



**YOUTH STRATEGY
and
TACTICAL INITIATIVES
for
2010 / 2011**



May 2010

KAWERAU DISTRICT COUNCIL YOUTH STRATEGY

May 2010

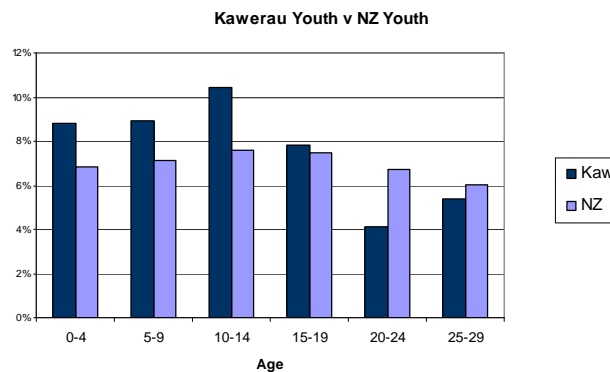
BACKGROUND

In line with the 2002 Local Government Act, Kawerau District Council [KDC] formally became involved with Youth Issues in 2007 with the adoption of their Youth Policy. By 2009, the Kawerau Youth Council [KYC] had been established and a Youth Co-ordinator employed. In conjunction with the Ministry of Youth Development, a programme of initiatives was undertaken which established KDC and KYC as an entity that provides high quality projects which appeal to a wide range of youth.

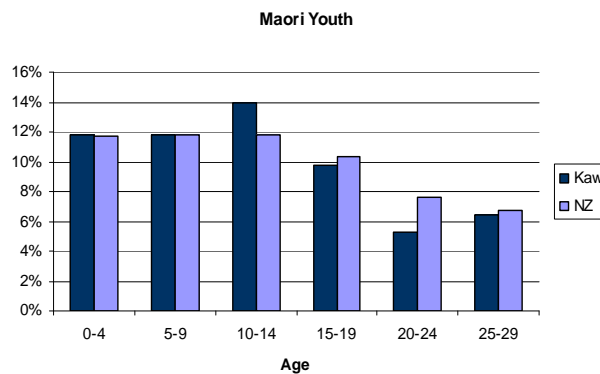
ENVIRONMENT

Youth Demographics

Kawerau's youth demographics reflect higher than average numbers in the 0 to 19 age group but drop off substantially in the 20 to 24 age group.

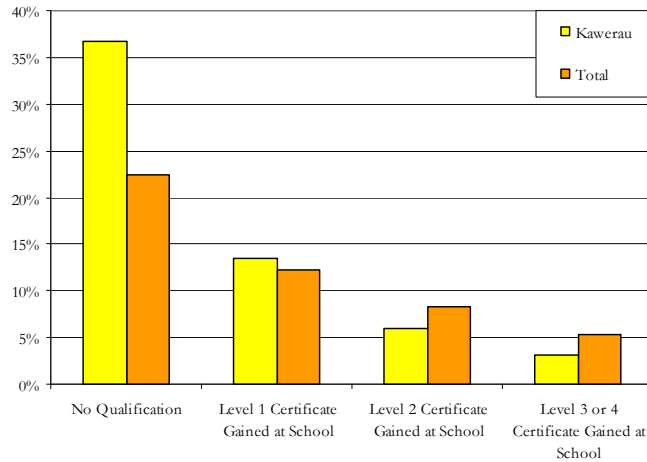


Although more than 60% of Kawerau's population claim Maori ethnicity, youth statistics closely follow the national average.



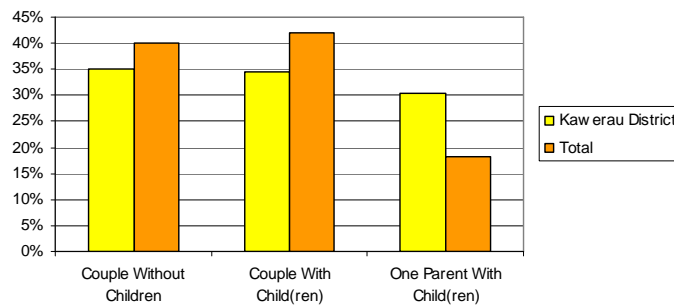
Many of our youth leave school without formal qualifications.

Education levels of School Leavers



There is a higher than average percentage of single parent households in Kawerau.

Single Parent Households



Statistics: NZ Census 2006

Social Environment

The NZDep2006, 2001 & 1996 indices of deprivation show that Kawerau is much more socio-economically deprived than NZ as a whole with a constant Decile10 rating. Several Government Agencies have been established to work with those residents negatively impacted by this environment and there are over 47 organisations currently working with ‘at risk’ youth.

These agencies include but are not limited to:

List of Agencies

- Tuwharetoa Ki Kawerau Hauora
- Blue Light Ventures

- Manna Support Services
- Kawerau Community Centre Services
- Alternative Education
- SWIS – Social Workers in schools
- CYFS – Child Youth and Family Services
- Te Puni Kokiri
- Voyagers Youth Counselling
- Kawerau Police Youth Aid officer
- REAP
- Pairaihi Paul
- Youth Engagement Services

KAWERAU DISTRICT COUNCIL ACTIVITY TO DATE

Activity is based on the concepts of the Kawerau Youth Policy & Vision Policy 2007 which has four key principles.

1. Youth Development

Youth are to be encouraged to be involved in Council Processes that impact on the young people of Kawerau and opportunities are to be created and supported that celebrate the achievements of Kawerau's young people.

2. Advocacy

The establishment of a Youth Council is recommended so that they may identify issues effecting youth and be educated and informed of their rights and responsibilities, so that they might advocate on behalf of Kawerau Youth.

3. Partnership

To enhance the relationship between Council and Youth Service Providers through networking and sharing opportunities which support the delivery of events and services for the young people of Kawerau.

4. Provision

Ensure available funds are distributed for youth events and activities through collaborative relationships with other agencies and organisations.

In November 2008 a funding partnership between KDC and the Ministry of Youth Development was established to deliver a series of initiatives and, as a consequence of this funding, a Youth Co-ordinator was able to be employed at the beginning of 2009 to oversee both the direction and facilitation of the project.

The Kawerau Youth Council was established in 2009 and the majority of tactical activities associated with KDC's Youth Strategy are implemented through this medium.

Given the success of these relationships and the outcomes of the activities they have generated, KDC has proposed to retain a Youth Co-ordinator and has been able to take back in-house longer standing initiatives such as the KDC Holiday Programme. The Young Achiever Awards now also falls within the Youth Co-ordinator's brief.

KAWERAU YOUTH COUNCIL

After an initial establishment period, it became apparent that Youth Council members were naturally filling a gap in youth services by creating activities that recognised achievements.

The Kawerau Youth Council's vision statement is;

*Kawerau is where young people are optimistic,
supported and encouraged to take up challenges to
contribute to a growing, vibrant community.*

The Kawerau Youth Council have also developed a motto of "Gaining more Mana". This Council focuses on the achievers of Kawerau and provide high quality initiatives which stimulate pride, leadership, self achievement, motivation and a feeling of gaining more Mana.

The Kawerau Youth Council Objectives are;

- To target the achievers of Kawerau and enhance their leadership skills.
- To establish and run high quality events/activities and functions for the youth of Kawerau.
- To build a community with strong confident youth leaders.

The Kawerau Youth Council Outcomes:

- Creating self confident youth leaders who will then mentor successive generations.

The Kawerau Youth Council is now recognised in the community as an organisation that can be trusted and is gaining respect with all levels of our society.

STRATEGIC OUTCOMES

As it is apparent that Kawerau youth leave the District soon after leaving school, it is important to provide as many opportunities as possible to assist our youth prepare for the challenges that they will experience in a different environment.

Using KDC's Youth Policy 2007 and the Youth Council's Vision Statement as strategic guidelines, all youth initiatives will be measured against the ability of the programmes to

- Deliver a broad range of activities which are relevant to the needs of our youth and have the ability to reach as many as possible.

- Include and encourage intergenerational relationships.
- Promote the ability of youth to become leaders within the community.
- Celebrate the participation and achievement of our youth.
- Develop skills, knowledge and experience.
- Gain confidence to pursue education, training or employment.

Tactical activities must also have the ability to become self sustaining within a three year period. It is intended that programmes will be developed in the following manner

Year One:

- Programme/projects are initiated/established.
- Outcomes monitored.
- Direction reviewed.

Year Two:

- Successful year one projects are consolidated and new initiatives trialled/established.
- Outcomes monitored.
- Direction reviewed.

Year Three:

- Consolidated initiatives from year one are grown while successful year two initiatives are consolidated.
- New initiatives are considered.
- Outcomes monitored.
- Direction reviewed.

2009/2010 PROJECTS

Initiative	Who Did it	Target	Outcome	Move forward
Design a Hoodie competition	KYC	Kawerau Youth of all ages	109 entries received, with the winning Hoodie created into a real Hoodie.	Planned to hold a similar event on a yearly basis which encourage designer youth.
Kawerau Careers Expo	KYC	Kawerau Youth and Community	Over 400 members of the public attended. Ages ranged from 8 to 60.	Planned to hold this initiative on a yearly basis. Working more with Colleges in the Eastern Bay of Plenty.
Dance Party	KYC and Blue Light Ventures	Youth 8 to 13yrs	75 youth attended.	Possibly running for older youth.
“Unknown Obsession” Dance Crew	Youth Co-ordinator	Intergenerational	Dance Crew have performed at Kawerau Christmas in the park. Established weekly hip hop classes for local youth.	Create a dance school that provides a variety of dances.
Kawerau Mini Youth Triathlon	KYC	Youth 8 to 18	47 youth attended.	It is envisaged to be a yearly event.
Kawerau Touch Tournament	KYC	Youth 8 to 18yrs also included 2 adults in each team.	10 teams of 16 entered. Over 300 members of the public turned up to view the event.	The touch tournament will be run each year on Waitangi Day.
Hip Hop classes	Dance Crews “Unknown Obsession” and “Submission” working with Youth Co-ordinator	Youth 8 to 24yrs	Due to popular demand we have created two separate classes. At the end of each 6 week programme youth will perform their practiced routine.	Establish hip hop competitions; work with other districts to send our local youth to represent Kawerau.

Initiative	Who Did it	Target	Outcome	Move forward
Latin Java dance classes	Sheree Green and Stephen Parsons/ Youth Co-ordinator	Youth 8 to 18 years and also adult classes	It is envisaged that we will allow youth the opportunity to learn dances that they would not normally try.	To established Latin dance classes for youth in Kawerau.
Intergenerational Activity – Meet with Grey Power members	KYC	Intergenerational	Youth will teach Grey-power members to text.	Explore areas where the sharing of skills can be enhanced.
Intergenerational Activity – Marae Noho	KYC	Intergenerational	Up to 50 youth and family will share a Marae experience and learn the cultural and protocols.	Explore areas where Maori culture and skills can be passed on to youth and families.
Intergenerational Activity – Whirinaki Hike	KYC	Intergenerational	Elders passed on knowledge, skills and history of the bush and area.	Arrange similar excursions which broaden the experience base of youth.
Intergenerational Activity – Rotary Club	KYC	Intergenerational	Youth Council’s presentations to Rotary were well received and generated a positive view on the direction of the Youth Council.	Arrange similar events that will interact with older generations.
Intergenerational Activity – Mountain View Rest home	KYC	Intergenerational	Both youth and elders have a greater appreciation of each generation.	Explore activities that will be of assistance to both generations.
Consultation/Research	KDC/MYD/ Researcher	Kawerau Youth	The basis of a research programme is established which follows the same people over an extended period of time.	Programme to run for at least five years and will provide KDC with a greater understanding of the drivers, opportunities and problems of our youth.

Initiative	Who Did it	Target	Outcome	Move forward
Talent Quest	KYC	Intergenerational	Youth Council and community mentors produce a quality show which highlights the creative talents of our youth.	If reviews are positive, similar shows will be scheduled either annually or every second year.
Provoke Workshop	KYC /MYD	Youth Council Members	Upskill members in decision making and strategy planning.	Workshops will be held every year.
Team Building exercise	KYC	Youth Council Members	To build trust and confidence with team members	Exercises will be held every year.
Central NI Youth Forum	KYC	Youth Council Members	Contact and relationship building with other Youth Councils.	Attendance at conference in 2010/2011.
School Holiday Programmes	KDC	Students between the ages of 6 and 15	Following Council's decision to bring the activity back in-house, the two programmes produced a 65% increase in attendance.	A proposal on the scope of the programme will be presented to Council in May 2010 to determine the ongoing direction of this activity.
Young Achievers Awards	KDC/KYC/ Putauaki School	Achievers 12 – 24 yrs	184 nominations were received. Youth Council members were involved in the organisation.	The Awards will be held annually.

2010/2011 PROJECTS

Initiative	Who will do it	When	Target	Outcome
Art Exhibitions (2) <i>(new)</i>	Youth Co-ordinator & KYC	Sept 20/Mar 11	Youth entrants All community visitors	Exhibitions attract an audience who are appreciative of artistic talents. The organisation of exhibitions are supported by community members experienced in this type of activity i.e. Art Society members. Entrants and youth organisers report increased levels of confidence and experience. 90% confidence in exhibitions being self sustainable in 2011.
Fashion show (1) <i>(Replaces Hoodie competiton)</i>	Youth Co-ordinator & KYC	Nov/Dec 10	Youth entrants All community visitors	Show attracts an audience who are appreciative of artistic talents. The organisation of exhibitions is supported by community members experienced in this type of activity. Entrants and youth organisers report increased levels of confidence and experience. 90% confidence in show being self sustainable in 2011.
Life Skills Workshops - developing Youth Leaders <i>(New)</i>	Youth Co-ordinator/Tutor (4 workshops)	Jul 10 – Jun 11	KYC members only on 1 st workshop. 10 youth + KYC members on subsequent workshops.	These workshops will introduce youth to a range of activities which will challenge their abilities to survive in a natural environment. 90% of youth report improved self confidence and motivation 90% of youth report satisfaction with training 90% of youth report confidence to face a difficult situation with 50% reporting that they feel equipped to resolve issues. 90% of youth will become leaders or support crews of future projects. 15% will achieve qualification.

Initiative	Who will do it	When	Target	Outcome
Train the trainers (<i>New</i>)	Youth Co-ordinator	Jul 10 – Mar 11	Dance crews	Dance crews feel more competent to deliver a higher level of service to youth. Participants and parents report a more structure and beneficial outcome from their course. 50% of youth report being able to use dance as an outlet of expression. Leaders will emerge from dance crew and go on to pursue a career in this field.
Hikoi up Mt Putauaki/Celebration of Tarawera River (<i>Expansion of intergenerational activities</i>)	Youth Co-ordinator & KYC	July 10 – June 11	Intergenerational	Youth obtain knowledge about their natural environment and are engaged in activities that utilise the resources in Kawerau. A minimum of 1 youth to 2 adults is achieved. 90% of youth report higher levels of communication with adults. 90% of adults report higher levels of communication with youth. 90% of youth report higher levels of interconnection with their community and whenua.
Careers Expo (<i>Expansion of 09 Event</i>)	Youth Co-ordinator & KYC	July 10 – Aug 10	Kawerau youth and community	Expand on the success of the 09 Careers Expo. Increased attendance. 75% of Universities attend. 80% commitment by Universities to attend in 2011.
Youth Research (<i>Continuation of 09 project</i>)	KDC/MYD/Researcher	July 10 – June 11	Kawerau youth	Implementation of work undertaken in 09/10. Analysis and distribution of results. Modifications to activities considered in light of research.
Kawerau Mini Youth Triathlon (<i>Expansion of 09 Event</i>)	Youth Co-ordinator & KYC	Mar 11	Youth 8 - 18	Event maintains self sufficiency. Event is considered for 2012.

Initiative	Who will do it	When	Target	Outcome
Kawerau Touch Tournament <i>(Expansion of 09 Event)</i>	Youth Co-ordinator & KYC	Feb 11	Youth 8 – 18 yrs + 2 adults in each team	Event maintains self sufficiency. Event is considered for 2012.
Hip Hop Classes <i>(Expansion of 09 Event)</i>	Dance Crews	July 10 – Jne 11	Youth 8 – 24 years	Classes are fully subscribed. Participants and parents report high satisfaction. Classes maintain self sufficiency.
Latin Java Classes <i>(Expansion of 09 Event)</i>	Dance Crews	July 10 – Jne 11	Intergenerational	Classes are fully subscribed. Participants and parents report high satisfaction. Classes maintain self sufficiency.
Central NI Youth Forum <i>(Continuation of 09 programmes)</i>	KYC	TBA	Youth Council Members	Develop relationship with other Youth Councils. Share ideas.
Provoke Workshop <i>(Continuation of 09 programmes)</i>	KYC	TBA	Youth Council Members	Upskill new members on decision making and event organisation skills. Consolidate the knowledge of returning members.
School Holiday Programmes <i>(Continuation of 09 programmes)</i>	Youth co-ordinator	4 programmes during holiday periods	Dependant on outcome of KDC decision	Retention of high quality school holiday programmes.
Young Achiever Awards <i>(Continuation of 09 Event)</i>	Youth Co-ordinator & KYC		Youth achievers 12 – 24 years	Increased profile of the event. Increased nominations. Increased public attendance at the event.

MONITORING & EVALUATION

All projects will be evaluated on the criteria set out in the Strategic Outcomes that is, that they will:-

- Deliver a broad range of activities which are relevant to the needs of our youth and have the ability to reach as many as possible.
- Include and encourage intergenerational relationships.
- Promote the ability of youth to become leaders within the community.
- Celebrate the participation and achievement of our youth.
- Develop skills, knowledge and experience.
- Gain confidence to pursue education, training or employment.

In addition the majority of initiatives must show that they are able to become self sufficient.

Once the results of the longitudinal research are known, all projects will be evaluated against these outcomes.

RISK FACTORS

- Funding is not received from the Ministry of Youth Development.

A copy of the Risk Management plan submitted to the MYD in support of the funding application is attached as Appendix A

FINANCIAL REQUIREMENTS

In addition to the employment costs of the Youth Co-ordinator, Council has allocated a budget of \$10,000. This is to provide support of MYD funded initiatives where necessary and to cover any new opportunities which may arise during the year.

Initiative	How much?	Where is it coming from?
Art Exhibitions	\$2,400	Ministry of Youth Development
Fashion Show	\$1,500	Ministry of Youth Development
Life Skills Workshops	\$15,000	Ministry of Youth Development
Train the Trainers	\$2,500	Ministry of Youth Development
Hikoi	\$2,000	Ministry of Youth Development
Careers Expo	\$3,500	Ministry of Youth Development
Youth research	\$2,500	Ministry of Youth Development
Mini Triathlon		Self sufficient
Touch Tournament		Self sufficient
Hip Hop Classes		Self sufficient
Latin Java Classes		Self sufficient
School Holiday Programmes	TBA	Kawerau District Council
Young Achiever Awards	\$1,000	Kawerau District Council

