

Talent: Duty of care

EXISTING CAMPAIGN TALENT

Much of the strength of the rheumatic fever campaign can be credited to the real and very personal stories shared by real Māori and Pacific families. These stories are precious – they are a taonga from the people themselves and need to be honoured and respected.

As such the talent contracts we have entered into are not normal commercial talent contracts.

The people have been paid, but we have also promised to treasure their stories and images. As such the images will **not** be made available to providers to use in their own advertising. However, the readymade posters featuring the Katoa and McQueen families are available for your use, but they cannot be altered. This is in keeping with the contractual agreements we've made with the families.

The radio stories are also taonga and should be honoured and respected in the same way. Again, these are available for continued use, but only in the forms provided.

NEW TALENT

As the campaign evolves in a more local way, you may decide to develop your own heroes, featuring their real stories in a similar way to the work done with the Katoas and McQueens.

We would therefore like to share with you some of the relationship processes we've used to ensure there is a strong duty of care for these real people and their personal stories.

- Meet with the families face to face – ideally the whole family. (This ensures the person is well supported, and it also gives you a wider perspective of their journey.)
- Take food to share when first meeting the family. Take all the time they want or need to build a good rapport and for them to tell their stories. This may take some hours and it is important not to rush the conversation.
- Listen to their wider story – you may be able to help in other ways too, eg helping them get in touch with other relevant agencies such as Housing NZ if needed..
- Absorb their story and decide how best to work with them before embarking on a contractual discussion. Any contractual discussions should be undertaken face to face if possible. (NB – some families don't have easy access to email, or it is not their normal mode of communication so don't rely on this. Also, some families may struggle with topping up their pre-paid phone so this may need to be taken into consideration too).
- Ensure your talent contracts are simple, in plain English without legal or industry jargon. Ensure they understand the tax implications – they will probably want to know what money they will receive **after** tax as well.
- If English is a second or other language, organise for an interpreter to be available when you take the family through the contract.
- Maintain ongoing contact with the families throughout the period of the contract. This may involve a six monthly visit, taking food, and checking in on them.
- Send them copies of their images in the media – they may well like a poster to hang up in their home.