care, trust, sincerity, and aroha.	Centre, value, and prioritise the voices of those with lived experience of sexual violence, ensuring different perspectives are equally reflected.	Prioritise a strengths-based focus that works to strengthen known factors working to prevent and protect against sexual violence, establishing non-violence as a social norm across society.	Ensure space and resources for iwi, hapū, whānau, tangata whenua and mana whenua to have full self-sovereignty over their own wellbeing.	Prioritise an equity approach that is adaptable and reflexive for people and context, and recognises the value of difference.

How we got here and introducing the Pōneke Promise...

This Roadmap represents our response to a call to action from the Pōneke community. It has been designed by, and for stakeholders, to support WCC in their efforts to contribute to a safer city for all.

In late 2020, different local communities raised concerns about safety in central Wellington. One of these key movements was the Wellington Alliance Against Sexual Violence – a coalition of youth-led organisations passionate about sexual violence prevention – who called for Wellington City Council and its partners (ie, HospitalityNZ) to prioritise and invest in sexual violence prevention.

In May 2021, the Pōneke Promise was signed – a community-driven partnership working to make central Wellington safe, vibrant, and welcoming – working with organisations across Wellington city to deliver on four focus areas (one being 'Harm Reduction'). One of the first steps in WCC's commitment to preventing sexual violence was working with community stakeholders, victim/survivors and sexual violence specialists to develop the Sexual Violence Prevention Roadmap for Change.



Protest signs at the Wellington Alliance Against Sexual Violence's #LetUsLive rally in Courtenay Place.

What is Council's role in sexual violence prevention?

Wellington City Council plays a key role in shaping the culture, social environment, and social norms of the central city.

Working towards the goal of sexual violence prevention, WCC can leverage strong community relationships, funding, various regulatory functions, influence on community and environmental spaces, partnerships, as well as our position as a leader in the Pōneke Promise, and wider community. In doing so, WCC can contribute to a primary prevention approach that helps move Pōneke towards a safe, inclusive, and welcoming place for everybody. The Social Wellbeing Framework emphasises the six different roles that Council can play in supporting the social wellbeing of our communities, providing a strong foundation for WCC to support sexual violence prevention efforts.

This Roadmap sits within the Pōneke Promise's 'harm reduction' focus area, which aims to take a holistic perspective to people's experiences of safety in the central city – recognising the need for strong communities, vibrant places, and safer spaces – as key to preventing sexual violence.

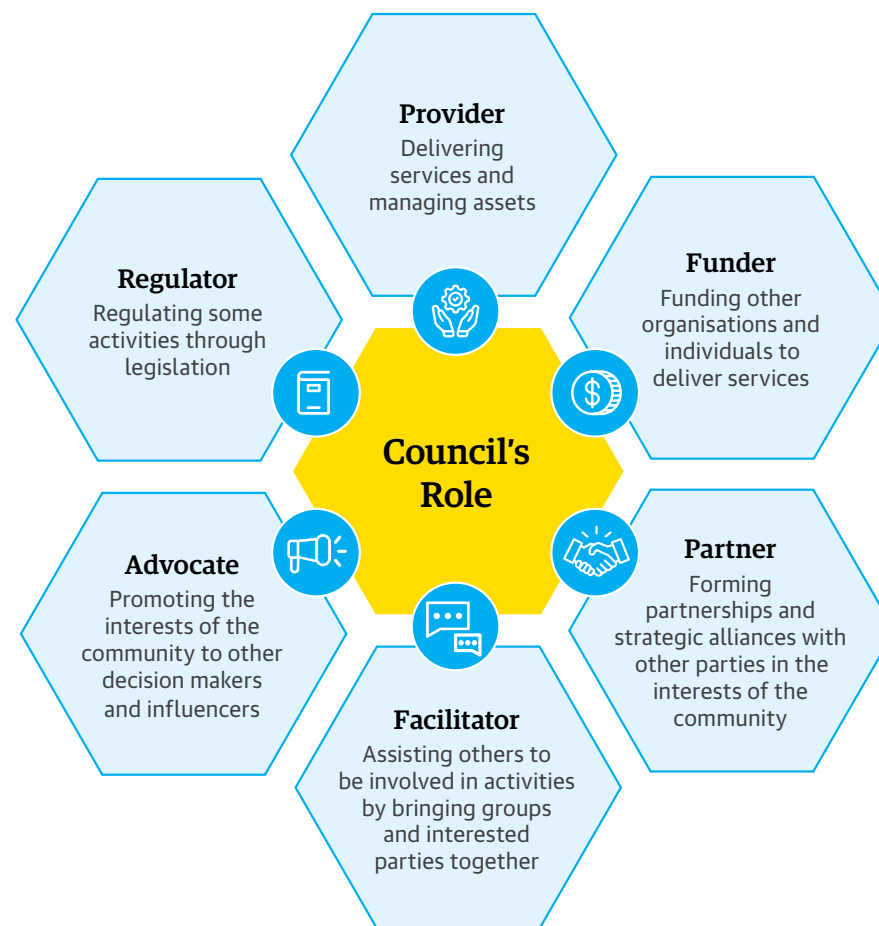


Figure 1: Council's role as articulated by the Social Wellbeing Framework

What is the Sexual Violence Prevention Roadmap for Change document?

This Sexual Violence Prevention Roadmap for Change provides a foundation to guide the Action Plan, outlining the alignment of WCC’s approach to best practice prevention, and guiding sustainable systemic change towards a city free from sexual violence.

This roadmap has been developed in collaboration with sexual violence prevention specialists, and community members. Only together, by building a collective understanding of sexual violence, and developing strong relationships between individuals, whānau, communities, and institutions, will we be able to impact on the culture of Wellington to enact long-term, sustainable, systemic change.

How to use this document:

<p>1. Learn about the primary prevention systems approach that Wellington City Council is championing.</p>	<p>Participating in a shared understanding of sexual violence prevention is essential for facilitating a strong foundation of cohesive and best-practice approaches for our communities.</p>
<p>2. Help build a collective foundation for this work by advocating for the prioritisation of evidence-based, sexual violence prevention.</p>	<p>Wellington City Council has an important opportunity to foster collective accountability, in partnership with the sexual violence sector and other partners, to continue the advocacy and championing of sexual violence prevention approaches.</p>
<p>3. Identify areas for collaboration for Wellington City Council, the sexual violence sector, stakeholders, organisations, and the wider community.</p>	<p>The problem of sexual violence cannot be addressed by any single organisation, community, or segment of society – an effective prevention response requires ongoing collaboration, partnerships, and a willingness to try different things.</p>

The problem

Sexual violence (also known as mahi tūkino, rape, sexual abuse, sexual assault, or sexual harm) is any sexual behaviour towards another person's without that person's freely given consent. Sexual violence can involve visual, physical, and/or verbal acts, including those in the digital space.

Sexual violence can cause immense harm through pain, suffering, and ongoing trauma. This harm damages the wellbeing of people, whānau, and communities. Sexual violence impacts on all sections of society, and disproportionately affects those experiencing systemic marginalisation and discrimination due to gender, class, disability, age, religion, sexuality, ethnicity etc.

For Māori, Pākehā definitions and understandings of sexual violence remain inadequate, due to their over-focus on the individual. In Te Ao Māori, sexual violence is a colonial introduction, intertwined with the mechanisms of colonisation involving land theft, and the violation of whenua and whakapapa. Additionally, sexual violence is not something limited to the individual, but spans beyond, to impacting the whānau, hapū, iwi, and wider whakapapa. The perpetration of sexual violence is considered an issue of community, not individuals.

The Pōneke Promise focuses on a specific central city geographic area, however the issue of sexual violence spans beyond geographic boundaries. The nature and dynamics of sexual violence are highly contextual, shifting in different social and environmental spaces. While statistically a majority of harm happens within relationships, anecdotal reports of sexual violence – such as those posted in online forums or reported in the media – are often related to drinking environments. Commonly involving tertiary-aged young people – bars, clubs, university accommodation, and social drinking events are considered high risk areas for harm, facilitated by alcohol and hypersexualised (and heteronormative) social norms and density of people in one area. WCC was called to address harm occurring in these environments in recent community mobilisation efforts. With a focus on addressing the social and cultural norms that facilitate and normalise harm, this Roadmap takes an approach that prioritises specific environments, while addressing the risk and protective factors of harm present across society.

“ Sexual violence is an expression of power over another. This use of power, dominance and entitlement is enabled by socially accepted hierarchies of power that include sexism, racism, colonisation, ableism, homophobia, biphobia, transphobia, transmisogyny, and classism”

Te Aorerekura: National Strategy to Eliminate Family Violence and Sexual Violence (2021).

In numbers

While approximately 94% of sexual violence remains unreported due to ongoing shame, stigma, and systemic barriers to reporting, we can begin to tell a story with the research and data we have:

In Aotearoa:

1 in 4

Sexual violence is likely to impact, 1 in 4 women, 1 in 6 men, and 1 in 3 trans/non-binary folks

2x

Māori women and girls 2x as likely to Pākehā to experience harm

66%

of bisexual people, and 52% of gay and lesbian people, have experienced sexual harm

1 in 3

1 in 3 students experience harm while they are studying

90%

of sexual violence perpetrated by someone known to the person



Disabled people are the most likely population to experience harm by a stranger

In Pōneke:

30%

Approximately 30% of harm happens within the Pōneke Promise area

15-24

A majority of victims/survivors identify as female, between the ages of 15-24

20-34

A majority of perpetrators were European, male, between 20-34

48

A majority of harm happens between people known to each other (including those who met in past 48 hours)

One of the key drivers in the local movement against sexual violence in Pōneke, was an online student-led survey, which explored people's experiences of sexual harm in the central city. This self-report survey, presented to WCC by the authors, received almost 3000 responses in 48 hours. Of the respondents, 90% experienced harm in the central city, with 61% reporting it was sexual in nature.

Primary Prevention and Manini Tua

Sexual violence is a complex, historically entrenched issue – but there are multiple places and stages we can work to intervene and prevent harm from happening.

Evidence shows that the most effective way to prevent harm, is to take a primary prevention systems-focused approach, that works by identifying and addressing the underlying causes or drivers of violence (i.e., social norms, practices and structures that influence attitudes and behaviours), rather than focusing solely on people who use, or experience, violence.

Essentially, primary prevention focuses on the **whole population and the systems and structures that permit violence to occur**. By using a systems model, it allows WCC and the community to enact different approaches simultaneously, and work together collaboratively, to build a primary prevention infrastructure that collectively impacts on society.

WCC is proud to draw on Manini Tua, a new systems approach to sexual violence prevention created by ACC under Action 16 of Te Aorerekuā: The National Strategy for the Elimination of Family Violence and Sexual Violence. This model highlights eight different areas of change (three community facing, and five focused internally) how sustainable, enduring change requires investment and prioritisation into a diverse range of holistic actions.



Figure 2: Manini Tua, A Primary Prevention Systems Model

**sexual consent
looks/feels/sounds like...**

'does that feel good?'

'are you sure?'

'what do you like?'

'how do you feel?'

'you still ok?'

'keep going'

'yes'

Sex Week 2022



VUW/SA

Don't guess
the YES

Artwork by
Cosmo Bones



COSMO BONES



Artist CosmoBones, with their Manner's Street positive consent promotion art installation.

The Outcomes

Our outcomes are informed by both Te Puna Aonui (the creators of Te Aorerekura), and the voices and wishes of our stakeholders, who described to us a vision of what Pōneke would look like free from sexual violence.

While WCC is not responsible for delivering all these outcomes, we will harness our levers to work with our partners and advocate towards the following.

Whakapapa and Cultural Connectedness	Identity, Belonging, and Inclusion	Shifting Social Norms	Supportive Environments	An Effective Local Primary Prevention System
<p>Whānau protect their whakapapa through mana and tapu informed relationships with each other and Te Taiao. Both tangata whenua and tauwi families flourish, with a strong sense of cultural connection.</p>	<p>Pōneke is made up of diverse communities, empowered to enact change - where people have a strong sense of identity and belonging through positive social, cultural, and community networks.</p>	<p>People and communities have the values, knowledge, skills, and resources to develop, maintain, and model positive relationships and healthy, inclusive social norms regarding gender and sexuality.</p>	<p>People live, work, and socialise in safe and supportive environments, where children and young people thrive. Self-care, help-seeking, healing and change are demonstrated and encouraged.</p>	<p>Pōneke has an increased and sustained investment in primary prevention, with a highly skilled workforce, strong cross-sector partnerships, and culturally appropriate and accessible community mobilisation support and resources.</p>

What We Will Do

This systems model shows eight different ‘functions’ (different areas that sexual violence prevention can be enacted, to build a prevention infrastructure across society, both within WCC and with communities), and forms a collective guide for how WCC and partners can enact each function by drawing on diverse sexual violence prevention methods.

		Action in the community		
Function		Social Norms Approaches Ngā Mahi a Te Rēhia	Community Mobilisation Whakaoreore Hapori	Direct Participant Programmes Wānanga
	What We Will Do	Support, develop, and amplify movements and environments that build understandings, values, and skills regarding sexual violence, consent, gender and sexuality, and healthy relationships.	Support, invest, amplify, and build relationships with individuals, communities and institutions engaging in community-led movements and solutions.	Support the development, monitoring, evaluation, and delivery of tailored best-practice, wrap-around programme delivery, training, and resource development.
		Support the reclamation of cultural practices that raise awareness and knowledge of kawa and tikanga that support and maintain the wellbeing of community.	Support Māori-led communities and movements that address sexual violence and the social norms that tolerate and perpetuate it.	Support whānau to reclaim and restore the knowledge and intergenerational transmission of mātauranga.

System Infrastructure				
Workforce and Organisational Development Ngā Mātanga	Coordination and Partnerships Ngā Rangatira	Research, Monitoring and Evaluation Te Mahi Rangahau	Legislation and Policy Reform Ngā Ture	Stewardship and Advocacy Ngā Kaitiaki
Support the development and implementation of necessary infrastructure to recruit, retain and support prevention practitioners.	Facilitate ongoing information sharing both within WCC and between external partners to ensure a cohesive approach.	Support the ongoing research and implementation of evidence-based recommendations (prioritising Mātauranga and kaupapa Māori research) for sexual violence prevention approaches.	Collaborate with partners to develop, implement, advocate, and socialise relevant legislation and policy, especially those relevant to Māori.	Support, resource, amplify, and connect community champions, especially Māori, to champion their own tino rangatiratanga and build movements against sexual violence.
Collaborate with Māori to support the capacity and capability building of both WCC, and partners, in the skills, knowledge, and competencies required to implement Māori approaches to sexual violence prevention.	Support and fund partners to build their capability and capacity to deliver strengthening, healing, and responding services. Identify, establish, and foster key strategic relationships, and promote healthy relationships, in sexual violence prevention partnerships.		Develop, implement, and audit, WCC's relevant policies, trainings, and processes.	Proactively create and identify opportunities for Māori voice and leadership

Tūpiki Ora, Tākai Here & the wider strategic context

Looking up at the Manini Tua model, it's clear how important it is for Māori outcomes to be prioritised. This aligns with WCC's commitment through Tūpiki Ora (the Māori Wellbeing Strategy) and Tākai Here (the mana whenua Partnership Agreement), to the platforming of Māori voices, the prioritisation of mana whenua's priorities, and an unwavering focus on tino rangatiratanga – and we will continue to be accountable to our Tākai Here partners in these efforts.

This Roadmap aligns with Tūpiki Ora, WCC's Māori Wellbeing Strategy, by platforming two of their four outcomes; (1) *the social, cultural, environmental, and economic wellbeing of Māori communities is prioritised, supported and invested in*, and (2) *Mana whenua and Māori are represented and actively participate in decision-making and direction setting for their future success*. This alignment is essential, because it reiterates the holistic and decolonial approach to sexual violence prevention, this Roadmap encourages.

Lessons from research and evidence show how crucial it is that solutions are led by, for, and with, Māori. It is essential that sexual violence prevention prioritises oritētanga, and recognises the unique skills, needs, and worldview of Māori. Manini Tua was developed within a waka hourua model aimed at platforming kaupapa Māori approaches to achieving whanau ora. This relationship is represented by the two hiwi (hull), each representing the independent worldviews, knowledge systems and values of tangata whenua and tangata tiriti. This waka hourua model mirrors the same framework employed in Tūpiki Ora (and extended upon in Tākai Here), making Manini Tua an appropriate model to apply within a Wellington City Council context. In implementing Manini Tua, this Roadmap recognises and seeks to address the historical and ongoing impacts of colonisation that contribute to the diverse realities of Māori.

As noted above, this Roadmap also reflects the values and outcomes of the The Social Wellbeing Framework, which includes WCC drawing on its levers to achieve 'a people friendly, compact, safe and accessible capital city' (Social Wellbeing Outcome), where "we want all individuals, whanau and communities to have these opportunities to connect, participate and thrive in the city". The Social Wellbeing Framework emphasises that WCC has an essential role to play in shaping the culture of Wellington City, and the day-to-day experiences of people within it.



Council staff alongside members of the Victoria University of Wellington's Student Association analysing Egmont Street during the Night Time Urban Design Hikoī

Looking to the future

The Sexual Violence Prevention Roadmap has been designed to form a guide for Wellington City Council's role in the wider sexual violence prevention movement in Pōneke.

It aligns with the system's approach designed by ACC, to encourage a collaborative, intersectional, and dynamic way of both working together, and contributing to change. **This model highlights how sustainable, enduring change requires investment and prioritisation into a diverse range of holistic actions, and broadens the scope of 'what counts' as sexual violence prevention.**

This Roadmap is designed to form the theoretical foundation of the following Sexual Violence Prevention Action Plan, which will highlight the various projects, initiatives, collaborations, and campaigns that WCC is enacting to help prevent sexual violence in Pōneke. The Action Plan will also provide more detail on what a systems approach looks like in practice, and the diverse range of individuals and communities involved across the city.

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Local voice actors Jthan Morgan, Emma Katene, Cassandra Tse and James Ladanyi, recording a positive sexual consent audio education tool.

