

Albert-Eden Youth Board: Update to the Local Board

Purpose

To update the Albert-Eden Local Board Board (the Local Board) on:

- activities undertaken by the Albert-Eden Youth Board (the youth board) in 2016
- the youth board's goals and aspirations for the remainder of 2016, and the next political term
- present the youth board's draft three-year plan for input and comment.

Executive Summary

The Albert-Eden Local Board Plan, through its *Proud, Connected and Secure Communities* outcome has a strategic initiative to ensure young people have a place and voice. This is delivered by enabling the youth board to develop an Albert-Eden Youth Action Plan and youth initiatives.

Formed in 2013, the youth board has been through two recruitment cycles and has adapted well to changes in membership and the provision of mentoring and facilitation support. The youth board continue to make meaningful connections with the local community, particularly with a strong social media presence, and to develop the board's focus.

Some of the key achievements of 2016 so far include refining the recruitment and selection process for new members, increasing the social media presence of the youth board and making stronger connections with the local community.

For the remainder of 2016, the youth board plans to:

- complete the development of a three year plan and present to the incoming local board
- review and improve our processes, including the implementation of regionally developed youth voice group concepts
- connect with key community groups
- utilise our social media presence
- develop the youth boards ability to have significant impact in the local community.

Attachments

1. Draft three-year plan
2. Albert-Eden Youth Board member profiles
3. Facebook reach and engagement statistics

Background

The Albert-Eden Local Board Plan, through its *Proud, Connected and Secure Communities* outcome has a strategic initiative to ensure young people have a place and

voice. This is delivered by enabling the youth board to develop an Albert-Eden Youth Action Plan and youth initiatives.

Since forming in 2013 the youth board has been through two cycles of recruitment and changes to the support mechanisms in place to mentor and facilitate the group. The founding youth board worked closely with council staff and collaborated with stakeholders to develop the identity and presence of the youth board. After the first recruitment cycle two years ago, membership fluctuated between seven and 20 members. We have successfully adapted to the changes in our support system from a model driven by the council to a more community-led model supported by the YMCA. The youth board have made significant progress in recruitment and membership development, made meaningful connections with the community and grown in our understanding of our function.

Recruitment and Selection Update

A key focus of the youth board in 2016 has been recruiting new members. At the beginning of 2016 the youth board membership had decreased due to several members having competing commitments (e.g. University). As a result the youth board were very keen to increase the membership. We started advertising positions at the end of February 2016. Before recruitment we had seven members with two more expected to leave in the middle of the year. Our recruitment was focussed on the positions of general members, two Secretaries and two Marketing and Communication positions.

Recruitment channels

Facebook was our main form of advertising for recruitment. We made regular posts between February and March. We also used paid advertising on Facebook to increase the reach of our posts. Our main post reached 6,755 people.

We also put flyers in local supermarkets and cafes and handed flyers out at the University of Auckland Epsom Campus and the UNITEC Mt Albert Campus to target university students.

We contacted Auckland Boys Grammar School, Epsom Girls Grammar School, Diocesan School for Girls, and St Cuthbert's College requesting that they to put advertisements in their notices. We received a big response from Auckland Boys Grammar School.

We also contacted organisations and community groups asking them to share our recruitment posts on their social media pages.

Applications

We received 30 applications by the closing date (1 April 2016). Interviews were held for all applicants and after a review from the rest of the members, thirteen applicants were selected. These included two secretaries, two marketing and two communication experts.

Membership

The new members joined the youth board on 4 May 2016 and a formal induction process took place on 8 June with the Albert-Eden Local Board.

Marketing and Engagement Update

A goal for 2016 has been to increase the social media presence of the youth board.

Purpose

- Raise awareness of the youth board to youth in the Albert-Eden community.
- To promote a platform to communicate and share the activities of the youth board and other individuals and groups within the community, as well as current events and changes happening in the Albert-Eden area.

Facebook

The youth board currently uses a range of content on Facebook to engage with the diverse online youth community. For example:

Mondays – #MembersMonday: picture and profile of individuals within the community, including youth board members. These make up some of the most popular posts.

Tuesdays – #TeReoTuesday: A word or phrase in Te Reo Maori for people to learn and remember. We're also expanding this to include some international languages along to celebrate multiculturalism.

Wednesdays – #WiseWordWednesday: we post a quote of the week to encourage and motivate people half way through the week. We use thoughtful quotes that make people think.

Thursday – No specific theme, we use Thursday to regularly post about relevant things happening in the community e.g. bus fare changes or information around election enrolment.

Friday – #FeelGoodFriday: we post upcoming community events taking place during the weekend or the following week.

Activities undertaken by the Albert-Eden Youth Board in 2016

In 2016, the Albert-Eden Youth Board has:

- Undertaken a recruitment process to appoint new members to the youth board. 30 applications were received and interviews were held for all applicants. Following a review of all applications, 13 people were selected. The new members joined the youth board on 4 May 2016 and an informal induction was held with the local board on 8 June 2016.
- Had a goal to increase the social media presence of the youth board, and to raise awareness of the youth board to youth in the Albert-Eden community.
- In July the youth board elected two Deputy Chairs, one Logistics Coordinator and another Community Liaison. These were in addition to the roles already recruited for.

- Developed a one year action plan to inform a three-year action plan (in progress) to present to the incoming Albert-Eden Local Board.
- Planned and delivered a leadership hui in conjunction with Whau and Devonport - Takapuna Youth Voice groups resulting in improved relationships across youth voice groups, increased knowledge of Auckland Council and the development of civic engagement project ideas.
- Held an open meeting to educate young people on the then-proposed Auckland Unitary Plan, and also informed attendees on the remainder of the process and the importance of the plan. This included presentations from Alex Johnston, the Youth Advisory Panel (YAP) Deputy Chair, and Niko Elsen, Urban Design Lead for Generation Zero.
- Attended a workshop and the YAP Youth Summit, designed by the Community Empowerment Unit and the Youth Advisory Panel, to develop ideas and ways for young people to lead some of the work to meet their own needs and to develop better relationships with local boards and the council.
- Established a relationship with Mapura Studios, who specialise in Art Therapy. We now promote their upcoming events via our Facebook page.
- Helped to co-design the Auckland Council Parks, Sport and Recreation Youth Summit; four members facilitated workshops at the Summit held at Eden Park for over 100 young people in years 9-10 from schools across Auckland.
- Laid a wreath and participated in the Mount Albert ANZAC service.
- Currently have a representative working on a co-design Concept Implementation Project team with council staff and youth; established to support the implementation of the co-designed youth voice concepts at a #ClaimTheConcepts workshop.
- Attended the #ClaimTheConcepts regional youth voice workshop.
- Attended “Locked Out- Fixing our Housing Crisis”, an evening of presentations and discussion with an expert panel and mayoral candidates.
- Invited Erica McQueen, founder of Owl-Pine, to present on Wintergreen, a mid-winter music festival in Kingsland, and share her knowledge of event planning. Members attended the festival and assisted with door and merchandise sales.
- Volunteered in Auckland Council's: Parks Sport and Recreation, Amazing Race.
- Heard presentations from local youth MPs.
- Benefitted from the youth board chair participating in the Aspiring Leaders Forum.
- Used our youth board facebook page to create awareness of the youth board and post youth-relevant content.
- Supported YMCA with the delivery of leadership training day for local year 12-13 students.

Goals and aspirations for the remainder of 2016, and the next political term

- Form a stronger relationship with the new Albert-Eden Local Board through the development of a partnership agreement.
- Complete a fully revised three-year plan to be presented for endorsement by the incoming local board.
- Implement the youth voice group concepts:
 - Partnership agreement with local board,

- Youth-led networks,
- Resource Kete,
- Tuakana Teina peer mentoring
- Continue to establish strong relationships with community groups and potential collaborative partners e.g. 'The Place Between' - Dominion Social & Creative Space.
- Continue to increase the social media presence of the youth board for the benefit of engaging more widely with local youth around key local board plans and agreements.

Youth Board draft three-year plan

The local board agreed to the following four umbrella themes for the youth board for 2013-2016:

- Civic Engagement
- Social Development
- Sustainability
- Youth Connectivity

These have been the guiding objectives of the youth board for the last two and a half years. Though still operating under these umbrella themes, the Albert-Eden Youth Board hopes to focus on the following areas over the next three years.

- Strong relationship with local board
- Youth connectedness/connectivity
- Personal Development
- Youth Participation
- Youth Outcomes

The full draft plan is included as attachment one to this report.

Attachment 1 DRAFT three-year plan

The Albert-Eden Local Board agreed to the following four umbrella themes for the youth board for 2013-2016:

- Civic Engagement (CE)
- Social Development (SD)
- Sustainability (S)
- Youth Connectivity (YC)

These have been the guiding objectives of the youth board for the last two and a half years. Though still operating under these umbrella themes, the Albert-Eden Youth Board hopes to focus on the following areas over the next three years.

Focus Area	Objective	Outcomes
Strong relationship with local board	Local board is provided with perspectives of young people within the local board area; young people feeling more involved in the political process	Albert-Eden Local Board and Albert-Eden Youth Board members know each other well
		Both parties use their expertise to guide and advise each other in relevant areas
Youth connectedness/connectivity	Young people within local board area feel connected to each other and the community	Young people are aware of the youth board
		The youth board is representative of the diverse youth in the Albert-Eden Local Board area
		Youth-friendly events are promoted and delivered – for all youth regardless of background/ability etc.
		Joint ventures with other youth boards raise awareness about youth related issues and opportunities
		Incorporating the voices and talents of local youth in planning and delivery of events and projects
		Connecting young people with opportunities in the local community
	Young people have a space where they feel comfortable and can spend time	Dominion Rd youth space
Current community spaces made more youth friendly and accessible		

Focus Area	Objective	Outcomes
	Young people are connected across local board boundaries, in particular connections	Strengthen the relationship with youth voice groups that border Albert-Eden Local Board boundaries (Whau Youth Board, Puketapapa Youth Caucus, Waitemata Youth Collective, and Orakei Youth Advisory Group).
Personal Development	Members of the youth board have the opportunity to build skills and relationships during their time on the board.	Youth board members are a strong, collaborative unit made up of strong individuals
		Succession planning and mentoring is in place
		The youth board to be adaptable to the interests and passions of current members
		External Development and training opportunities are offered
	Youth board members are empowered and supported to do their roles in a way that benefits themselves and their community	Support for youth board provides mentoring to ensure the group is empowered and has the tools needed to achieve desired goals
Youth Participation	Young people in the local board area actively participate in political process	Create and promote a platform for discussion
		Offer education and awareness opportunities
		Advocacy for issues important for youth
	Young people are aware of the opportunities available to them within the local board area	Youth board is connected to the community and actively promotes youth-friendly opportunities through their communications channels Young people able to find activities within their interests
	Young people have a platform from which they can advocate what they need within the local	Opportunities are provided to young people to have a voice in local decision making where possible (e.g. Local Board Plans)
		Young people are supported to create activities within their interests where

Focus Area	Objective	Outcomes
	board area	none previously existed
	Young people are able to give back to their communities	Foster relationships with community organisations to facilitate and encourage young people to participate and volunteer
		Provide fun/exciting opportunities to fundraise for charities/causes that are important to young people
Youth Outcomes	Young people are educated and aware of key social issues e.g. family violence, consent, bullying, addiction, mental health etc.	Identify key organisations
		Identify top 1-3 focuses of the youth board
		Create/promote a platform/s where young people can share their experiences on these issues
	Young people have the skills to progress through life	Young people are financially literate
		Young people feel confident in the workforce
		Young people are supported through key educational transitions e.g. Intermediate School to High School; School to Uni etc.