

DATE:	4 May 2021	PRIORITY:	Medium
TO:	Hon Minister Hipkins Hon Associate Minister Davis	FILE:	EC-2455
CC:	Hon Associate Minister Tinetti Hon Associate Minister Sio		
FROM:	Lesley Hoskin – Chief Executive	SECURITY LEVEL:	In confidence

## Briefing Note:

# Unteach Racism: update and go-live strategy

### Purpose

1. The purpose of this briefing is to provide you with information prior to the launch of the Teaching Council's Give Nothing to Racism initiative – 'Unteach Racism' including an overview of the strategy for go-live to the teaching profession.

### Background

2. As you will be aware, in late 2018, the Teaching Council ("the Council") partnered with the New Zealand Human Rights Commission to develop an education response under their Give Nothing to Racism banner, a national campaign to create conversations around racism in Aotearoa New Zealand, specifically for teachers.
3. Teachers have told us that not all of them have the tools and knowledge to navigate race and racism in education.
4. As the professional body for teachers, the Council can support teachers to have safe and productive conversations around racism that result in changes to behaviour and practice as set out *Our Code, Our Standards* | *Ngā Tikanga Matatika, Ngā Paerewa*.
5. Unteach Racism has been developed through a design thinking process. What we have created was co-constructed in response to, and engagement with our expert thought leader group and the wider sector. It has been designed with teachers, for teachers and feeds into the professions' own desire to lift expectations in this space.
6. It is not designed as a teaching tool for students, rather to build the capability of the teaching profession.

### Reminder: Unteach Racism – what does it aim to achieve?

7. Unteach Racism aims to equip the teaching profession with tools to empower them to identify, confront and dismantle bias and prejudice so that education is free from racism. We are launching the first of the three phases, 'Identify'.
8. In response to teacher interviews and a nationwide survey designed to understand our starting point, the expert leader group identified the need to:
  - expand teachers understanding of what racism is.
  - develop awareness of how racism exists in our systems, structures and practice

- support teachers to challenge messages that society teaches learners about who is less valued.
9. With guidance from partner agencies, expert thought leaders and teachers we have developed a digital tool and supporting resources that will scaffold teachers from identifying racism to being confident to confront racism where it emerges and where appropriate, to begin the journey of dismantling the structures that may perpetuate inequality.

## **Unteach Racism ‘go-live’ strategy**

10. We are currently preparing for Unteach Racism to go-live to the teaching profession on Thursday 13 May 2021. The launch will raise to prominence the issue of racism in our communities and in everyday current teacher practice. The challenge we are putting out there is for teachers to work on themselves, each other and to become change agents to influence a non-racist future.
11. The go-live strategy is a phased approach, aimed at gradually introducing Unteach Racism into the consciousness of the teaching profession. Through a series of warm-up previews across our various platforms, the Council will set the scene for Unteach Racism, positioning teachers’ role as leaders in society with the power to lift the limits society places on some learners.
12. We will also be targeting some specific groups and supporters, as well as our expert thought leaders to share pre-approved messages, leading up to 13 May.
13. Following go-live, the first call to action is to join the movement by interacting with the digital tool which will support teacher’s individual reflections and engagement with concepts and discourse around racism. In addition to the digital tool, go-live will include initial resources on a dedicated website to scaffold teachers to go further with the Unteach Racism concepts and begin engaging with their colleagues.
14. This go-live of the digital tool and dedicated website is the first step to ‘identify’ then begin to ‘confront’ racism, it will be followed by further stages of ‘confronting’ and then ‘dismantling’ racism. The latter stages will be developed in response to and in collaboration with the teaching profession with support from our partner agencies and expert thought leaders.
15. The go-live will not include an event or a traditional launch but will follow on from the warm-up previews with the release of the app and dedicated website and delivering the call to action via media coverage and our usual platforms.
16. Through our partners Clemenger BBDO, who developed the Give Nothing to Racism Taika Waititi video for the Human Rights Commission, we have been fortunate to secure Taika’s support for Unteach Racism also. Taika’s high profile means we are expecting a high-level of public interest. To that end, we have provided as an **appendix** the key messages that we hope will support you and your office should you receive any inquiries.

## **Unteach Racism and Te Hurihanganui**

17. We recently met with Minister Davis to discuss how Unteach Racism, as part of the Council’s wider transformational programme of change to become a te Tiriti o Waitangi led and values-based organisation as well as lifting expectations across the teaching profession in Te Tiriti o Waitangi partnership standard and bicultural practice, contributes as a key lever to the vision of Te Hurihanganui.
18. As you know the Council has been working closely with Te Hurihanganui team to ensure our initiatives align.
19. Following go-live there is an opportunity to work collaboratively in the facilitation of safe and productive conversations about racism, by ensuring the appropriate facilitation in both of our spaces and alignment of key messages.
20. We are working with the Ministry of Education to enable the participants in Te Hurihanganui pilot locations will have the opportunity to engage with the app and supporting material shortly after go-live and share with us their reflections on how Unteach Racism supports their understanding of racism in accordance with phase one of Te Hurihanganui – Te Pō.

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21. We also see value in sharing the same evaluative framework that is being developed for Te Hurihanganui and working together on what we learn and how we share the learning back into our policies and practice. We intend to work collaboratively in the evaluation of our initiatives to ensure that we measure our collective impact and ultimately outcomes for ākongā.

## **Next steps**

22. The Council will share with the Secretary for Education, along with other relevant Ministry of Education staff, including Te Hurihanganui team, our go-live strategy, key messages and the digital tool and resources that will be available at go-live.
23. We will provide you with access to the website and digital tool prior to go-live, likely the day before, so that you have an opportunity to engage with the content and feel prepared to respond.
24. We will also notify your offices once Unteach Racism is live for the profession.
25. Our team are available to respond to any questions you may have prior to and following go-live. Please contact our Government Relations and Information Manager Sandra Kelman in the first instance. Her email address is [sandra.kelman@teachingcouncil.nz](mailto:sandra.kelman@teachingcouncil.nz)

# Unteach Racism

## Key messages for Minister and Associate Ministers of Education

### Why teachers and why the Teaching Council?

- Racism is a societal issue, which is complex, multi-layered and embedded – it is not solely an education issue and we know teachers can't solve it on their own.
- But teachers have incredible power – they shape the hearts and minds of our tamariki and rangatahi and have the ability to influence the lessons society teaches them.
- The Teaching Council, as the professional body for all teachers, can support teachers to have safe and productive conversations around racism that result in changes to behaviour and practice as set out in *Our Code, Our Standards* | *Ngā Tikanga Matatika, Ngā Paerewa*, the profession's guiding documents
- *Unteach Racism is one initiative within the Teaching Council's wider programme of change aimed toward lifting expectations and building capability in te Tiriti o Waitangi Partnership Standard. The Council has already, for example, introduced a new requirement for registration and certification purposes, that teachers develop their capability in te reo me ngā tikanga Māori.*

### Unteach Racism – what is it all about?

- Unteach Racism recognises that racism is something that is learned and therefore can be unlearned. It acknowledges the unique position and expertise teachers have in being able to address this challenge and inspire others to do the same.
- Unteach Racism aims to support teachers from identifying racism, to being confident to confront it where it emerges and where appropriate, to begin the journey of dismantling the structures that may perpetuate inequality.
- It is a strengths-based professional learning initiative, informed by best practice which provides teachers with opportunities to engage with and demonstrate their commitment to *Our Code, Our Standards* | *Ngā Tikanga Matatika, Ngā Paerewa*.
- Unteach Racism is not compliance focussed, nor mandatory – the renewal of a teacher's practising certificates is not dependent on their engagement with Unteach Racism.

### Unteach Racism – complementary to Ministry of Education's Te Hurihanganui

- All teachers from all sectors across Aotearoa New Zealand, including student teachers in Initial Teacher Education will have access to the Unteach Racism digital tool, supporting resources and networking opportunities
- By engaging with Unteach Racism, the foundation will be set for those teachers not involved in the early pilots of Te Hurihanganui to be prepared to land in that space. They will come equipped with a greater appreciation for system-wide change that is needed and a heightened commitment to equity
- The Ministry of Education and Teaching Council intend to work collaboratively in the evaluation of our initiatives to ensure that we measure our collective impact and that what we learn is shared back into our policies and practice in future.