

[15/01/2024]

File Ref: OIA 47948

[REDACTED]

Tēnā koe [REDACTED]

Official Information Act request

Thank you for your information request dated 5 December 2023. You asked for the following information:

“all emails in the last 72 hours sent or received by the organisation (group, if your organisation has subsidiaries) that mention today’s National Māori Action Day, the Māori Party / Te Pāti Māori, and/or the protests.

Please also provide any guidance given to staff in the last 6 months about applicable ethical rules on political neutrality as it relates to their jobs and employer”.

National Māori Action Day

On 4 December 2023, Te Puni Kōkiri received an email from the Te Kawa Mataaho Public Service Commission titled Planned protests tomorrow. Te Puni Kōkiri takes the health, safety and wellbeing of kaimahi very seriously, and in response, an email was sent to Wellington based kaimahi on 4 December 2023 providing advice on avoiding any issues.

Two documents have been identified in scope of this part of your request. The documents and my decisions with regard to the release of the information are set out in the table attached as Appendix A.

Political neutrality

Leading up to the 2023 general election, Te Kawa Mataaho Public Service Commission requested a focused effort on political neutrality by all agencies.

Te Puni Kōkiri planned and implemented a political neutrality campaign called Ngākau Tapatahi (Honest Heart) from May through to October 2023, led by our Communications function. The campaign stopped prior to the General Election.



Te Puni Kōkiri

MINISTRY OF MĀORI DEVELOPMENT

A dedicated hub was set up on our intranet to ensure kaimahi had access to all information shared within the campaign such as FAQs, a schedule of events, resources and tools, case studies, and articles.

Monthly webinars were held to discuss topics of interest and kaimahi were also informed about and encouraged to attend webinars being hosted by Te Kawa Mataaho.

As part of the campaign, presentations were given to kaimahi, and the Ngākau Tapatahi political neutrality presentation has now been added to our induction day presentation for all new kaimahi, to help them understand their politically neutral responsibilities as public servants.

At the completion of the campaign, we surveyed kaimahi and discovered that 71% of respondents went to some, all or nearly all webinar discussions. As a result, 99% of respondents indicated they knew what political neutrality means, and 95% said they felt confident or very confident to consistently operate within political neutrality.

Twelve documents have been identified in scope of this part of your request. The documents and my decisions with regard to the release of the information are set out in the table attached as Appendix A.

I trust my response satisfies your request.

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that Te Puni Kōkiri publishes some of its OIA responses on its website, after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address or contact details.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact us at uia@tpk.govt.nz.

Ngā mihi

Manaia King

Hautū, Te Puni Tautoko Whakahaere | Deputy Secretary, Organisational Support

Appendix A – documents OIA request from [REDACTED] dated 5 December 2023

Item	Date	Document description	Decision
National Māori Action Day			
1.	4 December 2023	Email from Te Kawa Mataaho Public Service Commission titled Planned protests tomorrow	Released with certain information withheld under s9(2)(a)
2.	4 Dec 2023	Email from Deputy Secretary Hugh McAslan titled Planned protest activity 5 December 2023	Released with certain information withheld under s9(2)(a)
Political Neutrality			
3.	7 May 2023	Intranet – Ngākau Tapatahi (1.0) Homepage	Released in full
4.	7 May 2023	Intranet – Ngākau Tapatahi (1.1) Black white and grey do's and don't's	Released in full
5	7 May 2023	Intranet – Ngākau Tapatahi (1.5) Tools and Resources	Released in full
6	7 May 2023	Intranet – Ngākau Tapatahi (1.5.1) FAQs	Released in full
7	4 September 2023	Intranet - Ngākau Tapatahi - Stories - Are you being politically neutral 20230904	Released in full
8	2023 05 17	Ngākau Tapatahi - Presentation - Public servant vs individual webinar 20230517	Released in full

9.	12 July 2023	Ngākau Tapatahi - Presentation - Social Media perception vs reality webinar 20230712	Released in full
10	26 June 2023	Ngākau Tapatahi - Presentation - OS Puni Hui 20230626	Released in full
11	1 December 2023	Ngākau Tapatahi - Presentation – induction 20231201	Released in full
12	23 June 2023	Ngākau Tapatahi - List of Q and A's from discussion sessions	Released in full

From: Paula Davis 9(2)(a)
Sent: Monday, 4 December 2023 4:06 pm
To: 9(2)(a)
Cc: 9(2)(a)
Subject: Planned protests tommorrow

Kia ora Heads of HR community,

You may have seen media coverage of protests planned to take place tomorrow. This article from [NZ Herald](#) have some detail of what is planned.

There is likely to be traffic disruption at key commuter points into the city – Aotea Quay and the Terrace Tunnel from 7am.

As this is a legal protest with notice, the Public Service remains open for business – staff should plan commuting time or method alternatives where possible.

This is also an opportunity to remind staff about good security practices, including removing lanyards and ID cards outside of the building and avoiding engaging with protestors.

Staff member participation in protests – integrity guidance from the IES team at Te Kawa Mataaho Public Service Commission

Public servants have the same political rights and freedoms as all other New Zealanders, with a concurrent responsibility to support their agency to maintain the political neutrality required to work with current and future governments.

Public servants who express their political views in their own time are unlikely to breach their employer’s political neutrality obligations provided that they don’t identify their opinions with their agency; give the impression they are speaking on behalf of their agency; or use confidential government information for political purposes.

Whether a particular political interest or activity might impact on a work role, and whether it can be managed, may depend on the seniority of the role, the nature of the role, the visibility of the political activity and the substance of the political activity

Additionally, the Code of Conduct requires public servants to avoid any activities, work or non-work, that may harm the reputation of their organisation or of the State Services. Page 30 of the guidance sets out several considerations to keep in mind regarding non-work activities.

Practical guidance

Staff who are contemplating attending protests should also consider:

- If they are doing it on their own time i.e., by taking leave or outside work hours
- Whether they are senior staff or involved in regular, direct contact with Ministers
- If they can ensure they are not identified with their agency – removal of lanyards, work uniforms, name tags etc.
- Social media - In particular this includes keeping any private social media activity separate from their work life. This can be difficult to manage, particularly on platforms like LinkedIn, and requires care.
- Not using agency resources such as printers for banners/posters etc.

- The nature and circumstances of the activity, the likely public perception, and the implications it may have for public trust in the public service

Here are some links to relevant guidance on the Te Kawa Mataaho website:

- [General Election Guidance 2023](#) pages 6 to 15
- Social media guidance [Guidance for public servant's use of social media](#)
- [Understanding the Code of Conduct](#) page 30

Ngā mihi,

Paula Davis (ia/she/her)

Director HR Capability and Head of Profession

Te Ohu Mahi | Workforce Group

waea pūkoro: 9(2)(a) īmēra: 9(2)(a)



Te Kawa Mataaho Public Service Commission

www.publicservice.govt.nz | www.govt.nz



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Confidentiality notice: This email may be confidential or legally privileged. If you have received it by mistake, please tell the sender immediately by reply, remove this email and the reply from your system, and don't act on it in any other way. Ngā mihi.

Out of Scope

From: Hugh McAslan
Sent: Monday, 4 December 2023 4:43 pm
To: DL - All Kaimahi
Subject: Planned protest activity 5 December

Kia ora koutou,

We are aware from media reports that a national day of action, called by Te Pati Māori, is planned for tomorrow, 5 December, primarily between 7.00am and 8.30am, to coincide with the first day of Parliament.

The safety of our kaimahi is our priority so please find some advice below on avoiding any issues tomorrow.

I ask that you follow our advice, and not act on any rumours you may hear in the tari or on social media.

What you need to know:

- There is likely to be traffic disruption at key commuter points on many main roads across the country.
- This is a legal protest with notice.
- Kaimahi should plan commuting time or method alternatives where possible.
- We remind kaimahi about good security practices, including removing lanyards and ID cards outside of your work place.
- Public servants have the same political rights and freedoms as all other New Zealanders, with a concurrent responsibility to support their agency to maintain the political neutrality required to work with current and future governments.

Kaimahi who are contemplating attending protests, you should carefully consider:

- If you are doing it on your own time i.e., by taking leave or outside work hours.
- For senior kaimahi, carefully consider your involvement, because of your position in the agency.
- Make sure you are not wearing Te Puni Kōkiri branded clothing.
- Keep your private social media activity separate from work activity.
- Do not use agency resources such as printers for banners/posters etc.

What you need to do

- Avoid the Parliamentary precinct and surrounding areas on Tuesday if you are in Wellington.
- You may come to work as normal but take extra precautions when travelling to and from the office.
- Keep your lanyard and TPK I.D. card out of sight when arriving/leaving the office, and don't wear your Te Puni Kōkiri corporate clothing out of the tari.
- Any planned hui due to take place near Parliament should be moved to an online hui.
- For our kaimahi who live near the Parliament precinct, please discuss WFH arrangements with your managers.

- Keep your work phone on you if you head out of the office in case we need to contact you via email or phone. Also remember to use the electronic sign-in and sign-out each time you enter and leave Te Tari Matua.
- We understand this may be concerning to some of our kaimahi and your whanau, so please check in with your manager in the first instance.
- At present it would appear the disruption could occur around the Terrace Tunnel and Aotea Quay, in Wellington, which will impact those driving to work. For our Regional Offices, there is also the possibility of disruption during morning commutes.

We will keep you updated as we get further information.

If you have any pātai or concerns, please contact Shawn on 9(2)(a)

Ngā mihi

Hugh

Hugh McAslan, DSD

Deputy Secretary | Hautū

Te Puni Kaupapa Hiranga me Mana Whakahaere

Critical Projects & Governance

Head Office | Te Tari Matua



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT

Waea Pūkoro M : 9(2)(a)

Waea Whakaahua F : 0800 875 329

Te Puni Kōkiri, Te Puni Kōkiri House, 143 Lambton Quay, Wellington 6011, New Zealand
PO Box 3943, Wellington 6140, New Zealand



[Te Puni Kōkiri Website](#)



[Kōkiri Magazine](#)



[Facebook](#)

Ngākau Tapatahi

Under the Public Service Act 2020 there is a public service principle that asks public servants to 'act in a politically neutral manner' but what does that actually mean?

What does politically neutral mean?

The intent is for us as public servants to act in a politically impartial manner, irrespective of our political interests, and conduct ourselves in a way that enables us to act effectively under current and future governments.

There are some clear Dos and Don'ts but its definitely not black and white. Being politically neutral within grey areas can be difficult but as public servants we need to understand what our responsibilities are.



Below is a range of tools, resources, interesting articles, and case studies to help kaimahi build understanding and the planned activities being delivering between May and October will help strengthen awareness and understanding of our responsibilities as public servants.

The goal is for all kaimahi to be able to consistently operate with political neutrality.

- [Black White and Grey Dos and Don'ts](#)
- [Out of \[REDACTED\]](#)
- [Scope](#)
- [\[REDACTED\]](#)
- [Tools and Resources](#)

Have a question?

- email politicallyneutral@tpk.govt.nz and someone from the project team will respond within 48 hours
- email commission@publicservice.govt.nz and someone from the Public Service Commission will get back to you, or
- ask your [PSA delegate](#) or email psa@tpk.govt.nz

Guides and Tools

A-Z

Allowances

Commercial and Procurement

Communications and Media

Culture

Data and Analytics

Designing Together

Employment

Ethics and Behaviour

Finance

Information and Research

Leave

Legal and Risk Management

Technology

Travel and Procurement

The Workplace

Ngākau Tapatahi

Black white and grey do's and don'ts

Case studies

Events

Interesting articles

Tools and Resources

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Black white and grey do's and dont's

Being a public servant is a very rewarding career choice and when serving the government of the day, political neutrality is essential and our responsibility to ensure the public sector maintains the trust and confidence of both current and future governments.

There are some clear dos and don'ts, but it's not black and white. Being politically neutral within grey areas can be difficult, but as a public servant you need to understand what your responsibilities are in any situation.



The information below has been developed to help kaimahi think about how we should behave as a public servant, and to promote discussion with managers, colleagues, friends and whānau.

Black (Dos)	Grey	White (Don'ts)
I vote for my preferred political party and candidate	I make donations to my preferred party	I tell my friends and family who to vote for
I work at Te Puni Kōkiri because its vision and values coincide with mine	I often share Te Puni Kōkiri posts on my facebook page	I make comments on Facebook about kaupapa from agencies I don't agree with
My political party preferences are mine and have nothing to do with my mahi	I follow Minister Green on Facebook	I send political party information from my work email address
I make sure to be aware of national opinion and any potential or perceived resulting risk	I attend Te Tiriti o Waitangi every year to protest - as long as you don't represent Te Puni Kōkiri	I post photos to my Facebook page of me attending protests - as a public servant you need to draw a clear line between your personal life

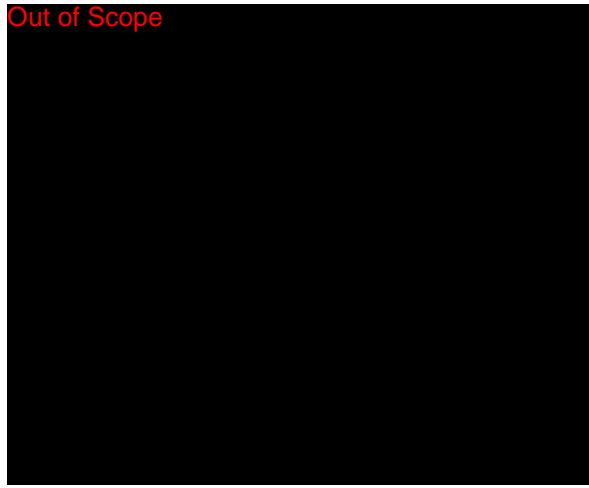
MANAGERS: Set aside 30 minutes each month with your team and discuss other scenarios of behaviour

Any questions email politicallyneutral@tpk.govt.nz

Guides and Tools

Out of Scope

Out of Scope



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Tools and Resources

In order to operate effectively in our communities and make a difference, we need to have the trust and confidence of the people we serve - New Zealanders. To maintain this trust and confidence, we need to be able to show we are trustworthy, that we act in the interests of Aotearoa New Zealand and its citizens, and never for our personal gain.

We want to make sure all kaimahi are aware of their responsibilities as a public servant and aren't putting themselves, Te Puni Kōkiri, our Ministers, or the Government at risk (either real or perceived).

Here are some learning modules to help:

- [Public Service Induction Module](#)

Below are resources we encourage kaimahi to read:

- [Public Service Act 2020](#)
- [General Election Guidance 2023, Public Service Commission](#)
- [Public servants Outside Work, Public Service Commission](#)
- [Guidance for public servants' personal use of social media, Public Service Commission](#)
- [Integrity and conduct, Public Service Commission](#)
- [Standards of Integrity and Conduct \[pdf\]](#)
- [Candidate Handbook for the 2023 General Election, Electoral Commission](#)
- [Working in the Public Service Survey 2022, IPANZ](#)
- [Te Puni Kōkiri Code of Conduct](#)
- [FAQs](#)



Out of Scope

Out of Scope



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FAQs

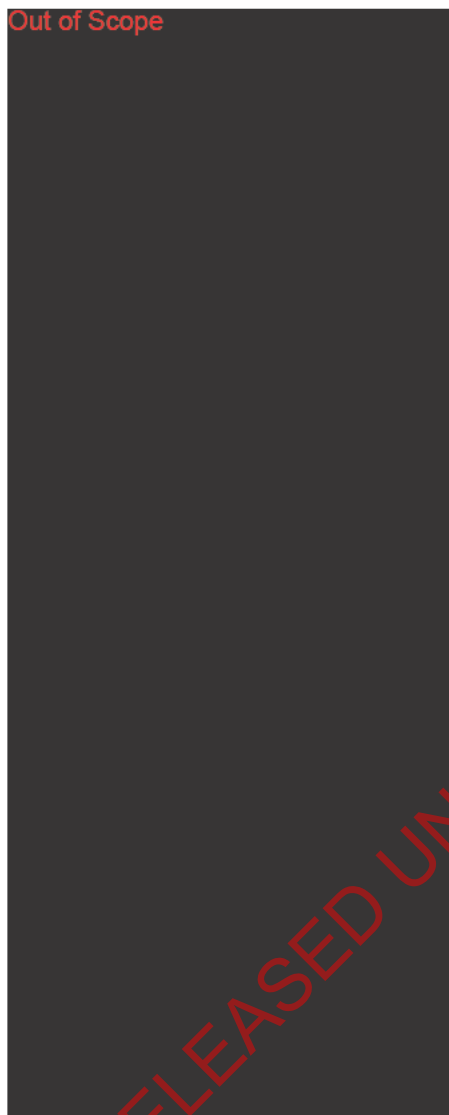
Below are some frequently asked questions around political neutrality. If you want to ask something else simply email politicallyneutral@tpk.govt.nz and someone will get back to you soon.

Question	Response
What does political neutrality mean?	To act in a politically impartial manner, irrespective of our political interests, and conduct ourselves in a way that enables us to act effectively under current and future governments. Politically neutral refers to the way that public servants support the Government to develop and implement policies and follow lawful instructions from Ministers to the best of their ability and irrespective of their own political opinions. Our commitment to Ministers must be unaffected by any party-political concerns.
Why is it important for me to be politically neutral?	Maintaining political neutrality helps to manage potential for conflict between the Public Service policy role and the government's decision-making and advocacy role. Being politically neutral ensures the public sector maintains the trust and confidence of both current and future governments. We need to have the trust and confidence of the people we serve - New Zealanders in order to operate effectively. To maintain this trust and confidence, we need to be able to show we are trustworthy, that we act in the interests of New Zealand citizens, and never for our personal gain.
What if I disagree with the Government or a government agency?	That's fine. But as a Public servant you must be able to support the Government and follow lawful instructions from ministers to the best of your ability and irrespective of your own political opinions. Our commitment to Ministers must be unaffected by any party-political concerns. If you aren't able to undertake these responsibilities have a chat with your Manager.
If it's my social media page why can't I say what I want?	Public servants have the same rights to freedom of speech and political activity in their private lives as other New Zealanders. However, as a public servant you are expected to take reasonable care to maintain a clear separation between your work role and personal views. This includes making sure your social media communications do not undermine the political neutrality of the public service.
What will happen to me if I do or say something that is seen as not being politically neutral?	Have a chat with your Manager explaining the situation as early as possible. The following process and next steps will depend on the circumstances.
What if I believe the Crown has failed Māori as a Treaty Partner. How can I safely express my beliefs as a public servant?	Public servants have the same rights to freedom of speech and political activity in their private lives as other New Zealanders. However, as a public servant you are expected to take reasonable care to maintain a clear separation between your work role and personal views. This includes making sure your social media communications do not undermine the political neutrality of the public service. Te Puni Kōkiri asks all kaimahi to declare conflicts of interest including any formal involvement in treaty claims. Kaimahi can participate in protests but these should be done in personal hours and not wearing Te Puni Kōkiri clothing or using Te Puni Kōkiri vehicles or other assets.
How can I keep myself politically neutral?	Read the resources that are available on our Ngākau Tapatahi page , and talk to your Manager if you have any questions.
Can I talk about politics with friends and whānau?	Public servants have the same rights as other New Zealanders. This means that being politically neutral at work does not generally stop you from being politically active outside of work.

<p>What should I do if I see or hear another kaimahi behaving in a way that is not politically neutral?</p>	<p>Have a chat with them about the importance of being politically neutral and send them the Ngākau Tapatahi page. Alternatively, you can email politicallyneutral@tpk.govt.nz or you can talk to your Manager for advice or action.</p>
<p>Can I speak at a conference delivered by a commercial business?</p>	<p>Public servants shouldn't speak at commercial, profit-oriented events. There would need to be sufficient benefit to the public service to justify a public servant speaking at such an event so ensure you have your Manager's approval beforehand. Any gifts or covered costs must also be declared</p>
<p>Can I endorse a business?</p>	<p>Public servants and government agencies should not endorse businesses. Endorsing a business and not others could create a perception of favouritism and diminish the public's trust and confidence in the public sector.</p>

Guides and Tools

Out of Scope

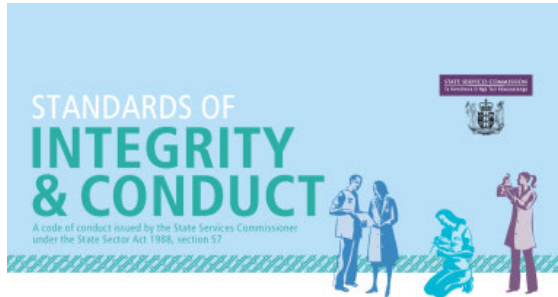


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Are you being politically neutral?

[edit]

We want to make sure all kaimahi are aware of their responsibilities as a public servant and aren't putting themselves, Te Puni Kōkiri, our Ministers, or the Government at risk (either real or perceived).



We have arranged for an open panel discussion with senior public servants for kaimahi to ask questions around political neutrality. It will be held on Wednesday 13 September from 12:30pm to 1:30pm. All kaimahi should have received a Team meeting invitation to attend.

Public opinion has the potential to influence decision-makers and create change towards a chosen direction – positive or negative. Therefore, the best way to keep yourself safe from risk is to know what your responsibilities are.

Public servants have the same rights to freedom of speech and political activity in their private lives as other New Zealanders. However, as a public servant you are expected to take reasonable care to maintain a clear separation between your work

role and personal views. This includes making sure your social media communications do not undermine the political neutrality of the public service.

All public servants have a role to play in supporting the integrity of our electoral process and the smooth transition between one government and the next. Serving government requires public servants to perform their role fairly, impartially and to a high standard. The public sector must ensure it maintains the trust and confidence of both current and future governments, and the public.

The attached pdf file is another resource for your teams to use as a discussion tool.

If you have any questions about political neutrality please have a chat with your manager or you can email politicallyneutral@tpk.govt.nz.

Attached Files

- [Standards of Integrity and Conduct](#)

Out of Scope



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT

Te Kāwanatanga o Aotearoa

Political neutrality – Ngākau Tapatahi

Public Servant vs Individual

A presentation to kaimahi to help build awareness and understanding of expected responsibilities as a public servant

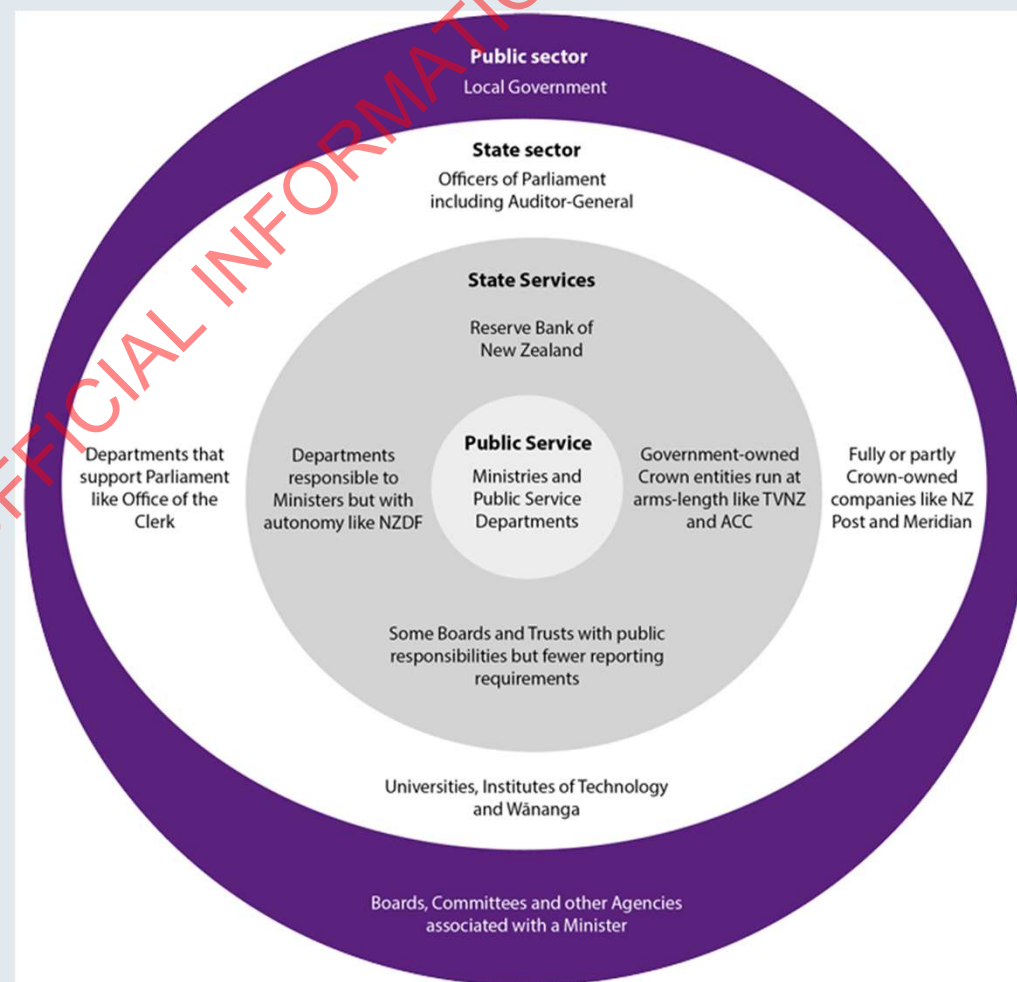
Ngākau Tapatahi – honest heart

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What is the public service?

The Public Service is part of the Executive Branch of the NZ Government. Section 11 of the Public Service Act 2020 states the purpose of the Public Service is to:

- support constitutional and democratic government
- enable both the current and successive governments to develop and implement their policies
- deliver high-quality and efficient public services
- support the Government to pursue the long-term public interest
- facilitate active citizenship
- act in accordance with the law.



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Bev's Notes

For context, a short machinery of government refresher:

NZ has 3 branches of government:

1. **Legislature**(Parliament): Comprises MPs and the Governor-General. Parliament makes laws and is representative of the people who elected them.
2. **Judiciary**: Comprises the Courts and Judges. Judges interpret and apply the laws that parliament makes
3. **Executive**: This includes all the PM, all Ministers and departments/Ministers like Te Puni kōkiri. Our role as departments are to:
 - Develop and implement government policy;
 - Administer the laws enacted by Parliament;
 - Support whichever party/parties are in government;
 - Deliver services to all NZers.

In order to undertake these roles effectively, we have a duty to be impartial. We must act fairly and objectively without personal favour or bias.

So impartiality is one of the public sector values set out in the Public Services Act 2020.



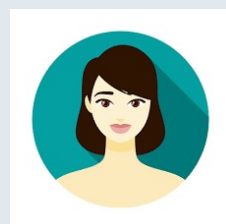
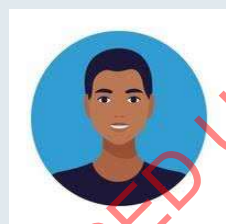
What does politically neutral mean and why is it important?

- To **act** in a politically **impartial** manner, **irrespective of our political interests**
- Conduct ourselves in a way that enables us to **act effectively** under current and future governments
- Maintaining political neutrality helps to **manage** potential for **conflict between the Public Service policy role and the Government's decision-making and advocacy role.**
- Te Kawa Mataaho (Public Service Commission) is responsible for overseeing, managing and improving the performance of New Zealand's state sector and its departments e.g. Te Puni Kōkiri.



What if I disagree or agree with the Government?

- You are allowed to.
- **But as a Public servant you must be able to support the Government and follow lawful instructions** from ministers to the best of your ability and **irrespective of your own political opinions.**
- Our commitment to Ministers **must be unaffected by any party-political concerns.**



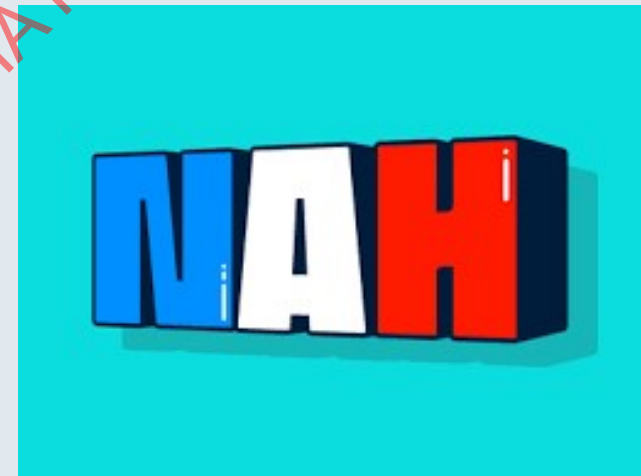
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- You are entitled to your own political views.
- But in order to undertake your duties as a public servant, you have to keep your political views separate from your work.
- You cannot let your political views influence, or be seen to influence, how you do your job.
- If you do find yourself unable to undertake your duties because of your political views, then you need to speak to your manager and work out a plan.
- The risk of scrutiny is heightened if you hold a senior position - because you have the power to influence and make decisions.



Scenario: Is Andrew being politically neutral?



WHAT IF	YEAH	I DUNNO	NAH
Andrew was wearing his TPK jacket and was overheard telling people who to vote for			
Andrew wasn't participating in the protest but he was photographed by media next to an anti-vax sign			
He worked overtime and weekends to support the Civil Union Bill being passed			
Andrew is sharing political party posts on his Instagram			
Andrew volunteers for a political party and donates to its campaign every year			
Andrew was asked to speak at a political party fundraiser			

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Participation activity]

[S2: The photo of Andrew standing next to the anti-vax sign may give the impression that TPK supports the anti-vax movement. Its important to note that perceptions is just as important as the truth. So if you are wearing TPK gear, using TPK branded equipment, or out and about in an official capacity be aware of where you are, your surroundings, and how your actions might be perceived.

S4: Its fine Andrew to post party political posts on his own instagram account. What Andrew cannot do is represent those voews as being those of TPK, or give the impression that he is posting those views as a TPK employee.

S6: Andrew must do his speech at the political event in his own personal time. So he needs to take leave. Andrew should also tell hi manager what he will be doing in case there's media coverage, or members of the public approach TPK as a result of Andrews actions.

If you are actively involved in political activities then you should fill out a Notification of Interest form and have a kōrero with your manager so that any risks can be addressed and plans put in place to manager actual/perceptions of impartiality.



So what do you need to know?

- **Public opinion** and the power of social movements have the potential to **influence decision-makers** and **create change** towards a chosen direction – positive or negative.
- Public servants have the **same rights to freedom of speech** and political activity in their private lives as other New Zealanders.
- As a public servant you are expected to take reasonable care to maintain a **clear separation** between your work role and personal views.
- In order to operate effectively in our communities and make a difference, we need to have the **trust and confidence of the people we serve** - New Zealanders.
- To maintain this trust and confidence, we need to be able to show we are **trustworthy**, that we **act in the interests of Aotearoa New Zealand and its citizens**, and never for our personal gain.



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Key Messages

- You are entitled to your political views.
- As a public servant, you must keep your political views separate from your work.
- Remember perception is just as important as the truth – so be aware of where you are, what you are saying especially if:
 - You are wearing TPK branded clothing;
 - Using TPK branded equipment; or
 - You are acting in an official capacity.
- Do not let your personal political views influence, or be seen to influence how you undertake your work.
- Complete a Notification of Interest form and inform your manager if you are actively involved in political activities.



More information

- politicallyneutral@tpk.govt.nz
- commission@publicservice.govt.nz
- Ask your PSA representative
- Talk with your Manager
- Go to the Ngākau Tapatahi page on Te Pū Matua
- Attend the planned activities



Attachment 8

Te Pū Matua – Ngākau Tapatahi

politicallyneutral@tpk.govt.nz

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Ngākau Tapatahi – Political Neutrality

Social Media – Perception and Reality

Ngākau Tapatahi is an awareness campaign to help kaimahi understand the importance of being a politically neutral public servant

Ngākau Tapatahi – Honest Heart

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Introductions

Attachment 9

- Denise Mackay – Kaihautū Pāpāho Totoro me Huinga – Director Communications, Engagement & Events
- Jared Nicoll – Kaitohu Matua – Senior Advisor

Coming up

- Social Media Policy
- Some things to keep in mind
- Quick Activity
- We are here to help and support



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What is in our Social Media Policy

Attachment 9

- Our social media policy is available on [Te Pū Matua](#)
- Social media can allow for greater transparency, enhance relationships and engagement with communities. This can help to inform our mahi and build trust in Te Puni Kōkiri
- Our social media policy also covers
 - What do we mean when we say Social Media
 - What Te Puni Kōkiri uses social media for
 - Who is responsible for looking after the social media sites
 - What you can't do when using a Te Puni Kōkiri social media account



Public Servant and Individual

Attachment 9

- Maintaining political neutrality in a work role means separating personal political comments in any media, including on social media, from work life
- Like any other Kiwi, public servants are free to use social media in their private lives
- There should be a separation between public servants' work role and their personal use of media

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What to look out for

Perception

- How a post is interpreted can change the perception of the organisation it is posted under and/or the person who posted it
- While context is useful, images and social media posts and images can be interpreted and used out of context
- Some social media posts can be seen as trying to influence decisions and outcomes

Mis/disinformation

- Social media can be a tool to spread misinformation and disinformation
- We want Te Puni Kōkiri to be seen as a trustworthy organization where our partners can get accurate information

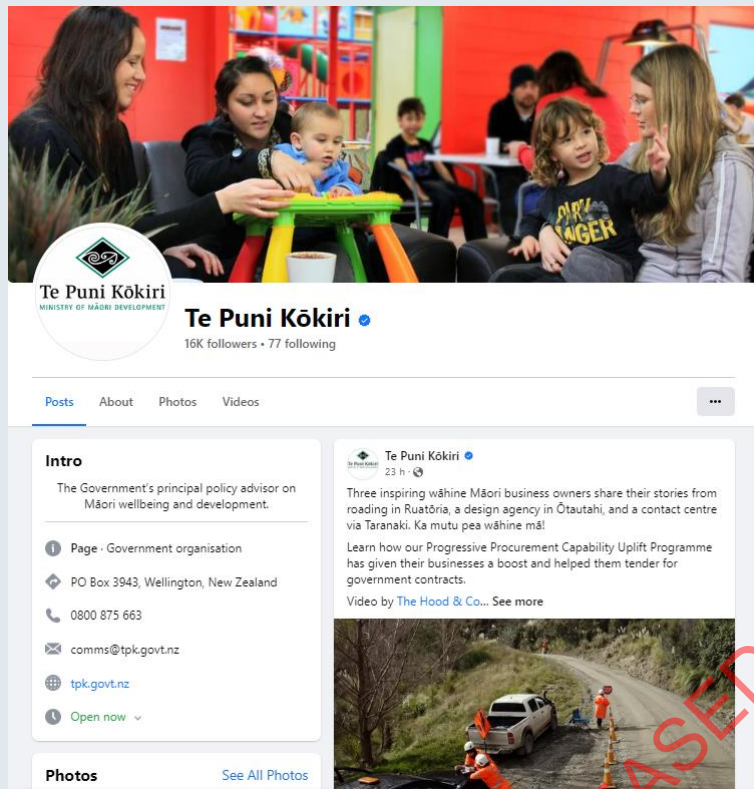
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Te Puni Kōkiri's Social Media channels

Attachment 9

Facebook



Te Puni Kōkiri
MINISTRY OF MAORI DEVELOPMENT

Te Puni Kōkiri • 16K followers • 77 following

Posts About Photos Videos

Intro
The Government's principal policy advisor on Māori wellbeing and development.

Page · Government organisation

PO Box 3943, Wellington, New Zealand

0800 875 663

comms@tpk.govt.nz

tpk.govt.nz

Open now

Photos See All Photos

Te Puni Kōkiri • 23 h • 9

Three inspiring wāhine Māori business owners share their stories from roading in Ruatōria, a design agency in Ōtautahi, and a contact centre via Taranaki. Ka mutu pea wāhine mā!

Learn how our Progressive Procurement Capability Uplift Programme has given their businesses a boost and helped them tender for government contracts.

Video by [The Hood & Co...](#) See more

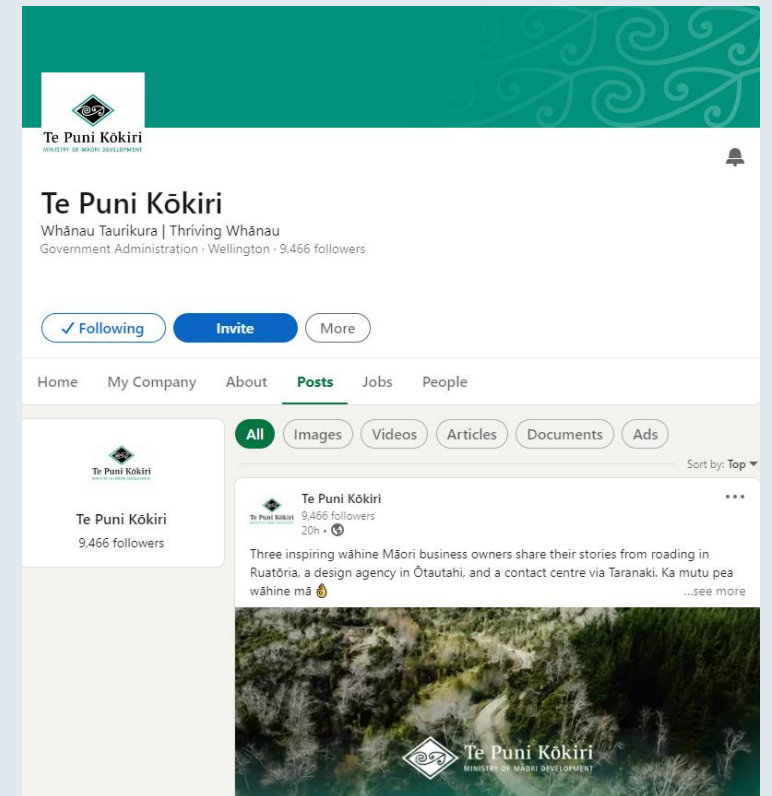
Instagram



tpkgovt

Grid of 12 posts including photos of people, text graphics, and videos.

LinkedIn



Te Puni Kōkiri
MINISTRY OF MAORI DEVELOPMENT

Te Puni Kōkiri
Whānau Taurikura | Thriving Whānau
Government Administration · Wellington · 9,466 followers

Following Invite More

Home My Company About **Posts** Jobs People

All Images Videos Articles Documents Ads

Sort by: Top

Te Puni Kōkiri
9,466 followers
20h • 9

Three inspiring wāhine Māori business owners share their stories from roading in Ruatōria, a design agency in Ōtautahi, and a contact centre via Taranaki. Ka mutu pea wāhine mā 🙌 ...see more



Tūmahi 1 Activity 1

Attachment 9

		Yeah	I Dunno	Nah
1.	I follow Willie Jackson on Facebook			
2.	I often share Te Puni Kōkiri posts on my Facebook page			
3.	I share my political views on closed TPK Facebook groups			
4.	I make negative comments on Facebook about kaupapa from other agencies			
5.	I post photos to my Facebook page of me attending protests			
6.	I make statements criticising government policy and process on my Instagram stories			
7.	I share who I am voting for and why on social media			

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Tūmahi 2

Next we have a few examples of some social media posts

- How could these be perceived?
- What influence (if any) could these have on decisions or outcomes?
- Do these posts accurately represent Te Puni Kōkiri? Are they fair and trustworthy? Why/Why not?
- How could these be taken out of context?

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Facebook Exercise

Te Puni Kōkiri
16K followers • 77 following

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Open now

Photos See All Photos

Te Puni Kōkiri 2 d - 🌐
Minister for Māori Development Han Willie Jackson announced additional funding for Cyclone recovery yesterday. The fund is now available and being delivered via the Te Puni Kōkiri portal.
This \$3 million fund will assist whānau and communities to respond to the affects of the cyclone immediately.

Unite against COVID-19
Puni Kōkiri

74 likes • 4 comments

Like Comment

Most relevant

Thanks for sharing - great to see Ministers getting involved and supporting Te Puni Kōkiri's mahi



Instagram Exercise



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The screenshot shows the LinkedIn profile for Te Puni Kōkiri. The profile header includes the company name, location (Whānau Taurikura | Thriving Whānau), and employee count (392 employees). Below the header are navigation tabs for Home, My Company, About, Posts, Jobs, and People. A secondary set of filters shows 'All', Images, Video, Articles, and Documents. The main content area features a post from 2 days ago. The post text reads: 'Last night, Minister for Māori Development Hon Willie Jackson joined Te Puni Kōkiri on stage to celebrate the finalists and winners of this years Ahuwhenua awards. Last night was the 90th year of the the Ahuwhenua awards which celebrate excellence in Māori in agriculture & horticulture. Te Puni Kōkiri is a proud sponsor of the Ahuwhenua competition.' Below the text are three images: a group photo of award recipients and officials, a man in a suit, and a group of women in formal attire.

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Conclusion

- If you want to post something, and aren't sure, check in with your manager/director or the comms team
- Social media policy is great guidance if you aren't sure about something
- It is never a good idea to air workplace grievances online or be disrespectful of others when using social media
- Private comments can become public on social media. It is good to check before posting material online and exercise good judgement when sending a post

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Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT

Te Kāwanatanga o Aotearoa

How to be a politically neutral public servant

Ngākau Tapatahi

A presentation to kaimahi to help build awareness and understanding of expected responsibilities as a public servant

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PRINT THE BELOW SLIDES ON A3 & COLOUR

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Black, White and Grey: Dos and Don'ts

- As a group place the avatar's and their respective scenario within the Grid.
- **Listen to your group members** – everyone has an opinion so be respectful.
- You have 10 minutes.

Black (Dos)	Grey	White (Don'ts)

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	I vote for my preferred political party and candidate		I make donations to my preferred party		I tell my friends and family who to vote for
	I work at Te Puni Kōkiri because it's vision and values coincide with mine		I often share Te Puni Kōkiri posts on my Facebook page		I send political party information from my work email address
	My political party preferences are mine and have nothing to do with my mahi at Te Puni Kōkiri		I follow Willie Jackson on Facebook		I make negative comments on Facebook about kaupapa from other agencies I don't agree with
	I make sure to be aware of national opinion and any potential or perceived resulting risk		I attend Te Tiriti o Waitangi every year to protest		I post photos to my Facebook page of me attending protests
	My opinions are my own and I don't share them publicly		My friends and I regularly debate government policy outside of work		I make public statements criticising government policy and processes
	I vote for my preferred political party and candidate		I make donations to my preferred party		I tell my friends and family who to vote for
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What if I disagree or agree with the Government?

- You are allowed to.
- Public servants have the **same rights to freedom of speech** and political activity in their private lives as other New Zealanders.
- BUT as a public servant you are expected to take reasonable care to maintain a **clear separation** between your work role and personal views.
- You **must be able to support the Government** and **follow lawful instructions** from ministers to the best of your ability and **irrespective of your own political opinions**.
- Our commitment to Ministers **must be unaffected by any party-political concerns**.
- In order to operate effectively in our communities and make a difference, we need to have the **trust and confidence of the people we serve** - New Zealanders.
- To maintain this trust and confidence, we need to be able to show we are **trustworthy**, that we **act in the interests of Aotearoa New Zealand and its citizens**, and never for our personal gain.



STANDARDS OF INTEGRITY & CONDUCT

A code of conduct issued by the State Services Commissioner
under the State Sector Act 1988, section 57

STATE SERVICES COMMISSION
Te Kaitiaki o Ngā Tai Kōwhiri



WE MUST BE FAIR, IMPARTIAL, RESPONSIBLE & TRUSTWORTHY

The State Services is made up of many organisations with powers to carry out the work of New Zealand's democratically elected governments.

Whether we work in a department or in a Crown entity, we must act with a spirit of service to the community and meet the same high standards of integrity and conduct in everything we do.

We must comply with the standards of integrity and conduct set out in this code. As part of complying with this code, our organisations must maintain policies and procedures that are consistent with it.

For further information see
www.ssc.govt.nz/code

FAIR

We must:

- treat everyone fairly and with respect
- be professional and responsive
- work to make government services accessible and effective
- strive to make a difference to the well-being of New Zealand and all its people.

IMPARTIAL

We must:

- maintain the political neutrality required to enable us to work with current and future governments
- carry out the functions of our organisation, unaffected by our personal beliefs
- support our organisation to provide robust and unbiased advice
- respect the authority of the government of the day.

RESPONSIBLE

We must:

- act lawfully and objectively
- use our organisation's resources carefully and only for intended purposes
- treat information with care and use it only for proper purposes
- work to improve the performance and efficiency of our organisation.

TRUSTWORTHY

We must:

- be honest
- work to the best of our abilities
- ensure our actions are not affected by our personal interests or relationships
- never misuse our position for personal gain
- decline gifts or benefits that place us under any obligation or perceived influence
- avoid any activities, work or non-work, that may harm the reputation of our organisation or of the State Services.



newzealand.govt.nz

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WE MUST BE:

- Fair
- Impartial
- Responsible
- Trustworthy

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Scenario: Is Anaru being politically neutral?



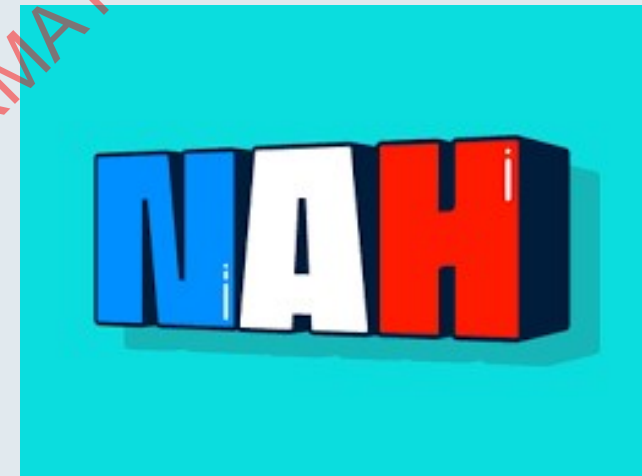
I DUNNO
???????

NAH

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Scenario: Is Anaru being politically neutral?



Anaru is wearing his Te Puni Kōkiri jacket while having lunch with friends at the food court. He is overheard saying he disagrees with the government's te reo Māori policy.

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Scenario: Is Anaru being politically neutral?



Anaru donates to the Green Party and volunteers at fundraisers and events.

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Scenario: Is Anaru being politically neutral?



Anaru wants to join a march protesting a Bill that makes eating chicken illegal.

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Scenario: Is Anaru being politically neutral?



Anaru is sharing protest information on his LinkedIn page.

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Scenario: Is Anaru being politically neutral?



Anaru follows Minister Green on Facebook.

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Scenario: Is Anaru being politically neutral?



Anaru often wears pins that support the Green Party.

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Scenario: Is Anaru being politically neutral?



Anaru lets political parties put campaign boards on his fence.

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Ngākau Tapatahi | Political Neutrality

List of Q and A's from discussion sessions

Ngākau Tapatahi is our politically neutral campaign designed to raise awareness around political neutrality.

17 May: Public Servant vs Individual discussion

Should Andrew be using his Te Puni Kōkiri equipment to share political posts?

No, this one is more about using work equipment appropriately. So it's not encouraged to jump on you're social media during work times or on work equipment, but if there is a need to do so in your capacity, in your role, have a chat with your manager.

I have had party sign on my home fence for the past 10 years, can I still do this?

Have a chat with your manager and let Te Puni Kōkiri know that this is the case, because this is something that could hit the media. If we have a plan for managing this, then we can respond to any complaints or criticisms.

The more senior you are, the more risk needs to be managed. As a senior public servant where you're advising the Minister and executive, the risk rises as seniority level rises.

Talk to your manager.

What if Andrew is sharing political posts on his LinkedIn account while working at Te Puni Kōkiri?

LinkedIn is a professional networking app that has your name, role and employer eg *Andrew Werdna, HR Advisor, working at Te Puni Kōkiri*. That may be perceived that someone at Te Puni Kōkiri is not being politically neutral.

Talk to your manager about the posts as they could bring criticism.

What if Andrew is a trustee of a Marae/Māori Organisation that has sanctioned a political party to hui their kaupapa to it's members?

It's a matter of updating the Notification of Interest form so that, should any work come to Te Puni Kōkiri that involves that organisation and that political party, the mahi can be allocated and managed appropriately.