

PINK SHIRT DAY 2025
KAIAKO/TEACHER GUIDE



Kōrero MAI
KŌRERO ATŪ
MAURI TŪ, MAURI ORA
SPEAK UP, STAND TOGETHER, STOP BULLYING



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***He aha te mea nui o te ao.
He tāngata, he tāngata, he tāngata.***

***What is the most important thing in the world?
It is people, it is people, it is people.***



Pink Shirt Day is led by the Mental Health Foundation with support from InsideOUT, the Peace Foundation, New Zealand Post Primary Teachers' Association (PPTA), Te Kaha O Te Rangatahi Indigenous Youth Hub, the Human Rights Commission, Cook Islands Development Agency and Asian Family Services.

KIA ORA, WELCOME



On Pink Shirt Day, Friday 16 May 2025, Aotearoa will be transformed into a sea of māwhero/pink as we stand together to spread aroha, celebrate diversity and end bullying!

Thank you for celebrating Pink Shirt Day this year and raising money to support this important kaupapa! Your kura/school and taura/students are part of a powerful movement that's spreading aroha and kindness and ending bullying.

Pink Shirt Day is an opportunity for you and your taura to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!

This guide includes information, ideas and inspiration to help you bring Pink Shirt Day to life in your kura/school. You can order a [free event pack](#) filled with goodies like posters, flyers and wallet cards to help you celebrate the day!

If you choose to [fundraise](#) for Pink Shirt Day, e mihi ana! Your support will help reduce bullying in Aotearoa by enabling the Mental Health Foundation to deliver a wellbeing initiative for high schools, supply schools and workplaces with free tools and information to create positive environments, provide support to rainbow rangatahi across Aotearoa, and continue to grow the Upstander movement.

We are so thrilled to have you on-board this Pink Shirt Day. Your dedication to the kaupapa helps to make Aotearoa a kinder, more inclusive place for everyone.

The Pink Shirt Day team



WHY IS PINK SHIRT DAY IMPORTANT?



Aotearoa has the third highest rate of school bullying out of 36 OECD countries.



The Pink Shirt Day story

Celebrated annually around the globe, Pink Shirt Day began in Canada in 2007 when two students **took a stand** against homophobic bullying after a new student was harassed for wearing pink. The **Mental Health Foundation** has run Pink Shirt Day in Aotearoa since 2012. We work to reduce the impact of bullying behaviour and the harm it causes through campaigns, programmes, and tools that:

- Increase confidence and self-esteem for tamariki.
- Build rainbow-inclusive and supportive schools, workplaces and communities.
- Encourage people to be **Upstanders**, helping them to understand, recognise and respond to bullying behaviour.
- Promote positive and respectful relationships in workplaces, schools, and communities.
- Strengthen resilience and mental wellbeing for all New Zealanders.

Each year, in Aotearoa, thousands of schools, workplaces and organisations show their support and Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!

Bullying is a serious issue for taura in Aotearoa. Did you know:

- In Aotearoa, 13% of students are frequently bullied, compared to 9% on average across OECD countries.
- In Aotearoa, taura who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, takatāpui or other sexuality and gender diverse communities – also referred to as rainbow communities – experience higher rates of bullying.
- Many studies show taura who are bullied are more likely to experience mental health issues such as depression, anxiety and suicidal thoughts.
- A 2019 ERO Report found 47% of primary-aged students, and 28% of secondary-aged students reported being bullied to at least some extent in their current school. 61% of primary-aged students, and 53% of secondary-aged students had seen someone else bullied at their school.

Pink Shirt Day is about reducing bullying by celebrating diversity in all its forms and supporting schools, workplaces, and communities to be safe, supportive, welcoming, and inclusive.



GETTING READY

Creating a positive culture and environment, free from bullying, where diversity is celebrated, takes more than one day. Change takes time and it takes the commitment and energy of the whole kura/school whānau. Here's a checklist of things to do before Pink Shirt Day arrives.

FROM THE START OF SCHOOL YEAR:

- Sign up for Pink Shirt Day 2025**
[Sign up](#) for updates to hear when our school event packs, downloadable tools and the official Cotton On t-shirt are available.
- Create a Pink Shirt Day committee**
 To make your Pink Shirt Day bigger, brighter and bolder, set up a committee. Involve taura and other kaiako/teachers to help plan and organise activities and promote the day to your kura/school community.
- Prepare for an increase in reporting**
 Campaigns like Pink Shirt Day can increase the reporting of bullying, particularly cyberbullying. Advise the pastoral care team to make sure they know how to respond. Educate staff on the expected referral process and what support services and helplines are available (see page 14).
- Visit [InsideOUT](#), [Netsafe](#) and [Bullying Free NZ](#)'s websites for resources and information for promoting safe environments for your taura.



IN APRIL:

- Order or download your pink tools**
 Order your [free event pack](#) loaded with goodies to bring Pink Shirt Day to life! Check out our full suite of Pink Shirt Day tools that can be ordered or downloaded [here](#).
- Choose your Pink Shirt Day activities**
 Check out our fun activities on pages 7 and 8 to start planning how you'll celebrate the kaupapa. Run the ideas past your taura and see what they're keen to do!
- Assembly presentation**
 Start the kōrero about bullying prevention ahead of Pink Shirt Day by talking about it at an assembly. Use information from our [website](#) and share the [Upstander actions](#) with taura. You may want to talk about how your kura or school will be celebrating on the day, and any fundraising activities.

Plan a fundraiser!

We'd love your kura or school to hold a Pink Shirt Day fundraising event. See page 10 for fundraising inspiration!



ONE MONTH OUT:

Buy your Pink Shirt Day t-shirt

We know you'll love this year's new merch from Cotton On! Buy a t-shirt, tote bag or pin to show your support, and promote them to your kura or school community. 100% of net proceeds from Cotton On Foundation's products and donations will go to the Mental Health Foundation so we can deliver a wellbeing initiative for high schools, supply schools and workplaces with free tools and information to create positive environments, provide support to rainbow rangatahi across Aotearoa, and continue to grow the Upstander movement. T-shirts, totes and pins are available online and in selected Cotton On stores from late April.

Spread the word

Share information about Pink Shirt Day, what it means, its values and how you plan to celebrate with your kura or school whānau through newsletters and social media pages. Visit [here](#) for newsletter copy.

Display Pink Shirt Day posters

[Download](#) or order Pink Shirt Day posters and display them around your kura or school.

Celebrate any day!

*Don't worry if your kura or school has something else planned on Friday, 16 May!
Just hold your Pink Shirt Day
on another day that suits!*



Pink Shirt Day is more than just a day – it's a movement. Your donation fuels our ability to reach more people and create lasting cultural change. We do this by delivering free wellbeing initiatives, like Rangatahi Rise, and tools that support schools, workplaces, and communities to create safe environments where bullying can't thrive.

IDEAS AND INSPIRATION



Fun activities help bring the Pink Shirt Day kaupapa to life. Change these activities to suit your kura or school and remember to be mindful to ensure activities don't exclude anyone.

We've teamed up with our friends at [Sparklers](#) to bring you classroom activities that will get your tamariki in the Pink Shirt Day spirit! Click the images below to learn about each activity and more!

<p>SPARKLERS / KINDNESS & FRIENDSHIP</p> <h3>Common Ground</h3> <p>An interactive game that explores all the things we have in common, rather than focusing on our differences.</p>	<p>SPARKLERS / KINDNESS & FRIENDSHIP</p> <h3>Compliment Posters</h3> <p>Make fun, feel-good posters for your classroom.</p>
<p>SPARKLERS / KINDNESS & FRIENDSHIP</p> <h3>Culture of Kindness</h3> <p>A co-design approach to creating a culture of kindness in your classroom and school.</p>	<p>SPARKLERS / KINDNESS & FRIENDSHIP</p> <h3>Superheroes and the Colour Pink!</h3> <p>We've created this activity to encourage tamariki to think about Pink Shirt</p>





Kaiako/Teacher compliment cards

Download our [teacher compliment cards](#) and surprise your taura with messages that celebrate how they demonstrate Pink Shirt Day values. Available in Te Reo Māori and English.

Assembly awards

Recognise your kura or school's Pink Shirt Day champions at assembly! Who embodies the Pink Shirt Day values? Who went the extra mile in their advocacy or fundraising efforts? Download [Pink Shirt Day certificates](#) to hand out.

Get creative!

Encourage taura to bring along an old t-shirt and then get busy with paint, feathers, ribbons, sequins. Download and print our [stencil](#) to help with designs. Encourage taura to wear it if you're holding a non-uniform day.

Learn the official PSD waiata and dance

Check out the official waiata, [Iarere Aio](#), and learn the [lyrics](#) with your class! Whakanuia tō auahatanga.

FOR OLDER STUDENTS

Compliment stickers and posters

Order a [Pink Shirt Day event pack](#) to receive our tear-off compliment poster, and encourage taura to share compliments with each other. Don't forget to order [compliment stickers](#) and hand them out to people who have done something kind. Remind taura that small actions, like this, can really make someone's day. You could also get taura to create their own compliment cards!

Random acts of kindness

Encourage taura and kaiako to do random acts of kindness for the day, or the week leading up to Pink Shirt Day. Taura could reflect on how being kind and receiving kindness made them feel.

Create a Pink Shirt Day pledge

Ask taura to develop and design a Pink Shirt Day [Upstander](#) pledge. Display it in your classroom all year round!

Kindness wall

Select a wall (e.g. in a shared hallway) where taura and staff can leave positive messages to spread kindness or hope to others. Draw an outline of a shape (like a t-shirt or a heart) and leave some post-it notes and pens for people to share messages. Have someone there to help.

Download our rangatahi guide

Our [rangatahi guide](#) has been developed for secondary students, but there are some fun activities and resources that your senior classes may be interested in.

Register your school for our new social action project, Rangatahi Rise

Rangatahi Rise is a student-led, mental health and wellbeing project that provides a framework and free resources to help drive change in mental health outcomes for your school. For more information contact rangatahi@mentalhealth.org.nz.



We want to see how you're taking part in Pink Shirt Day!
Show us and others what you're doing on the day by sharing photos and videos on social media. Tag us @pinkshirtdaynz and use the hashtag #pinkshirtdaynz.

KEEP THE KAUPAPA GOING

It takes more than one day to make Aotearoa a place free from bullying. That's why it's important to carry on the Pink Shirt Day kaupapa even after it has come to an end.

Curriculum activities

Include information about Pink Shirt Day in the curriculum – leading up to and after Pink Shirt Day. Your taura could explore the origins and messaging behind the day through writing, spoken word, posters, videos, dance, and drama. Some questions to consider may include:

- What are the origins of Pink Shirt Day? Why is it important?
- What would the world be like if everyone was the same?
- Why is it a good thing that we're all different?
- What is your school policy around bullying? Would you consider changes to it?
- What does it mean to be an [Upstander](#)? (also see page 11)
- How can schools/kura across Aotearoa create environments that are safe and inclusive for everyone?
- How can we show kindness to others and what are the physical/psychological effects of being kind?

InsideOUT resources

[InsideOUT](#) is a charity that works to give rainbow young people in Aotearoa a sense of safety and belonging in their schools and communities. It provides [resources](#), information, workshops, consulting, and support for individuals, schools, workplaces, and community organisations. Check out InsideOUT's [resources](#), including '[Ending Rainbow-Focused Bullying and Discrimination](#)', '[Creating Rainbow-Inclusive School Policies and Procedures](#)', as well as [video resources](#) sharing the voices of rainbow tamariki.

Pause Breathe Smile activities

In partnership with the Mental Health Foundation and funded by Southern Cross, Pause Breathe Smile is a mind health programme for children aged five to 12 in New Zealand. Teacher training is fully funded for primary and intermediate schools. The programme has shown significant increases in positive behaviour and wellbeing, and reductions in negative behaviour. You can learn more [here](#).



Is your school's anti-bullying policy visible?

It's important for your school to have an anti-bullying policy and for your kura or school whānau to understand it. Promote the policy in newsletters and on the school website.

Keep bullying prevention front of mind

Check out our [book reviews](#) on topics like anxiety, bullying, and resiliency. These books have been reviewed by teachers, school counsellors, librarians, health professionals, parents, and rangatahi. Speak about the books in class and encourage taura to read them.

Knowledge is power

Access tools such as the [Wellbeing@School](#) survey to gather data around how taura feel about their experiences of bullying at your school. Over time, repeat the survey and compare the results to track progress. Use resources such as the [Relationships and sexuality education](#) and [mental health education guides](#) to further promote student wellbeing in your school

InCommon tamariki quiz activity

This activity nudges tamariki to explore what they have in common with each other, even tamariki they may think are different to them. Download the quiz from InCommon's [website](#) to give it a go with your taura.

FUNDRAISING



The Mental Health Foundation is working to create a kinder, more inclusive Aotearoa, where everyone feels safe and valued, and unafraid to be themselves.

By fundraising for Pink Shirt Day, you will be helping the Mental Health Foundation:

- Deliver Rangatahi Rise, a youth-led wellbeing initiative for high schools empowering students, staff and communities to create safe school environments for all rangatahi.
- Continue to build a movement of Upstanders – people who use words and actions to help someone being bullied.
- Reach kura/schools across the motu, providing them with the tools to teach tamariki and kaiako/teachers about the impact of bullying, and how to create a culture of kindness.
- Provide workplaces with access to free tools to help them build positive environments and prevent bullying, all year round.
- Fund InsideOUT to provide free support to rainbow rangatahi in schools across Aotearoa.

Got the goods?

Order our [event pack](#) or print your own posters, photo props, bunting, cupcake toppers, and more from our [resources page](#).

Māwhero/pink non-uniform day

Transform your school into a sea of māwhero by encouraging staff and taura to wear something pink in exchange for a donation. Taura could wear their customised pink tee!

Have a bake sale

Hold a lunchtime bake sale full of pink treats and donate the proceeds to Pink Shirt Day. Don't forget to use our [cupcake toppers and bunting!](#)



Fundraise online

Set up a fundraising page on our website and collect online donations from parents and students. Sign up by visiting [here](#) or scan the QR code below.



Show off your customised t-shirts

Organise a fashion show or an art exhibition with taura, displaying the t-shirts they added their own flair to in class (see page 8). You could charge a donation to enter the fashion/art show or for other students to vote for their favourite t-shirt. Invite the school community along too.

How to make your donation

Head to fundraise.pinkshirtday.org.nz/donate to donate online. This is the easiest way and helps us keep costs down but you can also make your donation via bank transfer too.

Bank details

Bank: BNZ
Name of account: Mental Health Foundation
Account number: 02-0100-0752592-097
Reference: <please enter your school name>
Code: PSDsch

By fundraising for Pink Shirt Day, you're helping create a kinder, more inclusive Aotearoa, where everyone feels safe, valued, and unafraid to be themselves.



BEING AN UPSTANDER

Bystander

Noun

1. a person who sees or knows a bullying incident is occurring to someone else.

Upstander

Noun

1. a person who uses words and actions that can help someone who is being bullied.

Every one of us has the power to prevent bullying!

Research shows that:

- More than half of bullying situations (57%) stop when rangatahi intervene.
- 93% of rangatahi in New Zealand (and 88% of students on average across OECD countries) agreed or strongly agreed it is a good thing to help students who cannot defend themselves (OECD, 2019).

“Students who had learned what to do when witnessing or experiencing bullying were more likely than those who had not learned what to do, to say that they were confident to use bullying response strategies. Furthermore, students who were confident were also more likely to apply what they had learned when they experienced or witnessed bullying.” ERO Report 2019

There are a range of helpful actions an individual can take if they feel safe enough to do so. Talk about these actions with your taura, give them different (age-appropriate) situations and see how they would react.

For tips on how to be an Upstander, and to safely support someone who is being bullied, visit pinkshirtday.org.nz/upstander.

FIVE UPSTANDER ACTIONS:



Āwhinatia/Support the person

- Stand beside them and let them know you've got their back.
- Encourage them to ask a kaiako/teacher for help or go with them to get help.
- Let them know they're not alone!



Haukotia/Distract

Interrupt the bullying in some way:

- Ask the person experiencing bullying if they want to go for a walk or do something else.
- Help them to leave the situation they're in.



Karangahia/Call it!

- If you feel safe to, let the person/people doing the bullying know what they're doing isn't okay.
- Use your words to show aroha and kindness to those involved.
- Don't stand by and watch. It can be hard to speak up in the moment, but it can make a huge difference.



Taihoa ake, ka haumaru/Leave and act

If you don't feel safe to step in while the bullying is happening:

- Move away from the situation.
- Later, let the person experiencing the bullying know you saw and ask what might help.
- You might want to have a quiet word with the person doing the bullying.



Tautokohia/Get some other help

- Support the person being bullied to get help from others (e.g. from whānau, kaiako, a trusted adult or a helpline) and then act on their advice.
- Remember, there are many avenues and ways that you can seek help and ask for advice. Keep trying until you find one that works for you.

ABOUT BULLYING

It's really important to remind people that it's okay to be different from others and that it's not okay to bully people just because they're not the same as you.

What is bullying?

It isn't uncommon to hear someone say something insensitive or mean to someone else. Although these comments or actions are not okay, bullying has some specific features that make it much more serious and harmful.

- Bullying is deliberate – harming another person intentionally.
- Bullying involves a misuse of power in a relationship.
- Bullying is usually not a one-off – it is repeated, or has the potential to be repeated over time.
- Bullying involves behaviour that can cause harm – it is not a normal part of growing up.

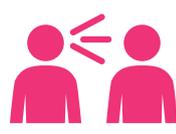
What does it look like?

Bullying can be:



PHYSICAL

– hitting, tripping up.



VERBAL

– insults, threats.
– called names, teasing.



SOCIAL

– spreading gossip or excluding people.



CYBERBULLYING

– bullying online, via the internet, mobile phones and social media. It's a common form of bullying, especially amongst young people (Steiner-Fox, 2016).

Why do some people get bullied?

We know people are more likely to be bullied if they seem different from their peers in some way. This might include differences in race, sexual orientation, sex characteristics, gender identity, gender expression, ethnicity, religion, disabilities and abilities, weight or height.

That's why it's so important to celebrate diversity and embrace our differences – we aren't all the same and that's a great thing!

Why do some people bully others?

Just as there are many reasons someone might experience bullying, there are also many reasons why someone might bully someone else.

- They feel unhappy.
- They have been the target of bullying themselves.
- They want to feel important or powerful.
- They don't realise how their behaviour harms others.
- They believe being different is a bad thing.

Labelling someone who bullies as a “bad person” isn't right or helpful. While the bullying behaviour isn't okay, someone who bullies others often needs our help and awhi/support too.

Is bullying harmful? Why prevent bullying?

A 2023 [OECD report](#) found that in Aotearoa:

- 6% of students reported not feeling safe on their way to school (OECD average: 8%);
- 6% of students reported not feeling safe in their classrooms at school (OECD average: 7%);
- 13% of students reported not feeling safe at other places at school (e.g. hallway, cafeteria, restroom) (OECD average: 10%).

Many studies show that rangatahi who are bullied are more likely to experience mental health issues, such as depression, anxiety and suicidal thoughts. This can impact on their learning, relationships and ability to feel good about who they are.

- Bullying harms the person being bullied, the person doing the bullying and can also harm those who witness it (bystanders).
- Rangatahi who bully others, or are bullied (or both), are more likely to skip classes, drop out of school, and perform worse academically than schoolmates who have no conflict with their peers (OECD, 2017).
- In Australia, by the time each student cohort has completed its schooling years (generally this is 13 years), the people experiencing the bullying, the people doing the bullying, their families, schools and the community will have experienced an estimated \$525 million in costs associated with bullying (PwC).
- In Australia, after school completion, the consequences of bullying continue and are estimated to cost \$1.8 billion for each single cohort of students over a period of 20 years (PwC).
- By taking bullying seriously and celebrating the diversity of taura/students, all rangatahi can feel safe and supported, and flourish at your school.

Cyberbullying

According to Netsafe, there is a growing number of reports from and about young people, who experience a disproportionate amount of harm online compared to other age groups (Netsafe, 2021). [Online bullying or cyberbullying](#) is when digital technology is used in a way that intends to harm another person or group. Online bullying can take many forms including:

- Name calling.
- Repeated unwanted messages.
- Spreading rumours or lies.
- Fake accounts used to harass people.
- Excluding people from social activities.
- Embarrassing pictures, videos, websites, or fake profiles.

Overall, 7 in 10 teens in New Zealand have experienced at least one type of unwanted digital communication in the past year. Not all these resulted in harm or distress. (Pacheco, E., & Melhuish, N. (2018)).

Bullying experienced by the rainbow community

Taura who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, or other sexuality and gender diverse communities, experience higher rates of bullying.

Identify's 2022 [community and advocacy report](#), which surveyed rainbow youth in Aotearoa, found that:

- More than half felt their school was not supportive of their rainbow identity.
- Over a third said they had experienced bullying at least once in the past 12 months. The proportion of trans and non-binary students who had been bullied was significantly larger than cisgender students who had been.
- One in six felt unsafe or very unsafe at their school as a rainbow person with the most common places they felt this way being classrooms, bathrooms or changing areas, corridors and stairwells, at a school event or function, and getting to and from school.

For information about how to help keep your rainbow taura safe, check out InsideOUT's ['Ending rainbow-focused bullying and discrimination'](#) resource.



HELP AND ADVICE



TALK TO SOMEONE

Youthline – 0800 37 66 33, free text 234, webchat at youthline.co.nz or email talk@youthline.co.nz – for young people and their parents, whānau and friends. 24/7

1737 – Need to talk? Free call or text 1737 any time for support from a trained counsellor.

Lifeline www.lifeline.org.nz – 0800 543 354 or free text ‘4357’ (HELP). 24/7

What’s Up – 0800 942 8787 (0800 WHATSUP), chat online at www.whatsup.co.nz or email whatsup@barnardos.org.nz - for 5–19 year olds. Phone counselling is available Mon-Sun 11am-11pm. Online chat is available Mon-Sun 11am-10.30pm.

Samaritans – 0800 726 666 - for confidential support to anyone who is lonely or in emotional distress 24 hours a day, 365 days a year.

Suicide Crisis Helpline – 0508 828 865 (0508 TAUTOKO) - for people in distress, and people who are worried about someone else.

GET SUPPORT ONLINE

thelowdown.co.nz – visit the [website](http://www.thelowdown.co.nz) or free text 5626 – support for young people experiencing depression or anxiety.

Netsafe – www.netsafe.org.nz, text ‘Netsafe’ to 4282, or call 0508 638 723 (0508 NETSAFE) for advice on how to stay safe online.

FIND SUPPORT AROUND SEXUALITY OR GENDER IDENTITY

InsideOUT – insideout.org.nz
email: hello@insideout.org.nz / www.facebook.com/insideoutkoaro
X: [@insideoutkoaro](https://twitter.com/insideoutkoaro) / Instagram: [@insideoutkoaro](https://www.instagram.com/insideoutkoaro) – works to make Aotearoa a safer place for all young people of diverse genders, sexes and sexualities.

Outline Aotearoa – outline.org.nz 0800 688 5463 (0800 OUTLINE) – for lesbian, gay, bisexual, transgender and intersex people. Free phone counselling is available every evening, 6pm-9pm.

RainbowYOUTH – ry.org.nz email info@ry.org.nz, www.facebook.com/rainbowyouth / X: [@RainbowYOUTH](https://twitter.com/RainbowYOUTH) / Instagram: [@rainbowyouth](https://www.instagram.com/rainbowyouth) offers support for young queer and gender diverse people up to the ages of 28.



Pink Shirt Day is creating a long-lasting impact and changing New Zealanders’ lives for the better. An independent Ipsos survey in 2024 showed Pink Shirt Day reached 85% of New Zealanders that year, and 73% of those who saw the campaign said it helped them to do something to stop bullying when witnessed.

Thank you for joining with other kura and schools around the country to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!



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