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**YOUTH
INVOLVEMENT
PROJECT**

Youth Engagement Plan 2022

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What is this plan?

The draft Youth Engagement Plan outlines how young people (16 to 25-years-old) can be involved in decision making and action with Bay of Plenty Regional Council Toi Moana going forward.

Vision

Mā te kotahitanga o ngā mātātahi me Toi Moana, ka ora ai a Taiao me Ngā hua kai roto i a ia, hei Taonga tuku iho mo ngā reanga e whai ake nei.

Through unity of rangatahi and Toi Moana, the guardianship of our environment and the people will thrive and live on for generations to come.

Kaitiakitanga

Enabling guardianship

To actively support young people to be kaitiaki of the environment; and have them involved in activities to protect and improve the natural environment.

Goals:

1. Provide resources about sustainable practices and protecting our natural resources.

- A. Action:** Share resources and information to educate young people about sustainable practices.
- B. Action:** Promote and support existing sustainable community programmes to rangatahi.

2. Support environmental activities for young people to be involved in.

- A. Action:** Provide information and support for young people wanting to be involved in community care groups, environmental events and activities.
- B. Action:** Work with community groups to remove any barriers which may prevent young people from volunteering.

3. Create resources for learners i.e., schools, tertiary, community groups.

- A. Action:** Identify gaps where we can help schools and community groups by providing educational videos, information or funding.

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Whanaungatanga

Demonstrating respect for everything

To encourage effective engagement between young people and the Bay of Plenty Regional Council, as well as creating meaningful relationships and interactions.

Goals:

1. Develop young people's knowledge of Local Government.

- A. Action:** Discuss with young people issues that may affect them and let them know about relevant upcoming opportunities to help shape decisions and actions.
- B. Action:** Create resources to talk about the work that the Bay of Plenty Regional Council does and the role of Local Government.
- C. Action:** Highlight the achievements of young people who are protecting and improving their natural environment or promoting sustainable practices.

2. Connect young people to the work that the Bay of Plenty Regional Council does.

- A. Action:** Council will build relationships with young people by attending events, visiting schools or youth organisations to share the work that we do or to assist rangatahi to be involved in council projects.
- B. Action:** Identify opportunities for Councillors to be actively involved in youth engagement.
- C. Action:** Council participates in at least three career focused activities for young people per year.

3. Recruit young people to act as ambassadors and bridge the gap between young people and Regional Council.

- A. Action:** Trial this idea i.e., short term or project based.



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Kotahitanga

Creating unity

To enable youth participation and ensure the youth voice is supported, equally valued and included in council decision making.

Goals:

1. Young people's views are valued, and they are supported to have their voices heard.

- A. Action:** Youth ambassadors support and welcome young people wanting to be involved in Regional Council meetings and events.
- B. Action:** Ensure that youth participation is considered in all community engagement planning.
- C. Action:** Offer support young people who want to be involved in the public forums of council meetings.
- D. Action:** Demonstrate how feedback gathered from rangatahi has been used to inform decisions.

2. Young people can easily find information about how to join in council processes.

- A. Action:** Review information every year to make sure it can be easily found on the council website.
- B. Action:** Advertisements for young people will be found at places and events where young people are active.

3. Increased youth participation in local elections.

- A. Action:** Share information about voting in the local elections within youth networks.



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Manaakitanga

Ensuring meaningful relationships

To create equity in our opportunities and ensure they accurately value and engage diverse youth populations.

Goals:

- 1. Council values diverse voices and seeks to create equal partnership with communities.**
 - A. Action:** Actively seek out and encourage participation from all youth populations so they feel valued and comfortable to talk with council and share their views.
- 2. Understand and learn about the diverse communities within our region and how best to support them to meaningfully talk with council and feel heard.**
 - A. Action:** Build relationships with organisations and groups working with youth to learn how best to support and include them in council processes.
- 3. Information is presented in an accessible and appropriate format.**
 - A. Action:** Provide information in plain and friendly language.
 - B. Action:** Take steps to present information in an accessible way. Such as language translation or actions to support hearing and vision impaired communities.





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Action Plan:

Measurable outcomes for Youth Engagement Plan

Actions in the Youth Engagement Plan will be led by the Community Engagement team with support from across council as needed.

FOCUS AREA	ACTION DESCRIPTION	GOAL/ ACTION	MEASURABLE OUTCOME	TIMEFRAME (2022-23)	LEAD TEAM
Kaitiakitanga	Resources for sustainable practices	1/A	3 videos a year, related to issues important to youth and a priority for us. This will include real world examples of how our choices can affect the environment and will promote sustainable alternatives and the potential benefits of these.	Q1-Q2	Community Engagement Support from Communications
	Support existing sustainable community programmes	1/B	Promote 6 opportunities a year for young people to join existing community groups.	Ongoing	Community Engagement Support from Communications and Catchments
	Provide information about care groups and environmental activities	2/A	Measure 1 – Creation of a youth hub area on the BOPRC website with information and resources for young people to access. Measure 2 – Creation of a register for young people and organisations to share information with. Link in with existing Participate projects and a volunteer Participate project page.	Q1-Q2	Community Engagement Support from Communications
	Remove barriers to youth volunteering	2/B	Reporting from community groups on youth participation.	By Q4	Community Engagement Support from Catchments
	Create resources for learners	3/A	Measure 1 – Scope out need and create at least 1 resource and report on usage/usefulness for educators. Measure 2 – Report on how many people are accessing existing resources on our website i.e. downloads and visits.	Q1-Q4	Community Engagement Support from Communications



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FOCUS AREA	ACTION DESCRIPTION	GOAL/ ACTION	MEASURABLE OUTCOME	TIMEFRAME (2022-23)	LEAD TEAM
Whanaungatanga	Involve youth in opportunities to shape decisions and actions	1/A	At least 3 examples of projects where young people have been purposefully engaged with and given the opportunity to speak, talk and ask questions.	Ongoing	Community Engagement
	Resources about the role of BOPRC	1/B	3 career profiles per year – showcasing the work that BOPRC and our staff do. Shared via social media and included in the 'youth hub' section of the BOPRC website.	Q1-Q4	Community Engagement Support from Communications and People and Capability
	Highlight youth environmental achievements	1/C	Our aim is to promote a story at least once a month and to cover the entire region. We would do this through our social channels and relationships with news media.	Ongoing	Communications
	Build relationships with youth	2/A	Council staff to attend at least 3 youth events per year.	By Q4	Community Engagement Support from teams across Council as needed
	Opportunities for Councillors to engage with youth	2/B	Set up a baseline recording of current councillor invitations to youth events and seek to grow it.	Ongoing	Community Engagement
	Council participation in career focused events	2/C	Council participates in at least three career focused activities for young people per year.	By Q4	Community Engagement Support from teams across Council as needed
	Recruit youth ambassadors	3/A	Measure 1 – Reporting on number of projects that have utilised a youth ambassador role/group and numbers of young people registering interest and/or being involved. Measure 2 – Staff and or youth ambassadors meet with at least three youth groups or organisations/year.	By Q4	Community Engagement



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Kotahitanga	Youth ambassadors to support at council events	1/A	Reporting on use of youth ambassador roles in council meetings and events, including feedback from young people in attendance about their experience with a youth ambassador.	Q4	Community Engagement
	Youth consideration in engagement planning	1/B	This will be measured by an increase in feedback from young people on our Participate Bay of Plenty site and other forms of submissions i.e. verbal/in person, written and email.	By Q4	Community Engagement Support from Planners
	Support youth in public forums of council meetings	1/C	An example of support offered on a project basis to young people who want to speak to an issue or decision.	Ongoing Report Q4	Community Engagement Support from Governance
	Demonstrate how feedback has been used in decision making	1/D	A summary of feedback gathered will be shared on the relevant Participate page and provided to participants after the engagement process has closed.	Ongoing Report Q4	Community Engagement
	Information easy to find on website	2/A	This will be measured by improving our public website's readability score based on the Flesch-Kincaid scale.	Ongoing Report Q4	Communications
	Advertisement for youth in appropriate forms and places	2/B	Statistics from the Communications team on where it was advertised and how many people clicked, viewed etc.	Ongoing Report Q4	Community Engagement Support from Communications
	Provide information about local elections	3/A	Report on statistics for where and when it was promoted, how it was promoted etc.	Q3	Community Engagement Support from Communications



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Manaakitanga	Seek out and encourage diverse youth participation	1/A	<p>Measure 1 - Demographics of people submitting feedback via the BOPRC Participate site, in-person verbal feedback or surveys.</p> <p>Measure 2 - Stocktake and database creation of youth communities and stakeholders in the region. Number of new people we have engaged with and their feedback on the experience.</p>	Ongoing Report Q4	Community Engagement
	Build relationships with youth organisations and groups	2/A	<p>Measure 1 - Number of new engagements with specific groups throughout the year. I.e. Reporting on: Who we have engaged with, number of people, number of invitations or letters of introduction sent, number of opportunities to meet, groups who have been included in projects etc.</p> <p>Measure 2 - Feedback from new groups and people that we have engaged with.</p>	Ongoing Report Q4	Community Engagement
	Information in plain and friendly language	3/A	<p>Measure 1 - Use the Flesch-Kincaid scale to measure readability.</p> <p>Measure 2 - Material directed to youth will be peer-reviewed by young people and/or youth ambassadors.</p>	Ongoing	Community Engagement Support from Communications
	Present information in an accessible way	3/B	<p>Measure 1 - This can include working with people from the relevant community or language experts for translations. Relevant languages are incorporated including Te Reo Māori and NZ Sign Language.</p> <p>Measure 2 - Videos will include captions for those who are hearing impaired.</p> <p>Measure 3 - Content on the Bay of Plenty Regional Council is accessible to vision impaired people by being compatible with screen reader assistive technology as possible.</p>	Ongoing	Community Engagement Support from Communications

This document has been developed based on early input from 530+ rangatahi in the Bay of Plenty Region. It was written alongside Youth Involvement Project (YIP) change-makers and adopted by council in June 2022.

Find out more information about this project at
www.participate.boprc.govt.nz/youth-engagement

Contact us

Community Engagement Team

Phone: 0800 884 880

Postal address: Bay of Plenty Regional Council,
PO Box 364, Whakatāne 3158.

Email: communityengagement@boprc.govt.nz

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