



Beervana 2025 - Code of Conduct - Attendees

The purpose of this document is to establish a clear code of conduct for attendees and to give the public an understanding of the systems, policies and infrastructure in place to ensure a safe and successful festival.

It is part of a long term program to help to bring meaningful change by joining with other organisations to ensure consistent messaging and clear behaviour expectations across the New Zealand beer industry.

Beervana is a contact point where the craft beer industry crosses over to a large section of the general public and as such can be a force for good in beer.

As organisers of Beervana, one of New Zealand's longest-running beer festivals, the Wellington Culinary Events Trust strives to create a safe and fun environment where all people, regardless of gender, ethnicity and sexual orientation are able to discover and enjoy craft beer.

If we foster a healthy, inclusive, diverse beer community with healthy, open and challenging conversations, which confronts sexism, misogyny, racism and hatred, then we all benefit and have a stronger, closer, safer, connected beer culture as a result.

The organisers of Beervana work year-round with the Sky Stadium Operations Team and Red Badge Security to ensure the safest environment during the event.

LIQUOR LICENSE

In the 11 years that Beervana has been running at the Wellington Regional Stadium, it has done so without major incidents occurring. The organisers of Beervana continue to have positive relationships with Stadium Operations, Stadium Security, Police and the Wellington City Council.

Beervana is a licensed liquor event operating under strict regulations. The license for the whole festival is held by the Wellington Culinary Events Trust and repeated breaking of the below regulations has the potential to put the future of the event in jeopardy.

Those regulations include but are not limited to:

- Alcohol will not be served to anyone who is intoxicated
- Alcohol will not be served to minors
- Maximum of two alcoholic beverages purchased per service
- Bars close at 3.30pm (afternoon sessions) and 10.30pm (evening sessions)
- Pour sizes are 75mls (sample) and 250mls (full glass)

- For any alcoholic beverage, 10% ABV and over only sample pours (75mls) will be available
- 75ml & 250ml pours will be available for alcoholic beverages 9.9% and under.
- Breweries also reserve the right to only pour sample (75ml) pours (for example any special, one-off, small-batch, limited beers)
- Free water is available via jugs on all bars and via the roaming Water Warriors team
- Each exhibitor stand has a Duty Manager and the festival employs “section” duty managers wearing high-vis bibs who supervise 4-6 exhibition stands. If you need assistance please approach any of these DM.
- Safe Zone is available down at the Wellington Free Ambulance office, located opposite aisle 19
- Anyone requiring assistance in the Safe Zone will not be permitted re-entry into Beervana
- Anyone deemed intoxicated will be asked to leave Beervana at any time during the event
- There is zero tolerance for unruly or aggressive behaviour
- Beervana and Red Badge Security employs a victim led response strategy to ensure the safety of anyone who does need assistance..
- **No drinking can take place behind exhibitor stalls.**

HARASSMENT, INTIMIDATION, VIOLENCE, SEXUAL ASSAULT, SEXUAL HARASSMENT AND DISCRIMINATORY BEHAVIOUR

As the organisers of Beervana, the Wellington Culinary Events Trust, its board and staff have zero tolerance for inappropriate conduct or behaviour by attending visitors to Beervana, participating breweries and their staff.

Any incidences of harassment, intimidation, violence, sexual assault, sexual harassment and discriminatory behaviour will be reported to the festival organisers, security and the police, which will result in immediate action against said behaviour.

If anyone observes unwelcome or inappropriate behaviour, there are several options available:

Distract	Take an indirect approach to de-escalate the situation. Engage with the target of the behaviour, this may allow them to confirm your concerns by asking you for help and it may deter further behaviour. Start a conversation with the target or find another way to draw attention away from them. Ask them for directions or the time, or drop something.
Delegate	Get help from someone else. Talk to someone in a position of authority—your team leader or Control, and ask them for help. Check-in with the person being impacted. You can ask them if they want you to call the police.
Direct	Assess your safety first. Speak up about the behaviour. Be firm and clear. Challenge suspicious or concerning behaviour. You can also talk to the target of the behaviour about what's going on. Ask: “Are you okay? Should I get help? Should we get out of here?”
Delayed	After the incident is over, check in with the person who was impacted. You can also say: “Can I sit with you? Can I accompany you somewhere? What do you need?”
Document	It can be helpful for the target to have a video of the incident. If an incident occurs in an area that may be in view of cameras, let them know that footage may be available. <i>Is anyone helping the target of the behaviour? If no, use one of the other 4 Ds to help them.</i>

When a person discloses an experience of harm:

It is important to respond in a way that will not further traumatise the person who was harmed. When a person experiences sexual harm they commonly experience feelings like a loss of Trust, Safety, Control and Self Esteem.

Trust	Believe them, don't ask "why" questions. Don't express disbelief.
Control	Remember people haven't had control over the harm they have experienced and they need to have control over the next steps.
Safety	Keep your voice calm and kind, give a sense of safety for someone disclosing harm. Listen to them and take their feelings seriously.
Self Esteem	Normalise what the person is feeling and experiencing.

How to help a person when they disclose harm:

1. Assess the ongoing risk to the person that was harmed	Are they currently safe? Accompany them to a safe area if not.
2. Let the person talk, the most important thing you can do is listen	Let them tell you in their own time. Be a patient and sympathetic listener.
3. Give reassurance	Validate the person's reactions to the harm as being a normal response.
4. Provide options and offer support	Give them control, suggest options and let them make the choice. Do not pressure them into any decisions.
5. Focus on the wellbeing of the person being harmed	Prioritise wellbeing and ongoing safety ahead of collecting details of the offence or the offender.
6. Offer information regarding professional support services	Services: <ul style="list-style-type: none">• Help 24/7 0800 623 1700• NZ Police 105• MusicHelps Wellbeing service 0508 MUSIC HELPS

Beer is for everyone. Beervana is for everyone. Safely.

If you have any questions or comments on this code of conduct, please contact info@beervana.co.nz