



Help create a more respectful Aotearoa for our workers

Overview for supporting organisations

ShopCare proudly acknowledges



2026



ShopCare
Charitable Trust

VAB customer campaign

What's the problem?

Across New Zealand, our kaimahi/workers are experiencing increasing levels of rudeness, aggression, and violence from customers. While this behaviour shows up in different ways depending on the industry, the impact is the same: stress, burnout, mental health harm, and an overall decline in the wellbeing of the people who keep our country running.

This trend is costing New Zealand businesses and wider society millions of dollars every year through:

- Worker anxiety and poor mental health
- Physical injury or stress-related illness
- Sick leave and absenteeism
- Low staff morale
- Higher staff turnover
- Negative customer experience
- Reduced productivity and revenues
- Higher costs for consumers

Violent and aggressive behaviour (VAB) is not confined to one industry; it's a shared challenge for all organisations with public or customer-facing staff and can affect any worker across New Zealand.

Staff in retail, banking, telecommunications, government services, transport and many more are impacted. Whether face-to-face or via phone, this isn't the experience any of us want for our teams, or for our communities.

It's time for change.

ShopCare is working on a national campaign to unite organisations from the private sector, unions, and local and central Government to effect the positive change Aotearoa New Zealand needs.

Our goal: Reduce VAB for all workers, and promote respect in customer interactions.

We're going to move the needle on respect. Here's how.

We have an opportunity to address this concerning decline in behaviour and the real costs it's placing on our workers and businesses. We want to bring back courtesy, respect, and compassion.

With the support of partner organisations, we are launching a focused nationwide project with two key components:



Phase 1: Find out the reality of VAB on our workers

National survey (April 2026)

To create meaningful change, we first need to hear directly from New Zealand's public-facing workers across ALL sectors – what are their experiences of violent and aggressive behaviour (VAB) in their workplace?

ShopCare is therefore commissioning a national survey of frontline workers. The goal is simple: to better understand the scale and impact of VAB and help inform a coordinated national response to improve protections for our kaimahi/workers.

Key details about the survey:

- **Independent delivery:** We have appointed KPMG to act as an independent delivery partner. They will support the design, delivery and analysis of the survey, ensuring the research is credible and robust.
- **National scope:** The survey will be open to workers across all sectors who interact with the public or customers, drawing on similar work carried out in Australia. This will help build a clear national view of the impact of violence and aggression on frontline workers across New Zealand.
- **Secure platform:** The survey will be hosted on Qualtrics, a secure platform widely used by government agencies and financial institutions in New Zealand.
- **Anonymous responses:** Only the region, sector (based on ANZSIC industry codes), and standard demographic information (age, gender and ethnicity) will be collected.
- **Public reporting:** The findings will be publicly available so you can see how your specific sector is performing, and where improvements are needed.

Your help is needed – we have ambitious goals for the impact this survey will have for our workers long-term – the increase in VAB incidents year-on-year is unacceptable, and a bigger national response is needed.

To ensure we are targeting communications and supporting survey engagement, can you please confirm your organisations interest in participating with the survey and your communication timeline to Lance Webb at KPMG. Lance will work with you to support the survey response for your organisation. You can contact Lance on lancewebb@kpmg.co.nz.

The survey findings will:

- Collect and share workers' real-life experiences so their stories and data can inform future interventions
- Inform the campaign creative positioning
- Potentially feature real stories in campaign material
- Provide evidence and insights that can be used in stakeholder engagement and media to raise awareness of the impact of VAB

Phase 2: Educate Kiwis to treat our workers with respect

Customer education campaign (late 2026)

We will deliver a broad reach nationwide customer education campaign to encourage Kiwis to treat workers respectfully.

Just as "Be a tidy Kiwi" became part of our national culture, we want to encourage mutual respect as a cornerstone value of New Zealand identity.



The survey findings will inform the messaging of the customer education campaign. With the support of a number of organisations across Aotearoa, we plan to shift public behaviour and effect positive change.

The customer campaign will:

- Clearly articulate the harm that violent and aggressive behaviour is causing to workers backed by credible research (the survey data findings)
- Launch a universal campaign tagline and toolkit that any organisation can adopt in their internal or customer-facing campaigns
- Amplify the education message via broad-reach media to raise awareness – TV, radio, PR
- Support organisations with collateral and online information that they can share with their customers
- Encourage customers to change how they interact with staff

How you can show your support for the campaign

1. Join us as a Founding Partner today

We're inviting your organisation to become a Founding Partner in this campaign by donating \$5,000 in seed funding for the first year.

Join as a founding partner and you will:

- Be part of a united effort to improve safety and wellbeing for our customer-facing workers
- Show leadership on an issue that affects us all
- Make a tangible difference to our workers

In addition, your company logo will be published as a supporter across the campaign collateral. Early supporters will have prominence on our marketing materials to encourage quick commitment.

This funding will help us:

- Roll out the survey and gather insights from workers across industries
- Develop and test campaign messages and creative concepts
- Coordinate outreach and engagement with other sectors

As ShopCare is a registered charity, your investment in a better New Zealand is tax deductible.

Email info@shopcare.org.nz to register your interest.

2. Share the national survey (April 2026)

When the survey launches, your organisation can share the survey link with your workers and encourage them to share their experience. The survey will be anonymous – the supporting collateral will reassure them of confidentiality, to encourage genuine feedback.



3. Help educate customers with the campaign (late 2026)

Support the customer campaign by using the toolkit and campaign messages to educate your customers and reinforce respectful behaviours in your own organisation.

Together, we can encourage respect for every worker, every day.

Every worker deserves to feel safe and respected at work. By standing together, we can help set a new standard of behaviour across Aotearoa.

Interested?

We'd love to have your support. If you're interested in becoming a Founding Member and joining us on this journey, or you'd like to talk it through, please email info@shopcare.org.nz.

[Join our community](#) so you get news once we launch the survey and national campaign. It's free.



FAQs

Why do we need a VAB awareness campaign?

Kaimahi/workers across New Zealand are seeing rising levels of rudeness, aggression, and violence from customers. This campaign aims to address the issue at its roots by raising awareness, shifting customer behaviour, and giving workers a stronger voice.

Is this campaign focused only on retail?

No, it includes all sectors with workers impacted by customer violence and aggression.

Who is involved in the campaign?

Retailers, unions, government agencies, transporters and other sectors with workers who deal with customers or members of the public.

What are the benefits of becoming a Founding Partner?

You'll be helping to launch the campaign, support your workforce, and show leadership on a national issue.

What will the funding be used for?

To run a national survey, develop campaign messages, test these with key audiences, and coordinate outreach.

Will Founding Partners be involved in campaign development?

We will have a Steering Group made up of founding partners who will provide strategic oversight of the campaign and ensure the messaging is on point.

What is the national VAB worker survey?

The national VAB worker survey is independent research that will gather anonymous real experiences from workers across all sectors. The survey will help us understand how often VAB occurs, how it impacts workers, and what drives this behaviour.

Who can take part in the survey?

Any organisation with public or customer-facing staff can participate by sharing the survey with their teams once it launches in early 2026. We encourage organisations from all industries to get involved so the findings represent the full picture across Aotearoa.

How will the survey results be used?

The findings will guide the messaging for the nationwide customer education campaign. They'll also establish a baseline measurement of VAB exposure in New Zealand, which is something we currently don't have.



Ngā mihi

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