



15-21 May 2023

Overview of Youth Week

Youth Week is a nationwide campaign and festival of events organised by young New Zealanders to celebrate the strengths, talents, passion, and success of local young people. Every year, young people determine the theme and design an image around which to frame the campaign.

Summary from Youth Week Campaign Lead (Talei Bryant)

Having the opportunity to be in the 2023 Youth Week Campaign Lead role was awesome. I believe Youth Week this year was very much driven and run by rangatahi, and that is one of the reasons it was so successful. The Youth Week launch was in my eyes a great event that was again rangatahi led, with most of our speakers and both performances by rangatahi. It has been amazing being able to bring rangatahi on board for all of Youth Week and being able to acknowledge them for their time. This backs the idea that our rangatahi are worth the investment, just as we would pay a consultant for their time and wisdom. I have felt so supported by the wider Youth Week and Ara Taiohi Team.

Summary from CEO (Jane Zintl)

The 2023 Youth Week campaign and festival of events grew on our foundations and strengthened our commitment to a Rangatahi led co-design process. This resulted in many highlights, as well as a lot of learnings for Ara Taiohi. We are so grateful our Youth Week Campaign Lead (Talei Bryant), Grants Co-Ordinator (Piper Clare) and Partnership Lead (Timena Iuliano), as well as the team of Champions that supported events in their rohe. This team was supported by our Communications Lead, Sarah Bradnock, who together galvanised rangatahi and youth organisations for a week that celebrated and honoured the young people of Aotearoa, and the sector that supports them.

2023 Youth Led Campaign

Theme

This year, the theme competition was won by Vyann Kakau-Leef who proposed the following theme:

Rangatira mō apōpō? Rangatira i tēnei rā!
Leaders of tomorrow? Leaders for today!

Design breakdown



The inspiration for the design comes from my own experience in leadership roles throughout my life. The handprints on the back of the person silhouette represent my family and tipuna on the left and my extended community and friends on the right. Both of which have been good support systems for me in life so far, I've placed them on the silhouettes' shoulders to acknowledge that without them I wouldn't be where I currently am in my career, in my business or my journey as a leader.

The koru designs that extend from the handprints are reminiscent of the kowhaiwhai patterns that can be found in the wharenui of most marae. These represent both the support they have given me and their belief in me as I progress towards my goals for the future.

Lastly, I went with the specific colour scheme you see here to represent the opportunity Ara Taiohi has given me to create this design for Youth Week. The blue green colours of the Ara Taiohi branding have been introduced in a rich and deeper hue to show my appreciation of this opportunity.

- Designer Caleb Wiki Kanuehi Ihe

The youth led campaign for Youth Week 2023 was supported by Te Whatu Ora – Health Promotion (previously Te Hiringa Hauora | Health Promotion Agency). With two Rangatahi Leads (Talei Bryant, Campaign Lead and Timena Iuliano (Partnerships Lead) a co-design process was used to design some unique offerings for 2023.

These included:

- Launch event hosted by Minister Willow-Jean Prime in Parliament
- Youth Week Champions in eight rohe across the motu
- Partnership for NZ Music Month which ran a TikTok beat competition and young artists Spotify playlist
- Other partnerships with Volunteer NZ and Pink Shirt Day.

Our thanks to the key supporter of the youth led campaign

Te Whatu Ora
Health New Zealand
Health Promotion

Youth Week 2023 – Grants

As with previous Youth Weeks, young people and youth organisations were able to apply for up to \$1000 to run Youth Week events in their rohe for 2023. Ara Taiohi administered these grants, with the long-term support of the Ministry of Youth Development, as well as Ihi Aotearoa. This year we received some additional funding from Te Rourou Foundation to supplement our other partnerships.

Our thanks to the key supporters of Youth Week grant funding



MINISTRY OF
YOUTH DEVELOPMENT
TE MANATŪ WHAKAHIATO TAIOHI
Administered by the Ministry of Social Development



2023 process

With our commitment to Whai Wāhitanga, this year the application process included applicants detailing how their event was youth-led and informed. This provided a lot of detail into the involvement of young people in Youth Week events and more insight than previous years. In addition, this was useful to inform the allocation of funding. For example, an event that was not youth-led would be more likely to not receive funding.

There was a wide range of rangatahi participation at the events across the motu. Events ranged in size with smaller events having between 10-15 youth participate, with larger events seeing more than 300 youth participate.

During the panel discussion, an equity lens was adopted when allocating funding to provide a fair and well-distributed allocation of funding. This assessment was both geographic, as well

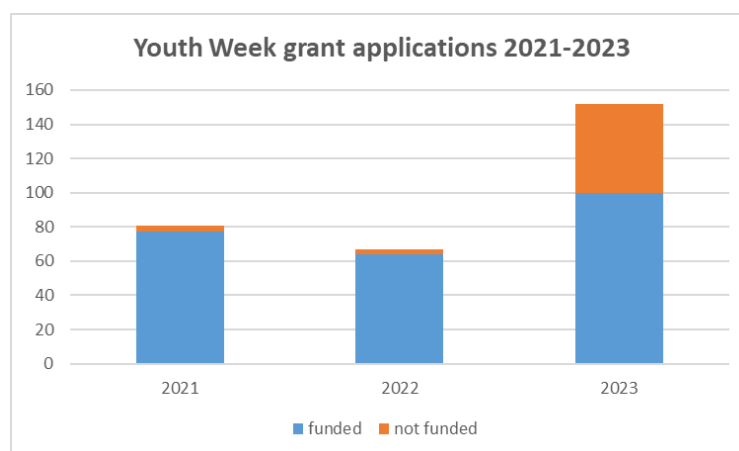
as focusing on communities who face inequity (including Māori, Pacific, LGBTQIA+, ethnic communities and disability groups).

This year for Youth Week, grant fund recipients hosted a wide array of events including sports competitions, creative showcases, wellbeing festival, career fair and many more. The various events around the motu saw diverse groups of rangatahi engaging and celebrating Youth Week 2023. These different events provided opportunities to try new things, engage with others, grow their leadership and potential, and celebrate themselves.

It is important to note that all the following information regarding the grants for 2023 are based around groups who were granted funding. We note that, each year for Youth Week, there are many events held where the organisers do not apply for funding.

2023 applications

For Youth Week 2023, the Youth Week fund was substantially oversubscribed. We received a total of 152 grant applications (a 127% increase in applications compared to 2022). With so many amazing applications, Ara Taiohi approached key philanthropic partners to see if more support could be provided. We were hugely appreciative that Te Rourou responded to this need, allowing us to support an additional 12 events.



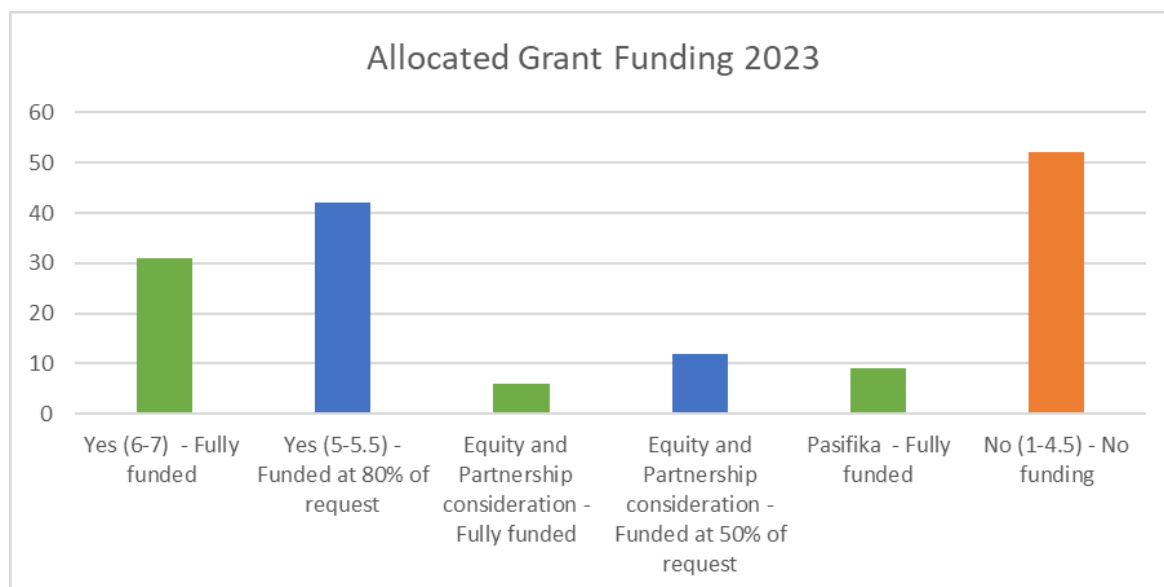
Of the 152 applications, Ara Taiohi was able to grant full or partial funding to 100 of the applications. The remaining 52 applicants were unable to be funded by Ara Taiohi. From the declined 52, some applicants continued to run their event by altering or adapting to the lack of funding. However, quite a few applicants were unable to carry out their event.

Given the oversubscription for grants for Youth Week 2023, it was necessary to strengthen the rigor of our screening and review processes. This ensured that each application was given equal time and attention, whilst also adhering to an agreed equity lens. Each application went through a pre-screening process before being taken to the panel. Each application which was

reviewed and assigned a number between 1 and 7 based on its adherence to the: Youth Week 2023 theme, alignment to Mana Taiohi principles, whether it meets the outline criteria (i.e., event during Youth Week) and the degree to which it was a youth-led event. For this, “1” meant the event does not meet any of the criteria and “7” being an event that meets all the criteria and was a strong application.

Due to the oversubscription to the grants fund, it was decided that some events would be offered full funding whilst others would be given partial funding, increasing the total number of events to receive funding. This was decided based on the screening process and discussions by the panel. Below is a table detailing the different funding allocations.

SCREENING	FUNDING	NUMBER OF RECIPIENTS
Yes (6-7)	Fully funded	31
Yes (5-5.5)	Funded at 0.8	42
Equity and Partnership consideration	Fully funded	6
	Fund at 0.5	12
Pasifika	Fully funded	9
No (1-4.5)	No funding	52
TOTAL		152



Case study 1

Zeal Education Trust – Taranaki

Zeal Taranaki hosted two all-school events during Youth Week 2023. Their event entitled “Empowering Young Leaders Day” involved music, dance, inspirational speakers, giveaways, games, kai and more. The events provide a space for rangatahi to be themselves, learn about opportunities and services they can use in the region and connect with others. There were an approximate number of 300 rangatahi connecting and engaging with the event. The events received a lot of positive feedback, below are some quotes from attendees:

- *“We need more of these events, the speakers were amazing, our students took so much from today and they really enjoyed the whole day.” – Joanna Sampson, Senco-Spotswood College*
- *“Today was amazing, thank you so much for letting me be part of it” – Naomi, 18*
- *“This is the best event I have ever been to; I want to join Zeal so I can help you do more cool events like this” – Jackson, 17*

Zeal was able to connect with their community and provide an event that the rangatahi who attended engaged with and really enjoyed. Zeal was incredibly grateful for the grant and want to continue to grow this event both in scope and size to reach more rangatahi.

Case study 2

Q Youth Nelson

One event that shows the youth-led nature of applications this year is Q Youth Nelsons “I Wish They Knew” resource. Q Youth facilitated a discussion and creation of a resource for LGBTQIA+ youth in the Nelson Tasman region to give to people they know as a means of spreading awareness of what it means to be them. Youth were able to create this resource with their own lived experiences and provide a means to equip each other with this resource. The intention behind this resource was to provide youth with the words to share with others without having to speak it themselves as this can often be a barrier for some.

Grant recipient feedback

All grant recipients for Youth Week 2023 were asked to fill out an evaluation form. This evaluation form included questions about changes that were made to their event, the number of rangatahi and adults who attended and any feedback they had for Ara Taiohi. Currently, Ara Taiohi has received 70 evaluation forms and 11093 young people attended these events. There are several events that were postponed due to unforeseen circumstances during Youth Week, and therefore their evaluations have not yet been received. As well as this, some evaluations have not been returned due to organisations needing more time to get the proper feedback and information for the form.

It is important to note, with all feedback and information gathered in the feedback form it is only representative of those who applied for grants and have returned their evaluation form. Below is just some of the feedback received from recipients.

YMCA Christchurch

- *"It was amazing!! It was so awesome to see the younger ones getting out there and showing off their talents! Really cool atmosphere, great staff, and heaps of fun!"*
- *"We probably would have run something similar because we have a focus on youth-led events and there was clearly a need for this in the Christchurch community. But the funding made it align with Youth Week and allowed us to have some great equipment and pay for sound tech so we could have live music 😊 So it did make a big difference!"*

Anamata – Taupō

- *"Can we have events like this every week?"*
- *"It's so cool to see the ideas we had as students for Youth Week actually happen".*
- *"Love seeing the whole school engage and hanging out in this one space".*

Green Bay Youth Work

- *The application process was straightforward, and updates were regular, thank you!*
- *Themes were not communicated super strongly.*
- *The timing of the week itself meant Pink Shirt Day was almost in competition with our Youth Week program... we weren't necessarily aware of this in our planning and had to pivot significantly after this discovery. If this was an intentional scheduling decision, more specific communication around this choice would be helpful.*

Kāpiti Youth Support

- *We loved the theme and thought that it was very cool to include the future as well as present as this included a chance for young people to focus on what they could be doing and feel empowered to do future actions.*
- *The application process was also very smooth and required more effort to be put into running the event than the application which is great for an event like this!*
- *We also appreciated how logical the structure was and found these easy to follow.*
- *The funding was an amazing tool that benefited our organization hugely and added to engagement from taiohi!*

Te Aho o Te Kura Pounamu

- *We hope to carry on this partnership and run these events every year. We have already started to look at and seek funding from a range of partners at more events in term 3 and 4 as the energy and engagement created by this event was extremely high. We had topped out of all the numbers with 20 ākonga and it was only due to illness that we dropped to 14 on the day. We could easily have filled this event with 20 ākonga if we could have last minute attendees (we can not due to kura policy).*
- *The event was a success in taking unengaged and isolated young people, connecting them with peers and showing them the public system so they get around and start to connect with the community.*
- *A great success and we hope you will be able to support us in 2024 and beyond.*

Youth Week Launch

The Youth Week launch was held on 15 May at Parliament and was officially opened and generously hosted by Minister for Youth Willow-Jean Prime. Attendees included Children's Commissioner Judge Francis Eivers, Members of Parliament Dr Elizabeth Kerekere and Karen Chhour, representatives from government agencies, and kaimahi from youth organisations. Attendees (many of whom were under 25 themselves) were also invited to bring a young person with them.



The programme centred around rangatahi speakers, as well as being blessed by Minister Prime and Judge Eivers who honoured the mana of the event by speaking. The event was MC'd by Youth Week Campaign Lead, Talei Bryant alongside Ofa Puleiku, Youth Week Rangatahi Champion.

Highlights included:

- Vyaan Kakau-Leef (Youth Week theme winner)
- Bryanna Lingley (Mental Health Wellbeing Commission)
- Patience Muliamaseali'i (Waiata performance, Youth Week Rangatahi Champion)
- Soni Leger-Kula (Spoken Word performance, Youth Week Rangatahi Champion)
- A very popular photo wall.

World café style engagement:



The launch event coincided with the release of Mental Health and Wellbeing report *Ka whakahuatau te rangatahi mō te Toiora / Youth wellbeing insights*. After a short presentation summarising this report there was an interactive World Café workshop where tables discussed and reflected on four pātai: How can we address racism and discrimination? Or how can society nurture inclusion and

belonging? What gives us hope and purpose for the future? What do we want from connections with our whānau? How do we get the best out of online interactions and social media?

The launch event was a huge success. Participants, both young and youth adjacent were so appreciative of the opportunity to celebrate the start of Youth Week focused around *Rangatira e tēnei rā* in our national Parliament. The event honoured the mana of the Rangatahi of Aotearoa, and of Youth Week itself.

Youth Week Champions

This kaupapa acknowledged that local events require a huge investment from youth organisations, youth workers and rangatahi. In the past kaimahi from Ara Taiohi have visited as many events as possible. This year we trialled equipping Youth Week Champions in eight rohe to tautoko and awahi events for Ara Taiohi in their region.

Youth Week Champions are a group of eight rangatahi spread across Aotearoa. The communities they covered were Kaitaia, Whangarei, Auckland, Hamilton, Eastern Bay of Plenty, Wellington, Blenheim, Nelson and Christchurch.

The role was co-designed with the Champions, to be of most service to events in the regions. The role included a strong networking, community development and leadership function. A core focus of this role was to share Youth Week with their communities, attend Youth Week events, represent Ara Taiohi at local events, share relevant Youth Week social media posts and support the organisations who ran events. Youth Week merch and koha for the event organisers was also gifted at the events visited. 36 events were supported, including:

Kaitaia - 5
Whangarei - 3
Christchurch - 4

Hamilton - 5
Eastern Bay of Plenty - 4
Wellington - 4

Nelson/Blenheim - 6
Auckland - 5 plus air-time with The AM Show



“It is so cool for our community to have someone who's from Ara Taiohi and helped run Youth Week be a part of our event and we love the giveaways. We never really take part in Youth Week because we didn't know about it but now we are going to take part every year”.

- Hopaea Pryor, Rangatahi Champion from Tuhoe Hauora

Other Partnerships

Key partnerships for 2023 were as follows:

NZ Music Month: supported by a rōpū of music experts the Rangatahi Leads decided to focus on two activities to support young creatives.

- Spotify Playlist: A playlist was developed and shared widely through our communications channels with young and upcoming artists. This platform allowed for wide exposure for unknown Rangatahi artists. The playlist was used to support the Launch event in Parliament.
- TikTok beat challenge: We were generously gifted 2 beats from David Atai (producer from Nesian Mystik) and Brown Pride to be used as the basis for a TikTok beat challenge. The purpose of this was to celebrate all young creativity, and all entries from rangatahi who whakapapa to Aotearoa went into the draw to win a cash prize.

Volunteer NZ: Traditionally Volunteer NZ has run a student volunteer campaign at a different time in the year. This year they decided to partner with us on Youth Week and run a Youth Volunteer Campaign in Youth Week.

Pink Shirt Day: Work with Bully Free NZ we 'pinked out' all our images and comms, including online and our stickers.

Communications and Marketing

The 2023 Youth Week communications and marketing campaign showed great reach to new and extended audiences from previous Youth Week campaigns. We are encouraged by the continuous growth Youth Week experiences year-on-year. Here are some of the highlights:

- Featured on the AM show on Tuesday 16 May. This was a fantastic opportunity for one of our Tāmaki Makaurau members to be featured with Willie Cribb. While it was live to air, Willie also posted to his Instagram page about Youth Week. As the AM Show approached Ara Taiohi, it indicates our campaign approach successfully gained media interest
- First year running Google Ads and we had over 4.7 million impressions!
- The Google Ads had over 30% click-through rate (industry standard is 3%)
- Social media had good interactions with sharing, reactions and comments

E-panui were sent to the Ara Taiohi database in the months and weeks leading into Youth Week, as well as during the week. Social media posts garnered interest and engagement in the lead-up and throughout Youth Week. TikTok was utilised for the second year. This year, a TikTok challenge was created and a prize of \$500 was awarded to a rangatahi that utilised one of two beats and shared their TikTok with us.

Regarding traditional media, a media release was sent the week of Youth Week. Some regional papers did local features and local radio stations picked up on local events. It is unclear how many people these forms of media reach. We are grateful to the traditional media outlets for their coverage and support of Youth Week, and hope to steadily grow this in future campaigns.

The Youth Week launch at Parliament was a huge success. It was wonderful to bring Ministers, Ministerial departments, funders, partners, organisations and rangatahi together to celebrate the opening day of Youth Week. Ara Taiohi social media was lively as Minister Prime and her team were posting heavily to their stories and sharing them with us.

Key statistics and supporting information below:

Event listings

Events listed on the Youth Week website: 149

Eventfinda: 1

Google ads

The number of impressions and reach surpassed event NZME's expectations.



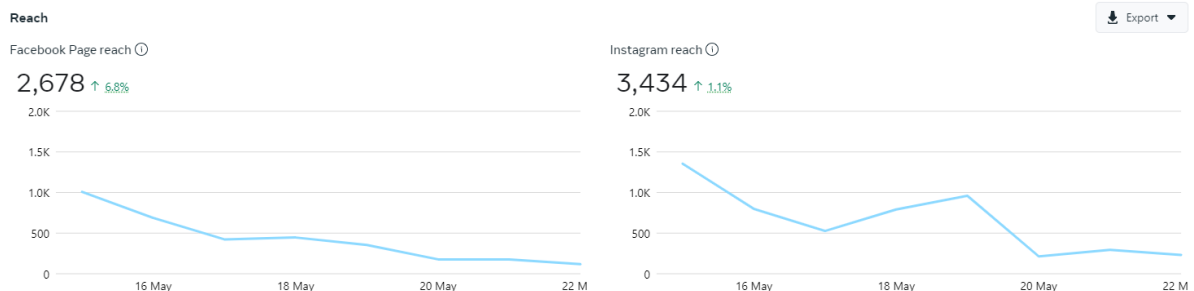
Hashtags

Hashtags are an on again/off-again thing for some social users. Some use them consistently and often while others don't. This makes it challenging to accurately represent or find posts about campaigns or events. However, here's what we found on the three top hashtags that were used during Youth Week:

- #YouthWeekNZ23: 123 posts
- #YouthWeekNZ2023: 42 posts
- #YouthWeekNZ: 1644 posts (not necessarily all from 2023)

Social media reach

Over the course of Youth Week we were posting and commenting throughout the week on other organisations pages to tautoko their Youth Week posts, kōrero and celebrations. As with many campaigns, the first day was the most active online, with a reach of over 1000 individuals on both Facebook and Instagram on the Monday; whilst the graph appears to slow down, the 2023 campaign's reach increased beyond the previous year's reach – making it our greatest yet!



Facebook and Instagram engagement throughout Youth Week.

Overall, there were great outcomes for Youth Week 2023, alongside key learnings to take into planning for 2024 and beyond.