



Hospitality New Zealand
Vicki Lee, CEO

As We See It



Wellington launches *Don't Guess the Yes*, a sexual assault prevention campaign

The hospitality industry in New Zealand prides itself on its social conscience. As an individual standing alone, there is only ever so much one can achieve. As an entire industry standing together, or better still, as an entire community standing together, we can almost move mountains.

That is what November was all about for Hospitality New Zealand; trying to move mountains, and protect the community, one person at a time. Last month was a huge

success in that respect, as our Wellington branch kicked off *Don't Guess the Yes*, a sexual assault prevention campaign, with a uniquely hospo spirit to it.

Don't Guess the Yes is effectively a pilot scheme for Hospitality New Zealand, which we intend, bartender by bartender, and branch by branch to turn into a nationwide initiative.

More than 50 of our Wellington members signed up to the campaign, which aims to address issues surrounding consent and alcohol consumption. The official launch took place over the weekend of November 23-24. During that time, those 50 plus hospo venues promoted awareness of sexual assault prevention through posters, social media, TV screens, as well as having their staff wear "*Don't Guess the Yes*" T-shirts.

In the lead up to the launch weekend, the bars and nightlife venues that had signed up to the campaign sent their staff members (bar staff and security) down to a free sexual assault prevention training session run by Hospitality New Zealand on November 13. The aim of this session was to give bar staff the knowledge and power to keep an eye on their customers, recognise red flags, and to feel empowered to step in to help a customer that could be vulnerable, before a problem occurs.

The training programme was a roaring success, and we are already looking to repeat it. The session was lead by our Wellington Branch president Matt McLaughlin, who has largely been responsible for spearheading the campaign, and also featured representatives from Wellington Police and the Sexual Assault Prevention Network.

Don't Guess the Yes was a collaboration between Hospitality New Zealand, Wellington Police and Wellington City Council. We also partnered up with the Sexual Assault Prevention Network, Victoria University of Wellington Students' Association and Massey University Students Association to create the project and training.

The campaign gained significant support from our Wellington Mayor Justin Lester, who recognised and awarded Matt McLaughlin for his contribution to the community through *Don't Guess the Yes*. Matt was honoured by Wellington City Council for trying to keep Wellington safe and buzzing with a Safety in the City award at the 2018 awards ceremony on November 20. We are extremely proud of Matt's achievement!

The Safety in the City awards, which like *Don't Guess the Yes*, are a community-wide initiative illustrate what we can all do for the benefit of the whole community, when we put our heads together.

Wishing you all a safe and happy holiday break.

