



# Code of Conduct

New Zealand Red Cross members, staff, contractors and anyone who volunteers their time to support our Movement are united by the organisation's mission and our Fundamental Principles.

# Code of Conduct

How our people, our teams and our organisation behave

- 1 Fundamental Principles
- 2 Respect
- 3 Integrity
- 4 Empowerment
- 5 Accountability
- 6 Representation
- 7 Champion

**This Code of Conduct applies to all New Zealand Red Cross people: members, staff, contractors and all those who volunteer their time to support our Movement.**

It states who we are and how we conduct ourselves in our work on behalf of Red Cross and in situations where we are recognised as a spokesperson or representative of Red Cross.

It describes the way we behave towards each other, our members, our staff, customers, donors, partners, communities and other supporters.

## 1 Fundamental Principles

We are bound by the Fundamental Principles of the Red Cross Red Crescent Movement which underpin this Code.

### *Our Fundamental Principles*

- **Humanity**  
Te Ngākau Atawhai
- **Voluntary Service**  
He Ratonga Tūao
- **Impartiality**  
Te Tōkeketanga
- **Unity**  
Te Kotahitanga
- **Neutrality**  
Te Whakaraupapa
- **Universality**  
O te Ao
- **Independence**  
Te Tū Motuhake

The Red Cross Red Crescent Fundamental Principles distinguish us from other organisations and hence distinguish our Code from other codes. They guide the way we improve the lives of vulnerable people through programmes and services and the promotion of humanitarian laws and values. They guide our behaviours and interactions with each other.

#### **I demonstrate this by always:**

- Upholding the human dignity of every person through protecting the life and health of others and promoting mutual understanding, friendship and cooperation.
- Basing my actions on the needs of vulnerable people and not discriminating by nationality, race, culture, gender identity, sexual orientation, religious beliefs, social background, disability, family or marital status, employment status, age or political opinions.
- Not taking sides in hostilities or engaging publicly in controversies of a political, racial, religious or ideological nature.
- Acting in accordance with the Red Cross Red Crescent Fundamental Principles and the laws of the country I work in.
- When acting in a volunteer role for Red Cross, working without desire for personal gain or benefit.

### **New Zealand Red Cross Mission**

**Our mission is to improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience.**

## 2 Respect

We genuinely acknowledge and respect each other's values, beliefs, efforts and ideas.

**I demonstrate this by always:**

- Avoiding all unacceptable or unlawful behaviour such as discrimination, harassment, bullying and victimisation including making offensive comments.
- Treating everyone fairly, courteously and with respect.
- Valuing and acknowledging the opinions and contributions of others.
- Contributing to dialogue and discussion in a constructive way.
- Behaving in a way that promotes trust among others.
- Using language, whether spoken, written or posted on social media, that is respectful.
- Respecting and adhering to the principles of the Treaty of Waitangi.

## 3 Integrity

We work conscientiously and with integrity.

**I demonstrate this by always:**

- Ensuring my actions and decisions are in the best interests of Red Cross.
- Being honest, fair, reliable and not showing favouritism and providing an equal opportunity for all.
- Not engaging in fraudulent or criminal behaviour, bribery or other unlawful conduct.
- Being transparent in my decision making.
- Giving constructive feedback to others in an honest and respectful way.
- Disclosing any real or potential conflict of interest due to business or personal circumstances to either my manager, the relevant Area Council or National Board member.
- Not being both an employee of Red Cross and holding a position of governance on the National Board, or an elected position of office on a Branch or Area Council.
- Not being involved in financial or sexual exploitation, including children and other vulnerable people.
- Promptly acting on any reasonable suspicion that exploitation is occurring.
- Accurately recording and reporting Red Cross information.
- Not driving under the influence of alcohol or drugs and not committing any other serious traffic offences.
- Not consuming, purchasing, selling, possessing and/or distributing illegal drugs.

## 4 Empowerment

We collaborate to empower each other to be the best we can be.

**I demonstrate this by always:**

- Working collaboratively with others and to the best of my ability.
- Sharing information and acting in good faith.
- Developing, maintaining and using my own skills and capabilities and those of others.
- Supporting team members to help achieve common goals.
- Generating and supporting innovative ideas to improve our services.
- Recognising the importance of fun and enjoyment.

## 5 Accountability

We acknowledge and take responsibility for our own actions and personal behaviour, and we are entitled to expect the same of others.

**I demonstrate this by always:**

- Acknowledging that I am responsible for behaving in accordance with the Red Cross Red Crescent Fundamental Principles, relevant laws, Red Cross policies, standards and this Code.
- Only making commitments I know I can fulfill, and following through on them.
- Taking responsibility for my behaviour and performance.
- Raising any perceived breach of this Code.
- Ensuring my expectations of others are reasonable, clear and understood.
- Recognising good performance and addressing performance shortfalls quickly, directly, fairly and openly.
- Respecting and protecting the physical and intellectual property of Red Cross.
- Ensuring appropriate use of resources, considering the greatest need, reducing waste and duplication.
- Protecting the physical environment.

## 6 Representation

We represent Red Cross in a way that respects the Red Cross Red Crescent Fundamental Principles and promotes confidence in the organisation.

This includes when we are recognised as a spokesperson or representative of Red Cross and when we publicly

display a connection to Red Cross (for example posting to social media, wearing t-shirts, pins or writing on Red Cross letterhead).

**I demonstrate this by always:**

- Acting in a way that does not harm the reputation of Red Cross.
- Being aware that my actions, including actions not directly related to Red Cross, can damage the reputation of Red Cross and hurt the people we seek to help.
- Understanding that my actions on social media, whether or not directly related to matters of Red Cross, can affect the reputation of Red Cross.
- Following the regulations on the use of the emblem and brand standards, and preventing its misuse.
- Not being involved in political party activities while publicly representing Red Cross.
- Only making comments in the media on behalf of Red Cross when authorised.
- Accepting gifts only when I am confident they are of token value, are genuinely offered in the spirit of goodwill, and when the giver is not seeking favoured treatment.
- Dressing and behaving appropriately when conducting Red Cross business.
- Making myself available in an emergency, according to my skills and abilities.

## 7 Champion

We champion and stand up for the Red Cross Red Crescent Fundamental Principles, policies and procedures and comply with the laws of the country in which we operate.

**I demonstrate this by always:**

- Actively supporting the safety, health and wellbeing of all Red Cross people and others we interact with.
- Protecting the privacy and confidentiality of New Zealand Red Cross as an organisation, its people, clients, donors, partners and other supporters.
- Actively supporting, encouraging and promoting diversity and inclusion.
- Following all Red Cross policies and understanding that many of our policies guide the way we treat each other.

### Recognising and acknowledging appropriate and excellent conduct

A simple thank you, either publicly or privately, is very much appreciated. If someone has displayed excellent conduct, thank them directly. Also, consider letting their manager or Area Council know that you value their conduct and behaviour.

### Breach of the Code

Red Cross treats breaches of this Code seriously. All members, staff, contractors and those who volunteer their time to support our Movement must follow this Code.

Anyone who does not may face disciplinary action in accordance with relevant policies, employment agreements, or the Membership Handbook. A breach of the law may be referred to the police or relevant legal authority.

### Reporting a Breach of the Code

There are informal and formal ways of reporting a breach. If you believe a breach of the Code has occurred, firstly raise your concern informally with the person concerned (where you feel you can) or with your manager or local Area Council.

If the breach involves your manager, raise it with your manager's supervisor. Where you feel unable to raise your concerns, or in the event of a serious breach or concern, contact the People and Capability team.

### Other codes

Some external partners require us to follow their Code of Conduct. In these circumstances, both this Code and the partner organisation's Code apply. International delegates will also be required to comply with the IFRC, ICRC and/or other National Society's Codes of Conduct.

### Upholding this Code of Conduct

We cannot list all aspects of good or unacceptable conduct. If you are in doubt about whether your conduct is consistent with this Code, it may help to ask the following questions:

- Does it feel like the right thing to do?
- What is in the best interest of our customers or clients?
- What would the reaction be if this was reported in the media?
- What would a team member say about this behaviour?
- How might my conduct affect the reputation of Red Cross?

If you are uncertain about whether your actions or the actions of others are in accordance with this Code, ask for guidance from either your manager or from a senior Red Cross member.

*Please sign* below to acknowledge your understanding and acceptance of the New Zealand Red Cross Code of Conduct.

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_