

NEW ZEALAND POLICE

COMMUNICATIONS PLAN: LAUNCH OF POLICE RAINBOW PRIDE CAR - CELEBRATING DIVERSITY WITHIN NZ POLICE

Purpose

This plan outlines the proposed communication activities and approach surrounding the launch of the Rainbow Pride police car to be used at Pride Parades in Auckland & Wellington.

All communication activities will be managed by Public Affairs and will complement the work and subsequent campaigns already undertaken to promote diversity within Police.

Context

New Zealand Police (NZ Police) have a vision of having the trust and confidence of all. Trust is fundamentally about perception and the perception that we are meeting the needs of every single New Zealander in the diverse communities our staff serve.

The Rainbow Pride car was developed to provide a clear and positive message about inclusiveness and acceptance within police and publically celebrate diversity as key value of NZ Police. It is also designed to generate publicity in order to showcase our diversity recruitment initiatives.

It builds on the work the 68 [Diversity Liaison Officers](#) in Police and the wider organisation undertakes with the Lesbian, Gay, , Bisexual, Transgender, Intersex and Queer (LGBTIQ+) community. Some of this work includes:

- Early intervention with crimes happening within and against members of the LGBTIQ+ communities and the delivery of wrap around services by Police DLO's;
- Building networks with Auckland Council's Rainbow Advisory Panel;
- DLO's work to link into LGBTIQ+ communities key social media networks and contacts to assist with identifying issues and people early;
- Support of National Aids Day, and ongoing building of networks with NZ Aids Foundation;
- Work with Victim Support to promote better understanding of the LGBTIQ+ community;
- Work with Corrections in the development of training for Corrections officers and staff dealing with LGBTIQ+ prisoners.

The car will be a highly visible show of support by NZ Police during Pride week and will be a symbol of the value the wider organisation has for our specialist staff who work with the LGBTIQ+ communities for better outcomes.

Police employees, whanau and partners are able to march in both the Wellington and Auckland Pride Parades. They will be joined by senior police staff in 2018, including the Commissioner of Police and three female executive leaders.

Key Messages

- The Rainbow Pride Car is the first of its kind and has been especially developed for the Pride Parades and associated Pride week events
- The car isn't a permanent addition to the Police fleet. The Rainbow livery is removable and once both Parades are complete the car will be returned back into circulation and become an operational Police car with standard Police livery.
- The Rainbow livery is a one off cost for Police of approx. Section 9(2)(b)(ii)
- New Zealand Police also have **68 Diversity Liaison Officers** (DLO) throughout the 12 Police Districts to provide a connection and liaison between Police and the LGBTIQ+ community.
- The development of the Rainbow Pride car is an acknowledgement of and a continuation of the work our DLO's do with the LGBTIQ+ community, such as: Early intervention on crimes;; working with Victim Support to support its services to the LGBTIQ+ community; training and development for Corrections staff in the management of LGBTIQ+ prisoners.
- NZ Police wishes to recruit more diverse police officers as part of its current recruitment drive and welcomes applicants from the LGBTIQ+ community.

Launch Plan & Communications Activity

THURSDAY 8th February

The Rainbow Pride car will be launched publically during Auckland Pride Week (2-18 February) on Thursday 8th February).

Seven Sharp will launch the car on the programme on Thursday 8th February.

They will be given access to the workshop location in Hamilton and will also be provided with a timelapse video of the livery being applied. It is expected they will pre-record their footage on Thursday afternoon.

NZ Police Rainbow Connections Diversity Liaison Officer, Section 9(2)(a) Official Information Act 1982, will lead the launch of the Rainbow Pride car in Hamilton and will be the Police spokesperson for media. She will be accompanied by prominent drag queen Section 9(2)(a) Official Information Act 1982 for the car's launch with support from Police media adviser Section 9(2)(a) Official Information Act 1982.

Once the Seven Sharp story has run (at 7.30pm) photographs of the car and the time lapse video will be shared by Police social media.

An internal only story for staff will be posted on Thursday 8 February after Seven Sharp runs the story.

A proactive press release will also be released to all media at 7.30pm.

The timelapse video will also be provided to the NZ Herald only at 7.30pm.

NOTE: District social media managers will be briefed by [Section 9(2)(a) Official Information Act 1982] before the launch and provided with some detail to prevent any leaks before the official launch. Districts can share the NZ Police post to their individual pages as soon as it has been released to the public on the National FB page.

FRIDAY 9th January and rest of GAY PRIDE week in Auckland

The car will be driven to Auckland on Friday 9th by [Section 9(2)(a) Official Information Act 1982]. [Section 9(2)(a) Official Information Act 1982] will also travel in the car and will be able to film additional footage, eg public reactions.

Ten One will continue to cover the activities of the car throughout the week eg attendance at the Big Gay Out (11 February) and the March.

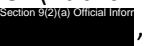


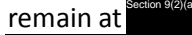
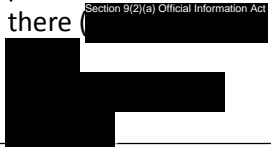


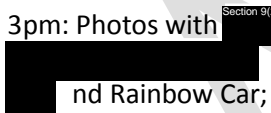

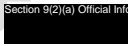
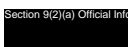

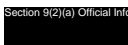
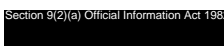
All ongoing media enquiries to be dealt with by Auckland Media team and [Section 9(2)(a) Official Information Act 1982]. [Section 9(2)(a) Official Information Act 1982] will manage the publicity and media release for the Pride parade march.

Event Tasks

*Note – 6 February is Waitangi Day

Date	Task	Responsibility	
20 – 23 January	Comms Plan confirmed and circulated to key stakeholders [Section 9(2)(a) Official Information Act 1982] /Auckland Media Team etc	[Section 9(2)(a) Official Information Act 1982]	
24 January	Confirm Media approach – Seven Sharp to confirm their approach.	[Section 9(2)(a) Official Information Act 1982]	
24 th January	Confirm and brief photographer Brief [Section 9(2)(a) Official Information Act 1982] re: TenOne story	[Section 9(2)(a) Official Information Act 1982] [Section 9(2)(a) Official Information Act 1982]	Only if [Section 9(2)(a) Official Information Act 1982] are unable to take photos – [Section 9(2)(a) Official Information Act 1982] to confirm.

25 th January	Follow up with <small>Section 9(2)(a)</small> re: final design	<small>Section 9(2)(a) Official I</small>	DONE
	Brief Fleet and confirm timeline for the application of livery etc <small>Section 9(2)(a)</small> and the permission for the timelapse.	<small>Section 9(2)(a) Official Information Act 1982</small>	DONE
25 th January	Confirm <small>Section 9(2)(a) Official Inform</small> and <small>Section 9(2)(a) Official Information Act 1982</small> availability for the 8 th	<small>Section 9(2)(a) Official Information Act 1</small>	
	Confirm social media messages (pre and launch day) with Marketing team and supply copy/messages	<small>Section 9(2)(a) Official Information Act 1982</small>	
	Confirm Commissioner's tweeting	<small>Section 9(2)(a) Official Information Act 1982</small>	
w/c 29 th January	Draft run plan for 8 th	<small>Section 9(2)(a) Official Information Act 1982</small>	
25-30 January	Livery printing and timelapse filming	<small>Section 9(2)(a) Official Information Act 1982</small>	
30 January -6 Feb	Application of livery		
2 February	Draft run plan approved	<small>Section 9(2)(a) Official Information Act 1</small> &	
5 th February	Briefing of District social media managers regarding launch and expectations	<small>Section 9(2)(a) Official Information Act 1982</small>	
7 th February	Finalise and approve Press Release	<small>Section 9(2)(a) Official</small> Media Team & Public Affairs Leadership	
7 th February	Finalised run plan supplied to	<small>Section 9(2)(a) Official Information Act 1</small>	

	stakeholders with schedule (Public Affairs, ^{Section 9(2)(a) Official Information Act}  , ^{Section 9(2)(a) Official Information Act} )		
7 th February	Finalise Ten One article and timings	^{Section 9(2)(a) Official Information Act} 	
8 th February	Rainbow Car to remain at ^{Section 9(2)(a) Official Information Act}  for the day with media and police photoshoot to occur there ^{Section 9(2)(a) Official Information Act} 	^{Section 9(2)(a) Official Information Act} 	
8 th February	<p>2pm (TBC): ^{Section 9(2)(a) Official Information Act 1982}  arrive</p> <p>3pm: Photos with ^{Section 9(2)(a) Official Information Act}  and Rainbow Car; Photos sent to Public Affairs @ PNHQ. ^{Section 9(2)(a) Official Information Act 1982} </p> <p>3.30pm: Seven Sharp arrive and film, interviews commence; ^{Section 9(2)(a) Official Information Act} </p> <p>4.15pm: media interviews wrap up. Additional photos sent to PNHQ ^{Section 9(2)(a) Official Information Act} </p> <p>5pm: Social Media posts approved with photos and timed to go live at 7.30pm. ^{Section 9(2)(a) Official Information Act 1982} </p> <p>7pm: Seven Sharp go live; ^{Section 9(2)(a) Official Information Act} </p> <p>Internal message to staff on BB ^{Section 9(2)(a) Official Information Act 1982} </p>		

	<p>7.30pm: Rainbow Car launched via Police social media</p> <p>7:30pm: Police Districts post about Rainbow Car</p> <p>7.30pm: Proactive Press release issued to general media & timelapse video to Herald</p> <p>7.30pm: Police Ten/One article goes live</p>	<p>Media team /District social media managers</p> <p>Police media team/District managers Police Media Team</p> <p>Police media team</p> <p>Section 9(2)(a) Official Information Act 1982</p>	
9 - 17 th February	<p>Car driven from Hamilton to Auckland.</p> <p>Commences Pride Week activities. Ongoing media queries</p>	<p>Section 9(2)(a) Official Information Act 1982 will travel in the car</p> <p>Section 9(2)(a) Official Information Act 1982</p>	Car will be in attendance at Big Gay Out on the 11 th February in Auckland
17 th February	Rainbow Car appears in Auckland Pride Parade	Section 9(2)(a) Official Information Act 1982	
End of Feb/Early March	Rainbow Car driven to Wellington for Wellington Rainbow Festival activities	Activities TBC	
	Wellington Pride Parade	Activities TBC	

Key stakeholders and audiences

Who	Their interest	Responsible	Engagement mechanism
Public	High.	Public Affairs	<p>All public activity.</p> <p>To manage reputational risk it is important to tell the story behind the Rainbow Car and our commitment to diversity.</p>

<i>Minister</i>	No surprises, and briefed prior to the launch of the Rainbow car	Police leadership	Copy of media release supplied to his office
<i>Police leadership</i>	No surprises; advocates of Diversity within Police	DCE Public Affairs	Briefing and photo at start up
<i>Police staff</i>	High. Our staff are our greatest advocates of the work we do.	Public Affairs	Internal communication channels incl. Ten One story and social media channels.
<i>LGBTIQ+ community</i>	High. Showcasing our commitment to diversity.	Liaison officers	Social media and events
<i>Media</i>	News	Public Affairs	Media release; Police social media; reactive statement prepared.

Appendix 1

Draft Press Release (for general release, 7.30pm, Thursday 8th February)

Police launch one-of-a-kind Rainbow Police car for Pride Parade.

New Zealand Police have launched a very special, one-of-a-kind Rainbow Police car for this year's Pride Parade and the associated Pride festival week events.

The Rainbow Car has been created to mark NZ Police's commitment to diversity and to acknowledge the important relationship between Police and New Zealand's Lesbian, Gay, Bisexual, Transsexual, Intersex and Gay (LGBTIQ+) communities.

Police Commissioner Mike Bush says the Rainbow Car is a visible representation of the Police value of diversity.

"As an organisation we look to encourage staff to 'use who they are' not 'lose who you are' when becoming a police officer."

"Therefore it's important to encourage staff to show pride in the communities they represent," he says.

"We are a diverse organisation and proud of the work we've done and continue to do with the LGBTIQ+ community.

"We encourage members of the LGBTIQ+ community to join us as future Police recruits as part of our current recruitment drive," says Mr Bush.

Uniformed Police staff will accompany the Rainbow Car at the Pride Parade on 17th February 2018.

NZ Police Commissioner Mike Bush will also march in the parade, along with three members of the Police Executive, Deputy Commissioner Audrey Sonerson, Deputy Chief Executive People, Kaye Ryan and Deputy Chief Executive, Public Affairs, Karen Jones.

The car isn't a permanent addition to the Police fleet, the Rainbow livery is removable. The car will be returned to circulation with standard Police livery after the Auckland and Wellington Pride Parades.

ENDS

Appendix 2:

Draft Twitter Post – Commissioner (8th February):

Introducing our new Rainbow Police Car – a special limited edition for the Pride Festival. Looking forward to marching alongside staff at the Pride Parade this coming Sunday. (Link to picture)

****TenOne Story is yet to be developed*****