

# Know Your City Limit

LEAD BUSINESS UNIT:  
CONNECTED COMMUNITIES,  
WELLINGTON CITY COUNCIL

FOCUS AREA:  
REDUCING HARM



Know Your City Limit bollards on Courtenay Place

**Know Your City Limit is a campaign targeted at under 30s and students in Wellington, intended to raise awareness about the liquor ban area and highlight the consequence for people drinking in public spaces.**

The campaign includes bright eye-catching physical signage and messaging via a range of other online platforms relevant to the target audience. Know Your City Limit is a partnership with NZ Police under the umbrella of the Pōneke Promise.

The genesis of the project was a 2019 O Week campaign, driven by a desire to create more engaging messaging for young people about the ban. The *know* language was intended to arm young people with the information they need about the alcohol ban so they can make informed decisions to keep them safe from alcohol related harm and enforcement of the ban. It was a direct response to the lack of knowledge that first year university students have about the alcohol ban that was reported by our partners, students' associations and Police.

The campaign started as an online campaign using only digital advertising channels. In 2021, the Pōneke Promise was born and with it came the call to further enforce the liquor ban in the city. After considerable spend on Know Your City Limit social and digital marketing in its first year, the project team thought

that investing in physical signage would provide better value for money and more enduring messaging. Previous messaging and existing regulatory alcohol ban signage across the city had limited effectiveness and failed to capture the attention of pedestrians at street level. Know Your City Limit was originally intended as a six-month pop-up campaign, which included the roll out of physical signage on Council-owned street assets and other marketing channels. However, the lifespan of the physical signage was extended due to the popularity and positive feedback from our partners. The physical signage has now been extended till 30 June 2023, and the project team has committed to a review of all alcohol ban signage in the lead up to the end of the campaign.

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**A survey on this campaign showed awareness of the liquor ban was very high amongst young people. The messaging takes a progressive approach that encourages young people to make informed decisions about where they drink.**

The campaign is a shift from traditional regulatory messaging about liquor ban areas. An indication of the success of the campaign was the results of a survey of young people at the end of 2021. The survey showed high awareness of the liquor ban from 188 respondents, with 96% percent saying were aware of the ban. There was also a high awareness of the campaign messaging amongst respondents, with 85% saying they were familiar with the bright signage and campaign messaging whether they'd seen it on the street or online. With new students and visitors coming to Wellington every year, there is always a need to be educating and growing awareness of the ban. Anyone new to the city is unlikely to know the exact parameters. Going forward the goal is to be giving the messaging an extra digital push during major events in Wellington that attract out of towners and new students.

Repeated feedback from Police as our partners in the campaign has highlighted the value in the physical signage in the supporting the process of enforcement. The signage is made up of brightly coloured vinyl “wraps” strategically positioned at eye level. Police have reported that when they are dealing with a situation of public drinking, they will refer to nearby signage to diffuse potential conflict about the existence or awareness of the ban.



Signage is also placed on electricity boxes in the city

Police have been very keen to continue with the campaign, as the physical signage has given them the ability to apply a level of discretion in the enforcement of the ban through visible messaging and a community preventative approach. The campaign has also taken an agile approach to public drinking hotspots reported by our partners and the public, such as the pop-up response of signage in Waitangi Park coming later in the timeline of the campaign.

The main challenge of the campaign has been the expense of repairing the physical signage when it is damaged. The project team did not anticipate the ongoing cost of maintenance, as each “wrap” requires careful placement that is time consuming and expensive.

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**Know Your City Limit is a good example of living the values of partnership.**

The campaign brings in unique perspective from Pōneke Promise partners and has responded to feedback that ensures partners feel listened to and their experience taken on board. The campaign values unique perspective, community involvement and has an innovative element that has been effective in raising awareness of the alcohol ban. Feedback from partners continues to shape the direction of the campaign, and the extension of it to different locations around the city where Police need help with enforcement. Ultimately working together on awareness of the ban means better outcomes for the community and makes it easier for Police to do their job. This is what the ethos of the Pōneke Promise partnership is all about, working together with key organisations to tackle issues more effectively for a safer central city—something we all want.