

Me kōrero



Let's Talk

WINTER 2025

When Your Child Hurts

– A story of love and strength

Measuring
Our Impact...
with stars

From Billboards to Barstools

Aviva takes
upstander message
to the streets

Meet our
**Pawsome
Street Appeal
Collector**





From Billboards to Barstools:

Aviva Takes Upstander Message to the Streets

For the past three years during Sexual Assault Awareness Month (SAAM), Aviva has been urging Kiwis to step up as upstanders, not stand by as bystanders, against sexual violence. The campaign, Asking For It... To Stop, began three years ago.

An upstander is someone who notices the casual sexism, the jokes that make your stomach churn, and the behaviours and attitudes that contribute to sexual harm – and does something about it. They might speak up directly and challenge the behaviour, support the person being targeted, or even just create a distraction. A bystander, on the other hand,

sees the same thing but doesn't step in. Being an upstander is about choosing to be part of the solution, chipping away at the harmful attitudes that can fuel sexual harm in our communities.

Last year, we really ramped things up with billboards, radio ads, a dedicated website, and resources that clearly laid out the spectrum of sexual violence. While the campaign got good traction and media buzz, we couldn't really measure its impact on the ground. We needed to reach more people and challenge them in a way that felt accessible and real. This year, we wanted to go beyond just raising awareness and provide empowerment.

“Real change happens when everyday Kiwis everywhere step up – that’s the heart of being an upstander.”

That’s where the upstander conversation cards came in. After hitting up heaps of bars, cafes, workplaces, and community spots – you name it, our team pounded the pavement across Canterbury delivering the new resources. These cards present everyday scenarios alongside a range of possible responses – some good, some not so good,

“...by speaking up or acting appropriately in the moment, an upstander can stop something awful from happening or shift someone’s perspective.”

and some in between, because we’re all human. The idea is to get people thinking about their own beliefs and what being an upstander looks like in real life. People can also jump online to stopit.nz/quiz to test their responses and get feedback on whether their choices might prevent or perpetuate harm.

We can’t tackle sexual violence with rules and regulations alone. Real change happens when everyday Kiwis everywhere step up – that’s the heart of being an upstander. Bystanders might stand by, unsure what to do or thinking they can’t make a difference. But by speaking up or acting appropriately in the moment, an upstander can stop something awful from happening or shift someone’s perspective.

The way sexual violence works can be complex, which can make it tricky to spot. But the good news is, all of us can be upstanders once we know how. This campaign is all about equipping people, not overwhelming them. In many ways, it’s a hopeful campaign, built on the idea that most people genuinely want to look out for each other and create a better future for our tamariki. Giving people the tools to recognise and challenge harmful behaviour is one of the most powerful ways we can build safer communities together.

“Asking for it... to stop” resources are available for free from the website stopit.nz



OPPOSITE & ABOVE Upstander card packs

BELOW Asking for it... to stop campaign poster

She's asking for it...

to stop!

Sexual violence is preventable, play your part.

FIND OUT HOW

WWW.STOPIT.NZ

aviva
Your New Zealand collaborator



Thoughtfully prepared packs designed to offer a touch of warmth and reassurance.



Warmth and Comfort in Times of Crisis

A heartfelt thank you to Home Foundation

LEFT & ABOVE

Care packages for our clients

We want to extend a big thank you to our incredible supporters at Home Foundation for their truly generous and thoughtful support! It makes a significant difference when our community steps up to help us provide essential support to our whai ora/clients, and Home Foundation has done just that in an innovative way.

Our Sexual Violence team often works with individuals in the immediate aftermath of experiencing sexual harm.

In those incredibly difficult moments, when someone may be feeling distressed, shocked and anxious, even small gestures of comfort can make a profound difference.

That's why we provide **Care Packages** during our initial contact – thoughtfully prepared packs designed to offer a touch of warmth and reassurance. Each package contains a plush blanket, a comforting chocolate bar, a selection of soothing teas and coffee, a stress ball to help ground them, and an adult colouring book with pens to offer a gentle distraction. These simple items represent care and are always so gratefully received.

Thanks to the incredible generosity of Home Foundation, we can continue to offer this vital support. Their team has embraced the spirit of giving through a wonderful initiative: donating through their payroll system, with Home Foundation matching every dollar donated! This doubles the impact and ensures that our vulnerable whai ora receive the comfort and care they so deeply deserve.

Our Sexual Violence Administrator, Anne-Marie Gillespie, beautifully articulates the impact of this support:

"We are enormously grateful that Home has got on board to supply these practical items of support. It quite literally provides wrap-around comfort in a time of crisis."

Aviva relies on the kindness of businesses and individuals like Home Foundation to provide this crucial level of care. If you or your organisation would like to be part of making a real difference in the lives of those we support, we would love to hear from you.

Email community@aviva.org.nz or call Fundraising and Communications Team Leader on 0223 157 954 to discuss how you would like to help support Aviva's work. Your support will help ensure that no one faces their healing journey alone.

Measuring our impact... with stars

Like so many in our sector, one of the biggest challenges Aviva faces is quantifying the impact of our work.

Now though, we are part of a project, which could enable us to do just that. Aviva is one of six members of Te Kupenga Whakaoti Mahi Patunga (National Network of Family Violence Services) piloting *The Change Star** as a tool when working with men who have used violence.

Outcome stars take a strengths-based, and person-centred approach, offering whai ora a visual representation of progress. The philosophy behind the Outcome Stars is an "enabling help" approach to service delivery.

Our Seuga and Reach Out Practitioners Nicky and Nick are delivering the project, and are two of just 23 practitioners across the country who are taking part in the initial pilot.



ABOVE Nick and Nicky

Development Manager, Fiona Platt, says:

"We're really excited to be part of the Change Star pilot. At Aviva, we're always looking for ways to better understand the impact of our work and strengthen our practice. It's a great opportunity to be part of a national approach that supports real, meaningful change for our whai ora and community."

The project is in its early days and will run for six months until the end of September this year. We are delighted to have been chosen to be part of this pilot, which we hope will – in time – improve outcomes for whai ora, both at Aviva, and throughout Aotearoa.





*The Change Star is one of many Outcome Stars developed by Triangle Consulting in the UK. Unique Outcomes are the license holders for the Outcome Stars in Australia and Aotearoa/ New Zealand.

Meet one of our Pawsome Street Appeal Collectors!

On Friday 23rd and Saturday 24th May there'll be hundreds of volunteers (two legs and four!) outside supermarkets and malls across Canterbury, collecting vital donations to support whānau experiencing family violence.

Aviva provides free support to over 1,700 Canterbury whānau and tamariki every year, on their journey to live free from violence. Our Annual Appeal is our biggest fundraising event, but we can't do it alone!

Here are four ways you can get onboard:

-  Please donate to our Street Appeal collectors when you see them.
-  Sign up to be a volunteer collector yourself.
-  Organise a fundraiser among your friends, colleagues, or community group.
-  Make a donation online.

Go to www.aviva.org.nz for more information.

Millie hopes that everyone is super generous during the Annual Appeal



Please Support the 2025 Aviva Street Appeal



“I needed to upskill and deliver it in a way she could receive it. That’s when I reached out to Aviva.”

JANE

Jane’s Story

When Your Child Hurts:

A story of strength and love

As a mum, when my children hurt, so do I. Even now that they’re grown and in adult relationships, I’ll never stop caring. It’s that ‘mother instinct’ to want to make things better, but when life got really tough for my daughter, I knew I needed to find new ways to support her.

She was experiencing intimate partner violence at the hands of a man with whom she was in a polyamorous relationship, and it eventually led to her testifying in court about his abuse.

Her world was turned upside down. Not only was she dealing with the personal trauma of

family and sexual violence towards herself and the other partner involved, but she also found herself navigating the criminal legal system of which she knew very little. I, too, was stepping into unknown territory and needed help to be able to support her throughout this ordeal.

Breaking the Silence: Earning Her Trust

My daughter’s experience of abuse began shortly after she moved to another town to start a new job. She didn’t know anyone there and, in the course of finding a flat, became involved in a relationship with

another couple. The relationship quickly became complex and dangerous, but because of its unconventional nature, she was hesitant to talk to me about it. She worried that I wouldn’t understand. When I visited, she kept me away from her new partners, but eventually, as violent outbursts and fights erupted, I became acutely aware of the dominating and controlling power this man was exerting over them. Over many months and successive conversations, as she felt safer and able to trust that I was not going to judge her, she eventually confided that he was verbally abusive, intimidating and threatening them, whilst demanding subservience and obedience. He used their money for his own purposes, ran up debts in their names, and smashed up the flat. He was a big man, and when he became increasingly physically violent, both were left fearing for their safety and well-being. After one particularly violent incident, he was arrested by the police, removed from the home, and charged with multiple offences.

Facing the Courtroom Together

After months of anxiety and stress, the trial came to court. It was hugely traumatic as they had to hold and revisit the details of everything that had happened. As I became aware of what they both had been going through, waves of emotion swept over me, but I knew I needed to remain strong to help my daughter, who was struggling. I was in a unique position to

support her, but I needed to upskill and deliver it in a way she could receive it. That's when I reached out to Aviva. Their advice and understanding were incredibly helpful. I got insights into how the court system operates and what we might encounter throughout the trial. Knowledge is strength, and I was able to share this with my daughter. They also gave me very practical suggestions on how to help her through the day-to-day of the trial. I made sure they had fidget tools and rescue remedies to support calm and focus, and access to good food and water. I sat alongside them with unconditional support. I encouraged them to celebrate the small achievements along the way, like getting through the giving of their testimony. I told them how proud I was of them for standing up and telling their truth. They were so incredibly brave! When the verdict was delivered and the defendant was found guilty on eight charges, the girls had achieved their desired outcome. They were not just believed by the Police who supported them throughout the process, and the

Crown Prosecutor who brought the case to trial, but also by the Judge, (the defence had elected a Judge-only trial). Their truth had been heard. I couldn't have been prouder of both my daughter and her partner, and the strength they had shown.

A Parent's Perspective - Here's my Take

We don't choose our children's paths for them, and as parents, it can be difficult to know what to say or do when intimate partner violence rears its ugly head and ends up in court. There are many ways to choose to respond; it would be easy to pass judgment or to wash your hands of it and leave them to sort it out themselves. But for me, standing by and doing nothing was never an option because when you love someone unconditionally, you walk alongside them - there just isn't any other way.

The strength my courageous daughter and her partner showed has become a beacon for my own. It doesn't take a court room to challenge poor behaviour. We can all be upstanders for ourselves and

“We all have a part to play... so that the appalling statistics that surround family and sexual violence in New Zealand will become a thing of the past.”

JANE

for others by upholding the boundaries of healthy, respectful relationships and challenging comments that degrade others. We all have a part to play in our own space so that the appalling statistics that surround family and sexual violence in New Zealand will become a thing of the past, and that brave women everywhere will stand up for the dignity they deserve.

If you would like help supporting family or friends through the trauma of sexual assault, don't hesitate to get in touch with our team on freephone 0800 28 48 26, (03) 378 3847 or email enquiries@aviva.org.nz

* Names and some details have been changed for privacy and safety.



“I believe that the assistance provided by Aviva will continue to be required for many years to come, and as such, Aviva is a worthy recipient of a bequest.”

FRAN*, AVIVA BEQUESTER

A Gift Beyond Your Lifetime

Once your loved ones have been provided for, leaving a bequest in your Will is one of the most generous gifts you can make.

By choosing to leave a bequest to Aviva, you're building a future where families and communities can live free from violence. Your bequest will help us continue supporting those who need it most - for generations to come.

For more information, please contact us at community@aviva.org.nz or chat to your lawyer.



Thank You

We are so grateful to all the supporters below who make Aviva's work possible.

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- Westpac
- White, Fox and Jones
- Wild Bamboo
- Young Hunter

Aviva Exists Because We Care

We are a Canterbury-based family violence and sexual violence agency dedicated to making New Zealand Aotearoa violence-free. Our extensive range of person-centred services includes both one-on-one support and group education programmes, for anyone affected by violence – all ages, genders, sexualities, ethnicities, and experiences of violence.

We uphold the potential of each person to not only become safe but to begin a journey toward a fulfilling, violence-free life. We're here to help every step of the way.

**Help us
break the
cycle**

By donating to Aviva, you are helping pave the way to a violence-free future for thousands of tamariki and whānau across Canterbury.

Go to aviva.org.nz/donate or contact community@aviva.org.nz to make a contribution.

Contact Us

Keep up to date on our services, campaigns and opportunities.

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