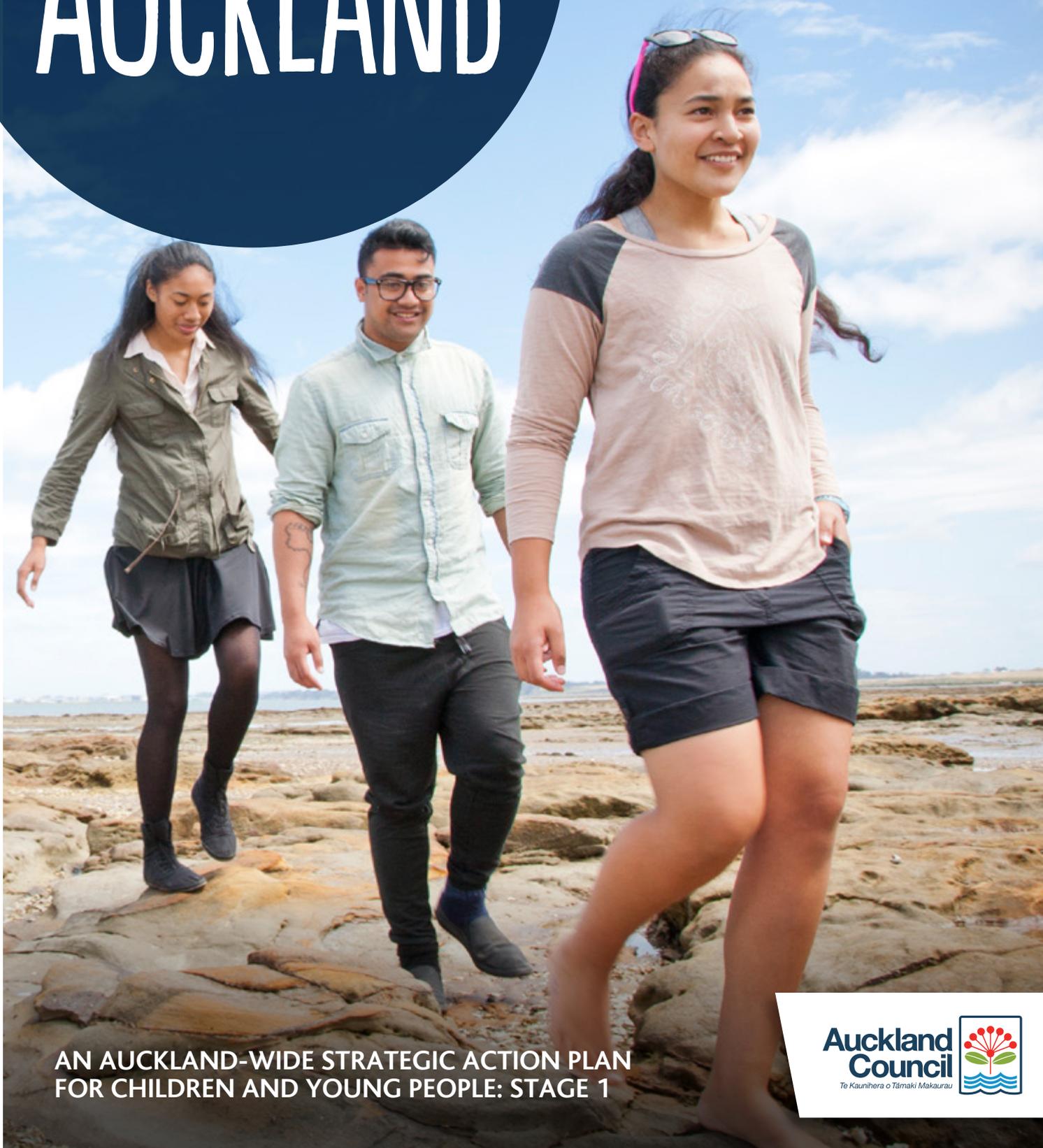
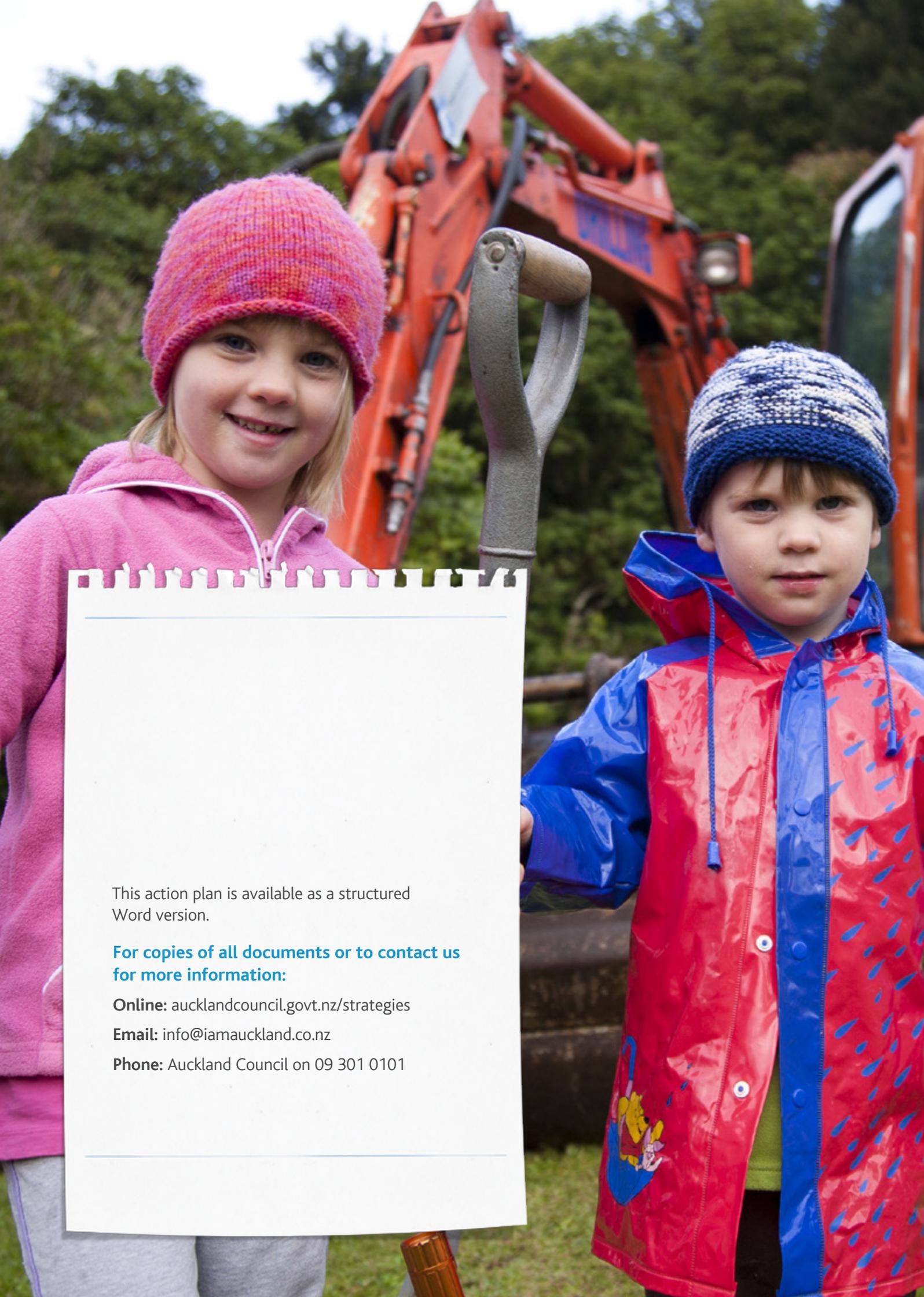


# I AM AUCKLAND



AN AUCKLAND-WIDE STRATEGIC ACTION PLAN  
FOR CHILDREN AND YOUNG PEOPLE: STAGE 1





This action plan is available as a structured Word version.

**For copies of all documents or to contact us for more information:**

**Online:** [aucklandcouncil.govt.nz/strategies](http://aucklandcouncil.govt.nz/strategies)

**Email:** [info@iamauckland.co.nz](mailto:info@iamauckland.co.nz)

**Phone:** Auckland Council on 09 301 0101

# CONTENTS

## I AM AUCKLAND

FOREWORD .....	4
MESSAGES FROM THE MAYOR AND COUNCILLORS.....	5
INTRODUCTION .....	6
UNDER 25s IN AUCKLAND .....	7
THE AUCKLAND PLAN .....	8
HOW I AM AUCKLAND FITS WITH EVERYTHING ELSE AUCKLAND COUNCIL DOES.....	9
YOUTH ADVISORY PANEL FOR AUCKLAND.....	11
MOVING TO ACTION.....	12
CREATING AUCKLAND-WIDE ACTION THAT REALLY WORKS.....	13
CREATING LOCAL ACTION THAT REALLY WORKS .....	14
I HAVE A VOICE, AM VALUED AND CONTRIBUTE.....	16
I AM IMPORTANT, BELONG, AM CARED ABOUT AND FEEL SAFE.....	18
I AM HAPPY, HEALTHY AND THRIVING .....	20
I AM GIVEN EQUAL OPPORTUNITIES TO SUCCEED AND TO HAVE A FAIR GO.....	22
I CAN GET AROUND AND GET CONNECTED .....	24
AUCKLAND IS MY PLAYGROUND .....	26
RANGATAHI TŪ RANGATIRA (ALL RANGATAHI WILL THRIVE).....	28
COMMUNICATING, CONNECTING AND EXPLAINING WHAT COUNCIL DOES.....	30
REPORTING ON HOW WE ARE DOING .....	32
APPENDIX 1 – SUMMARY OF AUCKLAND UNLEASHED SUBMISSIONS.....	34
APPENDIX 2 – CHILDREN AND YOUNG PEOPLE’S ENGAGEMENT.....	36
APPENDIX 3 – OVERVIEW OF HOW THIS FITS WITH OTHER COUNCIL WORK.....	37

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# FOREWORD

## AHAKOA HE ITI HE POUNAMU

## ALTHOUGH IT IS SMALL, IT IS A GREENSTONE.

Although children are small and young people are young, they are the treasure of our city because they are our greatest resources to be developed. Auckland Council, in co-governance with the Youth Advisory Panel ('the Panel'), and alongside 6000 children and young people in Auckland have brought together this I Am Auckland action plan. This amazing collaborative piece of work brings together the hopes and aspirations of children and young people in Auckland. Children and young people in Auckland are diverse in their cultures, identities and experiences. They bring new opinions, passion and energy to the community and civic matters.

As the Chairperson of the Panel, I am enthusiastic in writing this foreword. The Panel works alongside local-level youth advisory groups, councils and caucuses to help provide a regional voice for young people in Auckland. The Panel has been a part of the design and development of I Am Auckland since its inception, and chose the title I Am Auckland. This has been a great example of children and young people's participation in community and civic matters, and evident within this report is that children and young people have the knowledge and capacity to have an impact on issues that concern them and their communities.

Auckland needs skilled, resilient, and connected young people to contribute to family, school, work and the community for Auckland to become the world's most liveable city. The seven goals of I Am Auckland are about helping Auckland region support young people to be the best they can be. This action plan has the full support of the Youth Advisory Panel and the Panel will help to ensure that Auckland Council remains committed to the voices of children and young people through connection and the ongoing development of actions in this plan.

I would like to acknowledge the hard work of all those at Auckland Council who were part of putting this action plan together and I would like to thank them for their commitment to ensure the needs of children and young people are put first. I would like to thank the children and young people who participated and have helped to create I Am Auckland.

This action plan is an important step towards recognising the importance of children and young people to Auckland.

**Flora Apulu**  
Chair, Youth Advisory Panel

The future prospects and wellbeing of young Aucklanders are central to the Auckland Plan and my vision for Auckland. The city, community and local economy we build now will affect the choices of our children, grandchildren and future generations have to create homes and lives for themselves and their families.

When I talk to our young people across Auckland, I consistently find they are well informed, aware of the issues and opportunities ahead, and committed to ensuring a sustainable future for themselves and their families.

They are very clear. They want choices. Genuine choices about where they live, what education, training and career opportunities are available to them, how they move around the region, and the lifestyles they can access.

It is important that all of us – Auckland citizens of all ages, our council, our businesses and community organisations, and our young people too – work to make sure that young Aucklanders have those choices and each one has the support they need to reach their full potential.

**Len Brown, Mayor of Auckland**

Totally committed to Youth Connections. Passionate about supporting the talent and ideas of our amazing young people.

**Deputy Mayor Penny Hulse, Waitākere**

If heard, all our communities benefit from the fresh perspectives, optimism and enthusiasm of youth.

**Cr John Watson, Albany**

Young people matter more than ever as a force for change. The choices they make, their leadership and vision for Auckland are to be encouraged, listened to and acted on.

**Cr Wayne Walker, Albany**

It's incredibly important that elected representatives listen to the views of children and young people, and I am looking forward to working with young people in Howick, and across Auckland, in putting the strategy into action.

**Cr Sharon Stewart, Howick**

Good education. Jobs and a belief in the future.

**Cr George Wood, North Shore**

The youth are our future. We have to ensure that we enhance their opportunities.

**Cr Arthur Anae, Manukau**

I want young people to have a head start in life with good education, future employment, security, opportunity to prove themselves and a voice in the community.

**Cr Calum Penrose, Manurewa-Papakura**

I will use every opportunity given to me as a councillor to question officers from all council departments and CCOs about how they are addressing the needs of children and young people as set out in "I Am Auckland". I'll keep asking until I don't have to ask any more because they do it automatically!

**Cr Cathy Casey, Albert-Eden-Roskill**



Children and young people give me hope. They give this amazing playground we call Auckland hope. If we learn from them, and they learn from us, the future will always be bright.

**Cr Denise Krum, Maungakiekie-Tāmaki**

Given that we are planning 30-50 years ahead for Auckland, it isn't about us. It's about the future of our young people and their children who come after them. That's why we must listen to them and plan with an eye to responding to the needs of future generations. Who better to consult than today's young leaders and the generation they represent.

**Cr Penny Hulse, Waitākere**

Removing unnecessary roadblocks to allow the encouragement and opportunity for Auckland youth to represent and implement their aspirations and priorities.

**Cr Christine Fletcher, Albert-Eden-Roskill**

Our youth; their future, education, opportunity, security, employment, a place to call home.

**Cr Bill Cashmore, Franklin**

*Ka pū te ruha, ka hao te rangatahi*

As an old net withers another is remade

When an elder is no longer fit to lead, a healthier leader will stand in his place.

**Cr Alf Filipaina, Manukau**

A consistent message I hear from our young people is that they want an accessible city – let's build an Auckland with an outstanding public transport network and a radically improved built environment.

**Cr Chris Darby, North Shore**

I applaud Auckland Council for trying to get young Aucklanders involved in the many issues facing our city and region. However, at the end of the day, it's our young people themselves who need to take up an interest. All our plans and projects are about keeping them here in Auckland and building a first-class city to also attract others from all around the country and world to live and work here this century and next. We need to keep Auckland affordable for the elderly, but we also need to build our city for tomorrow – and that is why we need young people to tell us what they want and where.

**Cr Cameron Brewer, Orākei**

While political rhetoric and aspirational statements are the order of the day – we must first recognise this sobering fact. That despite major advances in technology and productivity we have passed on to the younger generation a significantly inferior society in terms of education, employment and social conditions than the one we inherited from our parents' generation.

**Cr Mike Lee, Waitematā and Gulf**

Each child and young person should be able to live a happy and healthy life with fair and equal opportunities to get ahead. I value youths' contribution and believe "I Am Auckland" reflects their voice.

**Cr Ross Clow, Whau**

I want young people to have opportunities. Having 16 grandchildren, I am very keen to work towards them being able to stay around Auckland.

**Cr Penny Webster, Rodney**

# INTRODUCTION

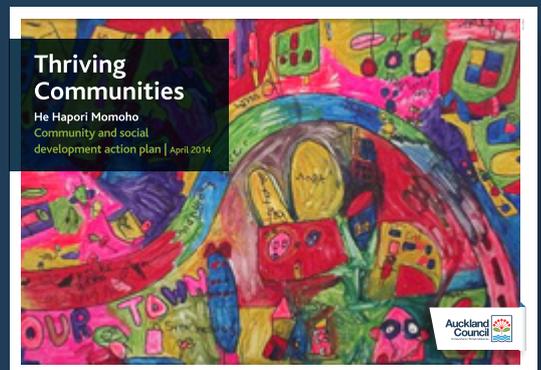
I Am Auckland is a living document, meaning that the actions in this plan will develop as the action plan grows. It is based on the feedback of children and young people from across Auckland and from speaking with stakeholders, partners and those people that have a strong interest and expertise in children and young people.

This plan outlines Auckland Council's region-wide commitments to children and young people in Auckland. I Am Auckland is the first stage of work to create positive change for children and young people. The next stage will outline the actions developed in partnership with local boards and the community.

This action plan details what needs to happen across the region (our goals) and what Auckland Council is committed to doing (our actions) to make positive change in the lives of children and young people.

Thriving Communities is a sister strategy to I Am Auckland: The Children's and Young People's Strategic Action Plan. This means that the two action plans have similar intentions, philosophies, aspirations and goals, and have a particular focus on those Aucklanders most in need. The action plans share actions (and therefore resources) around supporting families and engaging inclusively and meaningfully with children and young people.

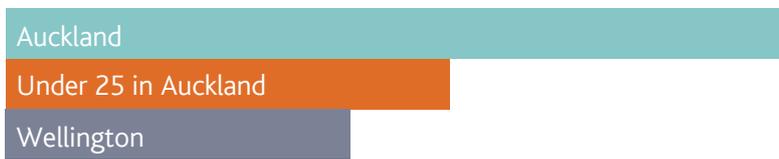
Through Thriving Communities we have committed to working in ways that are innovative, responsive, straightforward, flexible and built on relationships.



# UNDER 25s IN AUCKLAND

The energy of children and young people, their vision for the future and their commitment to being part of a vibrant Auckland are vital resources for Auckland and for the country as a whole.

If all the people aged under 25 in Auckland had their own city, it would be the second-largest city in New Zealand.



Auckland's children and young people reflect Auckland's increasingly ethnic diverse society. This diversity is likely to increase.

Children and young people are also part of Auckland's diversity in other ways. Some have disabilities or special needs. Some will identify as gay, lesbian or transgender. Others will be in situations where they may be at risk, such as 'not in education, employment or training' (NEET). This action plan aims to ensure all Auckland's children and young people have equitable opportunity to participate and be heard.

Many of Auckland's children and young people are thriving and doing well, but many are not. National and international reports highlight New Zealand's poor rating on many indicators of child welfare as well as low rates of investment in children and young people. This needs to change, and Auckland wants to be part of this change.

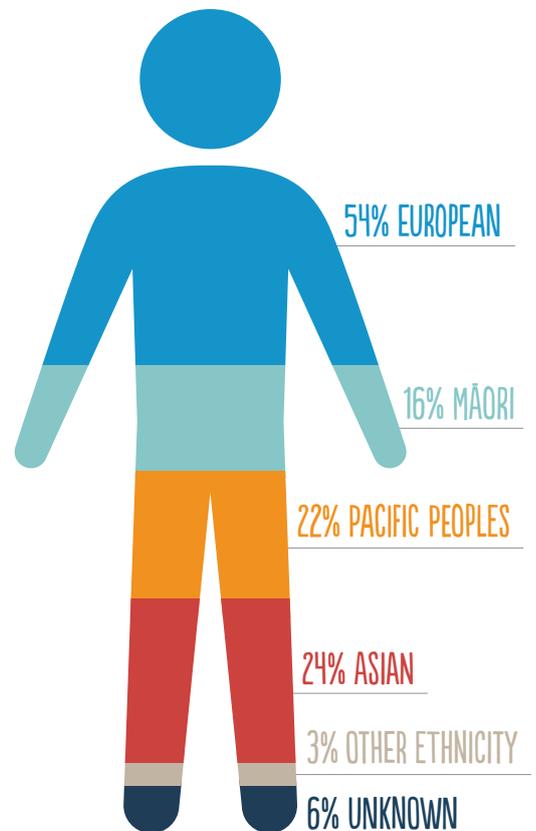


Children and young people will thrive if their basic needs are met and they have equitable access to opportunities. It is important that our children and young people live in neighbourhoods and communities that are healthy and safe, have access to social services and have a strong sense of community. Supporting children and young people requires providing their basic needs of love, shelter, food and safety combined with education and skill-development opportunities.



## ETHNICITY DISTRIBUTION – 0-24 YEAR OLDS

Auckland – 2013 Census



# THE AUCKLAND PLAN

Auckland Council has an important role to play in putting children and young people first.

Not only is the council a major provider of services that children and young people use, such as libraries, swimming pools, parks, recreation facilities and transport, we also have an opportunity to improve their lives.

By reviewing the work we do with, and for, children and young people, we have the opportunity to reshape our work and ensure it supports positive outcomes to put children and young people first. The Auckland Plan sets out areas that need to be worked on in order to achieve the vision to be the world's most liveable city for children and young people:

This is a major change that has to happen to achieve our vision.

## TRANSFORMATIONAL SHIFT

**Dramatically accelerate the prospects of children and young people.**

This is who we are focusing on.

## PRIORITY 1

**Put children and young people first.**

# HOW I AM AUCKLAND FITS WITH EVERYTHING ELSE AUCKLAND COUNCIL DOES

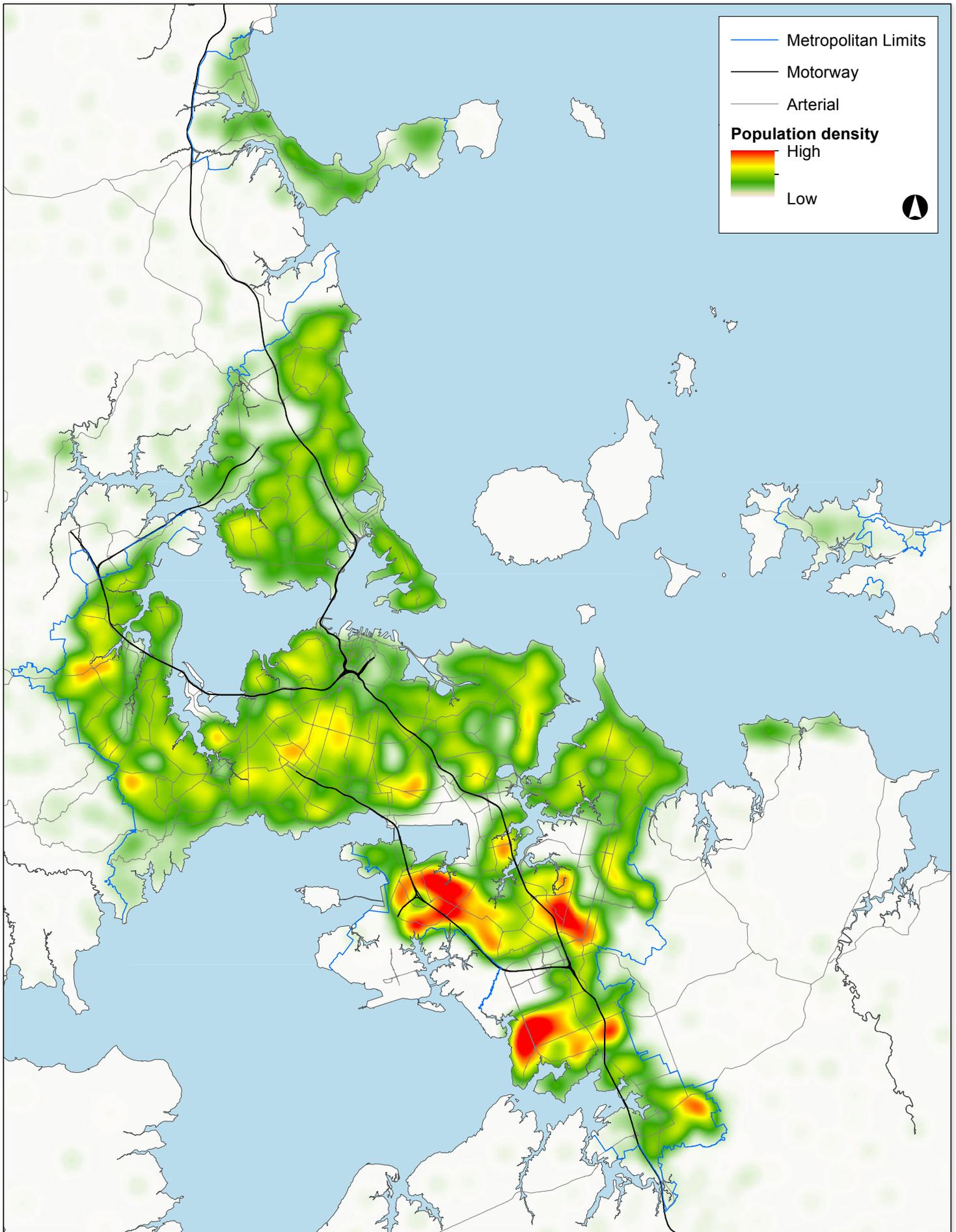
Almost all Auckland Council teams interact with children, young people, and their families. This action plan sets out what the council needs to do to embed its commitments for children and young people to create positive mindsets, practices and skills throughout the organisation (Appendix 3 shows some of the key strategies and plans that are part of this work).

This action plan is one of the council's core strategies. It must enable, support and be consistent with the council's strategic framework to create the world's most liveable city. There are significant relationships between



## IMPLEMENTATION

Includes plans, policies, procedures, projects, activities and frameworks to deliver the strategic framework. Includes the Māori Responsiveness Framework and organisational transformation projects, etc.



2013 POPULATION DENSITY HEAT MAP OF CHILDREN (AGES 0 TO 14 YEARS)  
FOR AUCKLAND'S URBAN AREA

# YOUTH ADVISORY PANEL FOR AUCKLAND

The Youth Advisory Panel ('the Panel') is a diverse group of young people from across Auckland. The Panel members are passionate and committed to their role of bringing the voices of children and young people into the work of Auckland Council, which they do by advising the mayor and councillors.

There are 21 members, each representing one of Auckland's local boards. Each member was selected by young people in their local board to sit on the Panel. This means that young people in every area of Auckland have a youth representative, and those representatives are selected by young people.

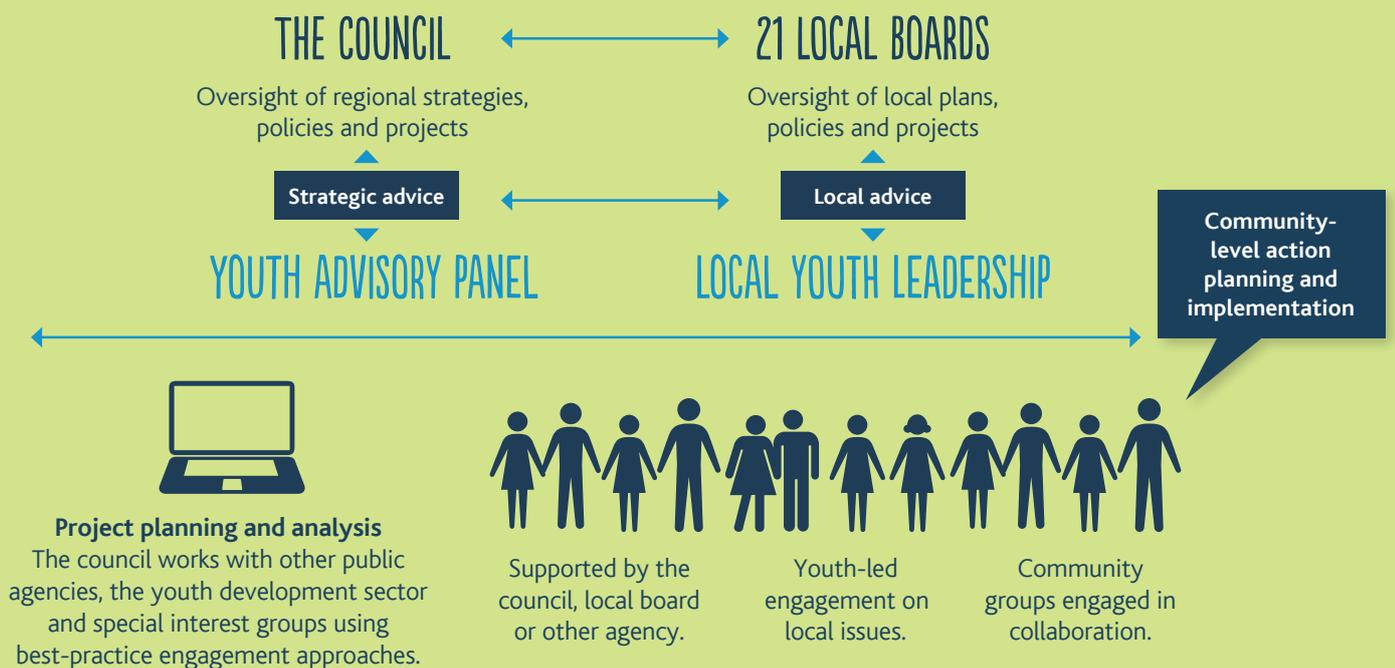
## Getting involved

In addition to the 21 positions on the Panel, there is the opportunity to join locally based youth leadership groups to work on local issues with the local boards and the Panel. To find out more about what opportunities there are in your local area or working on issues relevant to this plan visit [iamauckland.co.nz](http://iamauckland.co.nz), the Panel's mobile-friendly website.

## THE PANEL AND I AM AUCKLAND

The Panel has been involved in the creation of I Am Auckland from the start. The Auckland Plan sets a 30-year vision for Auckland based on the feedback from 6000 children and young people (more than any other demographic group). I Am Auckland is a framework for delivering the outcomes set out in the Auckland Plan in a way that involves children and young people and the community that support and encourage them.

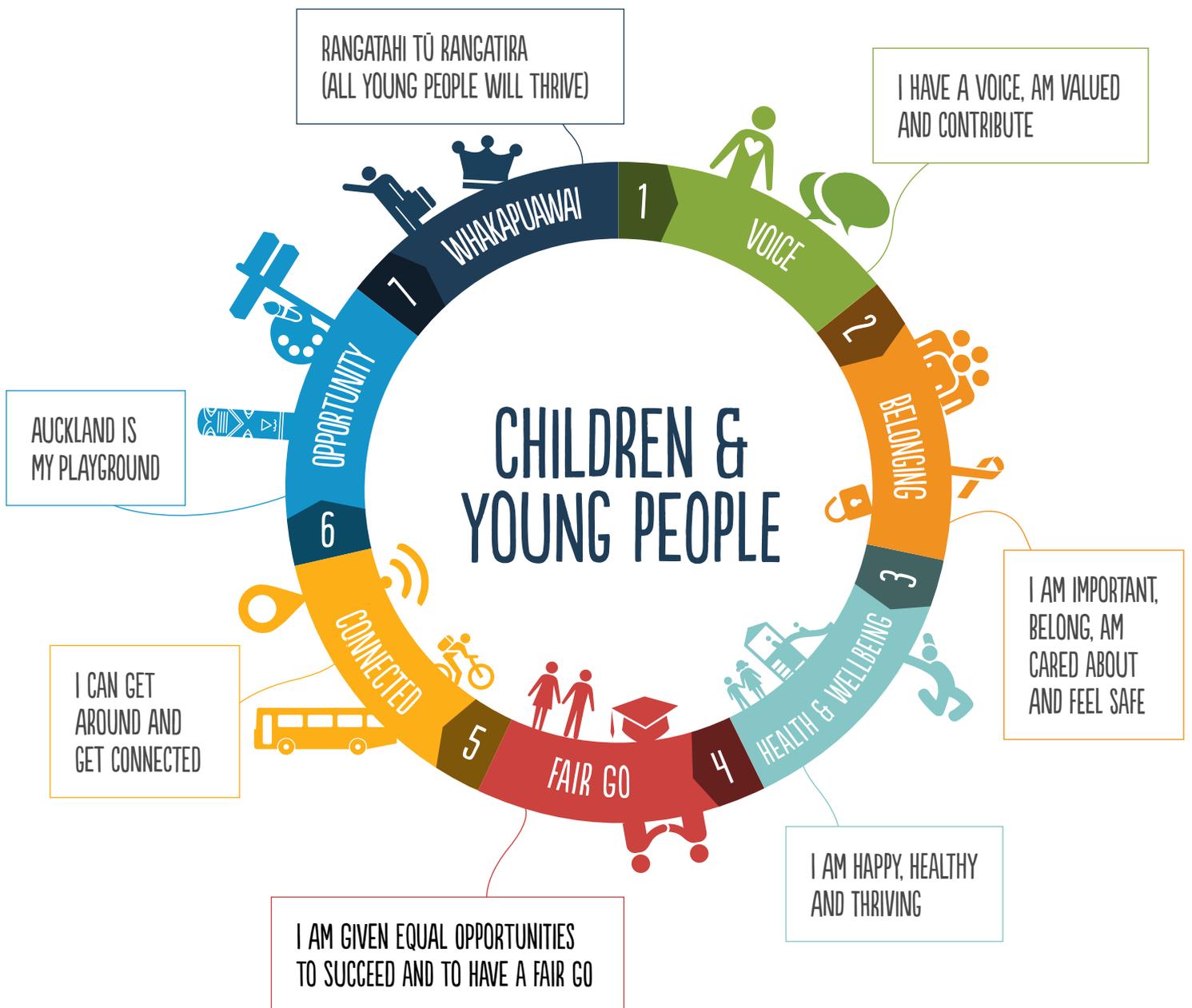
## HOW YOUTH-LED DEVELOPMENT WORKS AT LOCAL AND REGIONAL SCALES USING I AM AUCKLAND



# MOVING TO ACTION

I Am Auckland has seven goals for children and young people. These goals act as a voice for children and young people and help Auckland Council to focus and align its work to create a city that puts children and young people first.

These goals have been developed from engagement with thousands of children and young people who took part in the feedback on the Auckland Plan (see Appendix 2).



# CREATING AUCKLAND-WIDE ACTION THAT REALLY WORKS

To get I Am Auckland working for children and young people in Auckland, we need to create actions that really work. This requires Auckland Council to work in partnership with children and young people. A new model of respect and shared learning between children and young people, councillors, local board members and staff is required.

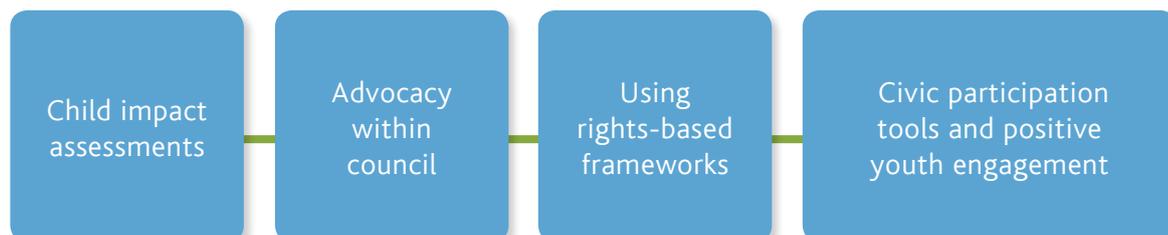
## AUCKLAND COUNCIL IS CREATING ACTION THAT IS DELIVERED IN THREE WAYS:



The Auckland-wide actions in this plan are a mix of action already happening and new action. New action has been developed based on the feedback from children, young people and key stakeholders received during consultation on the Auckland Plan (see Appendix 1).

New action for council responds not only to the under 25s, but also to the views of key stakeholders, experts and the community. Auckland Council was asked to consider implementing various tools to help achieve and strengthen the priority of putting children and young people first. The Council is pleased to confirm its commitment to the following actions:

### New action committed to on the advice of stakeholders





# CREATING LOCAL ACTION THAT REALLY WORKS

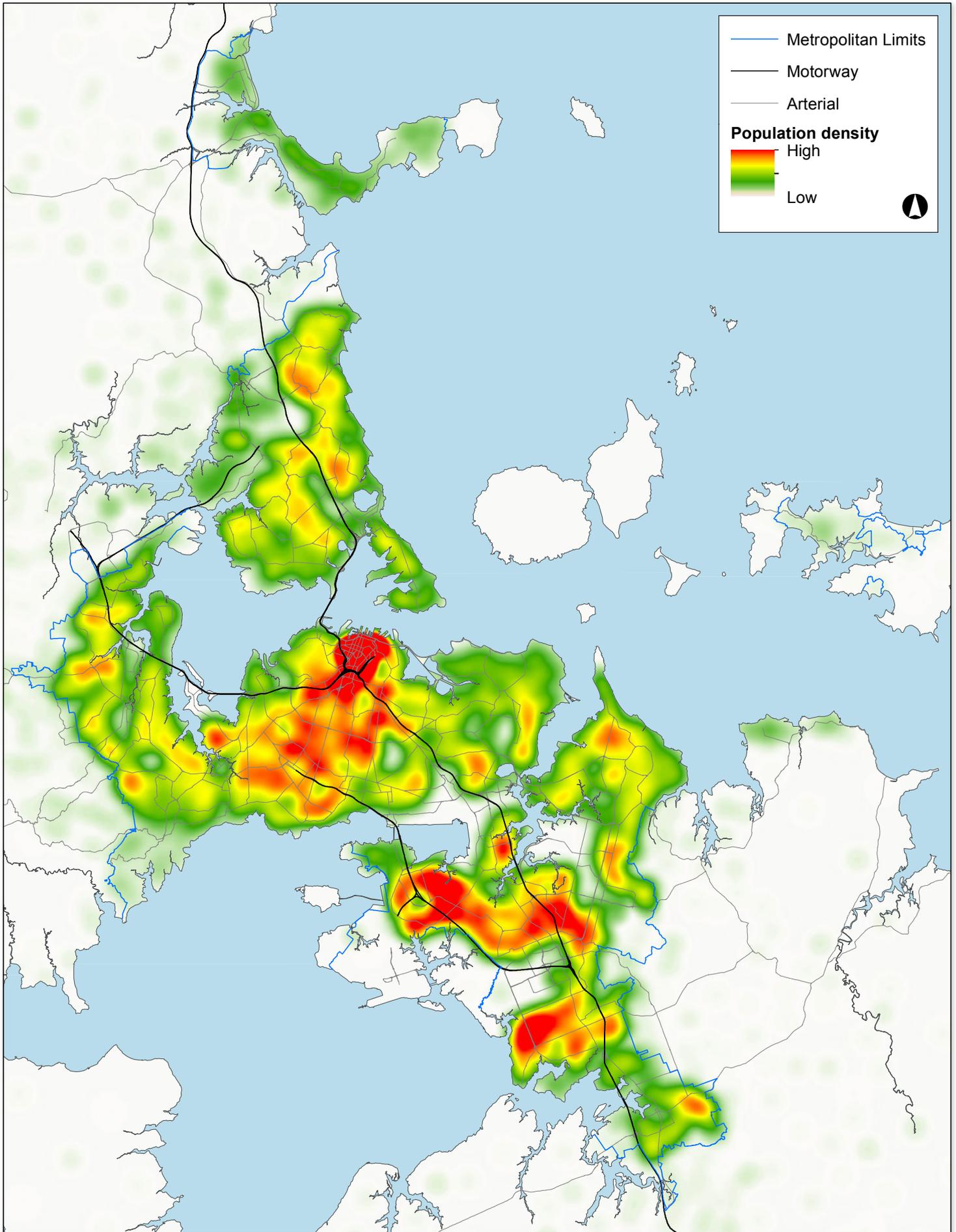
As well as looking at region-wide action, we also need to look at local level action to make real change in the lives of children and young people. Local action will be created in partnership with children and young people and local boards to reflect local characteristics and needs.

Individual local board plans will cover the actions that each local board will do to put children and young people first. Local board plans set the unique aspirations and priorities for each local board and guide decision-making.

**Some of the themes relevant to young people in all the local board plans are:**

- supporting local community identity through social programmes, arts and culture, local events and supporting youth programmes
- creating vibrant and economically strong town centres that reflect local character and create community activity and involvement
- providing new and improved community facilities (such as youth centres), particularly where there are few or no facilities or where facilities have not kept up with population growth
- holding events to bring people together.

Many local boards are already working with local youth groups in their area to ensure that their plans incorporate the views of children and young people.



2013 POPULATION DENSITY HEAT MAP OF YOUNG PEOPLE (AGES 15 TO 24 YEARS)  
FOR AUCKLAND'S URBAN AREA



1

## I HAVE A VOICE, AM VALUED AND CONTRIBUTE

**This means:** Auckland Council involves children and young people in decision-making on policies, plans and projects that affect them and gives them a leadership role.

### YOU SAID: PUTTING ME FIRST MEANS...

Treating me with respect and seeing me as an equal human being who has thoughts, feelings and suggestions just as relevant as adults'.

18yrs, Female, Māori, Henderson-Massey

Opinions are put into actions; listen to everybody, let us have a say – come to us; take what we say seriously.

Bruce McLaren Intermediate,  
Rangatahi Tū Rangatira

Doing what I want and actually paying attention to these post cards.

13yrs, Male, NZ, Rodney

Taking the time to listen and take in the things that I want and need. It means listening to suggestions and putting our ideas into action so it benefits us.

14yrs, Female, Chinese, Puketāpapa

Listening to my ideas and putting them into action.

16yrs, Female,  
Albert-Eden



## HOW WE'RE LISTENING:

We have made a commitment to listen and to put the voices of children and young people into action. Our first step to achieve this goal is the co-governance agreement with the Youth Advisory Panel.<sup>1</sup>

The development of tools and resources that really work is high on our priority list for this goal. Actions that will help us to achieve the goal are focused on real participation, leadership and co-design with children and young people to ensure we get it right.

We are committed to creating youth-orientated initiatives that foster idea and skill-sharing among youth. Harnessing the existing skill-sets, assets and potential of our youth to create positive transformation in our communities is also a key aspect.



### Links with Auckland Plan Strategic Directives and Targets

#### Strategic directives

- 1.10 Support community-led development and work with communities to develop leadership, skills and capacity.
- 1.11 Promote inclusion, reduce discrimination and remove barriers to opportunity and participation, particularly for disadvantaged peoples.

#### Targets

There are no current targets in the Auckland Plan.

<sup>1</sup> The Youth Advisory Panel is made up of 21 young people representative of their local board area. These young people were selected to sit on the Panel through an election process. Co-governance means that we are working with the Youth Advisory Panel to co-design and co-develop this action plan.



# 2

## I AM IMPORTANT, BELONG, AM CARED ABOUT AND FEEL SAFE

**This means:** We create safe communities and welcoming places for children and young people and their families and whānau, and foster a sense of belonging.

### YOU SAID: PUTTING ME FIRST MEANS...

Stop my Dad hitting my Mum would be nice. Make things cheap for me so I don't get into trouble cause I cost heaps.

17yrs, Male, English, Waitematā

It means that as a society, I count and that I feel needed/important.

14yrs, Male, Asian, Waitematā

To be able to live in a safe environment where children are able to play and mingle out on the streets, where they won't be troubled for doing so – where there are no racial remarks towards each other by other government organisations and others on the street...

24yrs, Female, Māori, Manurewa, Rangatahi Tū Rangatira

Making me feel safe, no bad people around and more police in parks and places where children are around.

11yrs, Female, Scottish, Kaipātiki



## HOW WE'RE LISTENING:

Children and young people have been open with us about the lives they live and the serious issues that affect them on a daily basis. Auckland Council is committed to creating a safe and welcoming region for children and young people.

Young people talked to us about not feeling connected to their neighbourhoods and community, and in some cases we talked to young people who are not connected with their family or whānau. Young people were clear that in areas where council has no mandate, they would like us to advocate on their behalf for safe, better and more connected communities that protect under 25s, with a particular focus on 0-18 year olds. We are committed to advocating for children and young people on these matters and to supporting under 25s to have a voice on the development of their neighbourhoods and communities.

Smoking, alcohol and drugs and other negative activities were raised in our conversations and workshops. We are working to address these issues and concerns through the development of a smoke-free policy and local alcohol plans as well as continuing to provide community development services with a focus on drugs.

### Auckland-wide action areas

ADVOCACY

YOUTH ZONES AND YOUTH HUBS

WORKING TOGETHER

SAFETY AND AUDITING

### Links with Auckland Plan Strategic Directives and Targets

#### Strategic directives

- 1.2 Support parents, families, whānau, aiga and communities in their role as caregivers and guardians of children and young people.
- 1.8 Support integrated measures to prevent family violence and create safe families and whānau.
- 1.9 Improve community safety and feelings of being safe.

#### Targets

- 1. Reduce the rate of total criminal offences per 10,000 population from 939 in 2010 to 800 by 2040.
- 2. Increase residents' perceptions of safety in their neighbourhood from 68 per cent in 2010 to 80 per cent by 2030.
- 3. Decrease the number of child hospitalisations due to injury by 20 per cent by 2025.
- 4. By 2020 the number of breaches of the Domestic Violence Act (1995) will have stabilised and by 2040 will have fallen by 40 per cent.



# 3

## I AM HAPPY, HEALTHY AND THRIVING

**This means:** We work with our partners to create healthy environments and provide access to health services for all our children and young people.

### YOU SAID: PUTTING ME FIRST MEANS...

**Banning smoking in public areas will help all of us breathe easy and not have the whole of the city polluted.**

10yrs, Female, European, Rodney

**To love one and others. I would like to see our rohe [regions] and communities clean, safe and better respected by the people of our community.**

14yrs, Female, Māori, Manurewa, Rangatahi Tū Rangatira

**Reducing the amount of drunks [at the Mt Albert shops]. Cleaning up the Mt Albert shops area.**

17yrs, Female, European, Albert-Eden

**No smoking when you're eating, no alcohol, no littering, no screaming in public.**

8yrs, Female, Singapore, Puketāpapa

**Not for me but for the drug problem in Auckland is terrible, there needs to be tougher laws and more action.**

17yrs, Female, NZ, Rodney



## HOW WE'RE LISTENING:

We are committed to creating healthy and thriving communities; this is shown not just through our commitment to the under 25s but also to the community as a whole.

Many of the factors that support good health are outside the control of the health sector. The health sector, Auckland Council and others have a shared responsibility to promote public health, and need to work together to reduce health inequalities.



### Links with Auckland Plan Strategic Directives and Targets

#### Strategic Directives

- 1.7 Reduce health inequalities and improve the health of all Aucklanders.
- 11.4 Encourage and incentivise retrofitting of existing housing stock, and require new housing to be sited and designed to meet best-practice urban design and sustainable housing principles.

#### Targets

- 1. Ensure that by 2017, all pre-school children receive 'all well' checks, including the B4 School Check, and are up to date with childhood immunisation.
- 2. Reduce preventable housing-related hospitalisation by 35 per cent by 2020.



# 4

## I AM GIVEN EQUAL OPPORTUNITIES TO SUCCEED AND TO HAVE A FAIR GO

**This means:** We support high-quality learning for children and young people and help them to transition into further education or work, and to reach their full potential.

### YOU SAID: PUTTING ME FIRST MEANS...

Making sure that I get a good education even if I am financially suffering.

11yrs, Female, Sri Lankan, Puketāpapa

Decreasing the financial struggle my parents are going through for me and my family.

17yrs, Female, Tongan, Maungakiekie-Tāmaki

Affordable education, varied education options – school system vs work experience, mentoring – show us how to do it, how to live life, being told is not enough. Respect for cultural differences, Auckland is very multicultural.

23yrs, Albert-Eden, Online

To help me get to uni and pass, get a scholarship and get a really good job and making my family proud of me.

11yrs, Female, Ethiopian, Puketāpapa



## HOW WE'RE LISTENING:

We are committed to developing an integrated approach to skills and education, by proactively working with training establishments, key agencies and employers to help young people gain access to the best skills and training.

We are committed to improving the learning and educational opportunities for all Aucklanders, particularly children and young people. Education, training and knowledge are vital for children and young people to have a good life and get a great job.



### Links with Auckland Plan Strategic Directives and Targets

#### Strategic Directives

- 1.3 Improve the learning and education opportunities for all Aucklanders, particularly our children and young people.
- 1.5 Ensure all young people leaving school have a clear pathway to further education, training or employment.
- 1.6 Support young people post-secondary school, to achieve success in tertiary education and in sustaining employment.

#### Targets

- 1. All 3-4 year olds will participate in, and have access to, good-quality, culturally appropriate early childhood learning services by 2020.
- 2. Increase the proportion of school-leavers who achieve at least NCEA Level 2 from 74 per cent in 2010 to 100 per cent by 2020, with all school-leavers having a career plan by 2020.
- 3. All young adults will complete a post-secondary qualification by 2030.



# 5

## I CAN GET AROUND AND GET CONNECTED

**This means:** We provide efficient, affordable, reliable and safe transport so that children and young people can get to the places, and use the services and facilities, they want to. We provide information that children and young people want, in the way they want.

### YOU SAID: PUTTING ME FIRST MEANS...

Having the trains actually come on time so I'm not late to school or other events, making me stressed.

16yrs, Female, NZ European, Henderson-Massey

Cycling tracks in parks.

16yrs, Male, European, Orākei

Allowing me to get around without a car – i.e. quality public transport. Giving us more public spaces to use that aren't malls or bus stops.

19yrs, Devonport-Takapuna

Better walkways through cities so I am able to independently walk safely through the city.

14yrs, Female, NZ, Albert-Eden

Public transport. There are so many opportunities provided to help me progress. The only problem is I cannot actually get to any of them due to ridiculous public transport.

18yrs, Rodney, Online



## HOW WE'RE LISTENING:

Getting around and getting connected are two big issues not just for the under 25s but for all of Auckland. Through the development of the Auckland Plan, Auckland Council has set priorities that will help to achieve this goal. Strategic direction 13 in the Auckland Plan commits us to creating better connections within Auckland and across New Zealand and the world.

We are committed to involving and engaging with the under 25s on transport, Wi-Fi and digital tools.

### Auckland-wide action areas

PUBLIC TRANSPORT

WALKWAYS AND CYCLEWAYS

Wi-Fi and  
ACCESS TO THE INTERNET

SAFETY

OUR SERVICES

ONLINE ONE-STOP SHOP

### Links with Auckland Plan Strategic Directives and Targets

#### Strategic Directives

- 12.1 Identify, protect and provide existing and future network utility infrastructure to ensure efficient provision of secure and resilient water supply, wastewater, storm water, energy and telecommunication services that will meet the needs of Auckland over time.
- 12.5 Protect and enable critical social infrastructure services to match the needs of Auckland's current and future populations.
- 12.8 Maintain and extend the public open space network, sporting facilities, swimming pools, walkways and trails, and recreational boating facilities in line with growth needs.

#### Targets

- 1. Achieve universal access to ultra-fast broadband to all Aucklanders by 2019.
- 2. Ensure that all Auckland children can access a primary school within 30 minutes and a secondary school within 45 minutes (recognising that the particular needs of rural and urban communities and groups with special needs differ), and that all schools have facilities suitable to meet the learning needs of their students.
- 3. Increase the proportion of people living within walking distance of frequent public transport stops from 14 per cent in 2011 to 32 per cent by 2040.
- 4. Increase the proportion of residents who feel a sense of community in their local neighbourhood from 61 per cent in 2012 to 90 per cent in 2040.
- 5. Increase the proportion of residents who are proud of the way their local area (or local centre) looks and feels from 64 per cent in 2010 to 90 per cent in 2040.



# 6

## AUCKLAND IS MY PLAYGROUND

**This means:** We provide a range of opportunities for sport, recreation, arts and culture, which are easy for children and young people to take up.

### YOU SAID: PUTTING ME FIRST MEANS...

Returning the pride parade? Act in a way that is youth-friendly, interactive in a way that doesn't scare us.

16yrs, Rodney

More things to do in my town, i.e. movies, shopping malls, games; this will keep me off the streets.

16 years, Female, Rodney

Creating a place to play soccer in town.

15yrs, Male, Brazilian, Waitematā

Bring a cousin to holiday programme; hākinakina [sports/games] Māori e.g. ki-o-rahi; active sports; kura [Māori-language immersion school] trips/ events during the week so Māori kura can attend, e.g. Matariki; celebrate being Māori.

Te Huringa Rumaki Reo, Rangatahi Tū Rangatira

It means that if there is a park for you to play in the city, council should ask children first before you change the place.

10yrs, Male, Chinese, Puketāpapa



## HOW WE'RE LISTENING:

We are committed to providing opportunities for increased recreational infrastructure as well as activities that act as a catalyst for physical and mental development and support the growth of happy, healthy children and young people.

Our actions will focus on mentoring opportunities, and spontaneous and informal activity. There is also an emphasis on the recognition of culture, especially te reo and ngā tikanga for rangatahi, in the daily lives of young people.

### Auckland-wide action areas

SPORT	CULTURE	FREE STUFF
RECREATION	ARTS	FACILITIES

### Links with Auckland Plan Strategic Directives and Targets

#### Strategic Directives

- 3.1 Encourage and support a range of community events and cultural festivals that reflects the diversity of cultures in Auckland.
- 3.2 Support people to retain and cultivate their languages and other forms of cultural expression.
- 3.3 Support artists and creative enterprises which contribute to Auckland's vibrancy, sense of community and its economy.
- 5.1 Encourage all Aucklanders, particularly children and young people, to participate in recreation and sport.
- 5.5 Support volunteers to contribute to the capability of the recreation and sport sector.

#### Targets

- 1. Increase the number of Aucklanders actively participating in the arts from 48 per cent in 2010 to 75 per cent by 2040.
- 2. Increase the number of residents who are conversant in more than one language from 25 per cent in 2006 to 50 per cent in 2040.
- 3. Increase the number of people employed in the creative sector from 26,900 in 2007 to 45,000 by 2040.
- 4. Increase the number of education facilities open for community-group use by 2040.
- 5. Increase the number of school-aged children participating in organised sport and informal physical activities by 2040.
- 6. Increase the number of hours that people volunteer in recreation and sport from 12 million hours to 14 million hours by 2040.



# 7 RANGATAHI TŪ RANGATIRA (ALL RANGATAHI WILL THRIVE)

**This means:** We acknowledge Te Aō Māori, and in doing so we are committed to supporting rangatahi to thrive! This goal weaves through and influences all the Children and Young People's Strategic Action Plan goals.

## TŌ KOUTOU WHAKAARO...

Being both physically and mentally fit.

19yrs, Female, Māori, Glen Eden

Me whakatika i te moana me te whenua.

15yrs, Female, Māori, Papatoetoe

Caring for my family and also to keep our environment clean.

8yrs, Female, Māori, Mt Roskill

Listening to what I have to say and giving me an input in decisions made for me. Loving the fact that I'm Māori and celebrating it with me.

19yrs, Female, Māori, Glendene

Ensuring that my family and family to come have equal opportunities. No one is left behind.

17yrs, Male, Māori, Howick, Rangatahi Tū Rangatira

Stopping people from being racist and thinking I'm dumb or aggressive just because I'm brown. Making people see that my people and culture is a good thing rather than trying to take it away from me or it being a disadvantage.

16yrs, Male, Samoan, Māori, Sandringham



## HOW WE'RE LISTENING:

Auckland Council is committed to working with rangatahi to bring this goal to life. We are working together to ensure that the needs, wants and aspirations of young Māori are recognised across the council whānau.

During the development of this goal it was highlighted that there is a need for rangatahi to have a clear voice in the process of developing the actions that will contribute to improving their prospects and to putting tamariki and rangatahi first. Therefore this goal, like all the others, will continue to grow and develop over time. Throughout the development of this goal there will be input and direction from young Māori to ensure we get it right.

Council is committed to promoting leadership in young Māori. Leadership will be developed with the support of kaumātua and tuākana/tēina.

### Auckland-wide action areas

CROSS-COUNCIL SUPPORT  
AND VIRTUAL TEAM

RANGATAHI LEADERSHIP

Working with Rangatahi and Tamariki  
TO DEVELOP ACTION

### Links with Auckland Plan Strategic Directives and Targets

#### Strategic Directives

Enable Māori aspirations through recognition of the Te Tiriti o Waitangi/the Treaty of Waitangi and customary rights.

Priority 5: Support sustainable development of Māori outcomes, leadership, community and partnerships.

#### Targets

1. Increase the number of major co-ordinated service delivery programmes between government and council that affect Māori (tamariki) aged between 0 and 5 by 2030.
2. Incorporate the values, culture and beliefs of the Māori people in all Auckland-related policies by 2020.
3. Increase targeted support to Māori community development projects by at least 15 projects by 2040.

# COMMUNICATING, CONNECTING AND EXPLAINING WHAT THE COUNCIL DOES

Feedback, discussion and consultation with children, young people and organisations across Auckland has proven that we don't always manage to connect successfully with under 25s about all the good things we do at the council. We also found out that sometimes when we do connect with under 25s it has not always been a positive experience for them. We need to communicate the good things happening at the council for children and young people, so we are committed to communicating in new ways.

## FEEDBACK: WHAT YOU TOLD US...

You need to be social media savvy.

Talk to youth in a way that makes us feel important, not talked down to. Having people in charge who are genuinely empathetic, rather than just pandering.

Bring talks to universities and provide food/drinks/perks so people want to get involved.

Having a voice is important, but being able to value that voice depends on how informed the person is.

Especially for youth, it is important as future peoples of Auckland to know about the issues Auckland is facing in the long term to be able to make a valuable/useful contribution.

Be more youth friendly! And this means adults right from the man at the reception to the main speaker at a particular event. Have had two negative run-ins with adults on two separate occasions which were crucial in my decision-making about governance, local government and national government! Still trying to find my place to vote and so I went along to a Young Nat get-together last year ... Be more friendly to youth and we'll turn up ... then we'll speak up.



## HOW WE'RE LISTENING:

Communication is key to a successful and rewarding relationship with under 25s. As well as having a goal that responds to giving under 25s a voice and contributing (Goal 1), we are also committed to the following actions for all of the goals in the action plan:

**Development of a one-stop shop website for children, young people and organisations.**

**Creating positive media stories so that we share with all of Auckland the great achievements of children and young people.**

**Being consistent about how we communicate and how we provide feedback to children and young people in a friendly and positive manner.**

**BY COMMITTING TO CREATING THESE NEW WAYS OF COMMUNICATING AND ENGAGING WITH UNDER 25S, COUNCIL IS PUTTING CHILDREN AND YOUNG PEOPLE FIRST.**

In particular, we are committed to more actively reaching out to children and young people who do not currently engage with the council and benefit from our services. These people could include children and young people with disabilities and special needs, our rainbow youth, young people not in education, training or employment (NEET) and those isolated in other ways and at risk.



# REPORTING ON HOW WE ARE

Measuring and monitoring I Am Auckland will be part of the annual Auckland Plan update.

I Am Auckland is also a mechanism for reporting on this action plan. This report is released every two years; it shows where we are at in Auckland and showcases some of the programmes and projects that are successfully improving the prospects of children and young people.



## Appendix 1 – Summary of Auckland Unleashed submissions

Auckland Unleashed (2011) was an Auckland-wide discussion document that informed the development of the Auckland Plan.

There were 437 submissions made in response to Auckland Unleashed that related to children and young people. Of those submissions, a large proportion mentioned children and young people as part of larger submissions on general issues. Feedback was supportive of the key priorities in the Auckland Unleashed document.

The majority of feedback was positive and in favour of putting children and young people first. Submitters suggested that Auckland Council must consider a diverse range of complex issues in order to help children and young people to reach their potential. Examples of these issues are:

- provision of sport and recreation through parks and open spaces, and its relationship to not only creating healthy lifestyles for children and their families but also reducing youth-related crime;
- the impacts of not being able to access affordable housing on the health and wellbeing of families and children, particularly in areas with poor outcomes; and
- recognising the impacts of harmful environments on children and young people, such as alcohol outlets, gambling venues and street prostitution.

This feedback suggests that when working with children and young people, it is important to include and provide for other population groups like older people, disabled people, migrant families and populations with traditionally poor health and social outcomes.

There was agreement that the priority of putting children and young people first needs to be interwoven throughout the Auckland Plan document in order to enhance this priority and influence, guide and impact on all areas of council activities. Submitters felt that if council did not ensure that this priority was linked to all parts of the plan, then it would lessen the impact of putting children and young people first and ultimately prevent Auckland from becoming the world's most liveable city.

A small proportion of the feedback was negative, and it was clear that these submitters felt that central government should be facilitating this area of work rather than local government. This was countered by the large number of submissions in favour of Auckland Council leading this area of work.

Submissions received suggested that in order to put children and young people first and provide opportunities for every child to reach his or her potential, there must be the following tools in place:

### 1. Child impact assessment<sup>1</sup>

Submissions approved of the proposal in Auckland Unleashed to utilise child impact assessment as a tool for ensuring that children and young people are kept as a top priority:

"The priority given children and young people in section 5 of the Auckland Unleashed is excellent. I am particularly pleased to see proposals to build children's interests and perspectives into council business through child youth impact reports" (Office of the Children's Commissioner; submission #202).

<sup>1</sup> See also child's rights impact assessment [www.unicef.org/csr/88.htm](http://www.unicef.org/csr/88.htm)

“The Commission also welcomes the proposal for child impact reporting for all council projects and programmes as a means of better ensuring that children and young people are adequately considered and provided for” (Human Rights Commission; submission #1716).

## **2. Advocacy within council**

A large number of youth sector submissions suggested senior executive appointments across council to co-ordinate the child and youth objectives and projects:

“In endorsing this priority, we would suggest that the council appoints its own internal advocate for children and young people, who would not only devise specific policies for this purpose, but also consider how other council policies impact on these particular groups” (Massey University; submission #1189).

## **3. Rights-based frameworks**

A number of submitters cited the Child Friendly Cities initiative and the United Nations’ Rights of the Child as potential frameworks and tools for council to use in developing their priorities for children and young people. It was also noted through the feedback that council was already on track with recognising the rights of children and young people through the priority of putting them first. A large proportion of submitters applauded council’s focus in this area.

## **4. Civic participation**

A large number of submissions detailed the importance of children and young people having a voice and being ‘Citizens Now’. This was echoed in a youth sector expert’s workshop.

“Achieving this requires a change in the way children and young people are viewed and understood. It means raising the status and profile of children in society and keeping pace with the changes in children and young people’s lives. If Auckland Council is to design good policies and services for children and young people and help them to reach their potential, they need to listen to their concerns, and make changes to meet their needs” (Mental Health Foundation, Youthline Charitable Trust, Youthworx and YWCA Auckland; submission #1209).

Submissions received from children and young people on the Auckland Unleashed document were minimal.

## Appendix 2 – Children and young people’s engagement

Engagement with children and young people was limited to a two-week timeframe between 13 and 27 June 2011. The intention was to connect with as many children and young people as possible during this period, in their environments and using their language. A project plan was developed that took consideration of the Code of Ethics for Youth Work in Aotearoa New Zealand.

### **Engagement was approached by focusing on:**

- targeted schools and existing council networks and relationships;
- marginalised youth; and
- rangatahi (Māori young people).

Auckland Council wanted to connect with young people in their own environments. We did this through getting out into the community and meeting young people in spaces they like to hang out in and in which they feel comfortable and safe. This was an innovative approach, as normally we would try to connect through summit-style settings, council meetings or youth organisations. Going to children and young people on their terms in their environments was a change in the behaviour and approach of council.

The intention throughout the project was to use language as a connector. Council wanted to explore how using young people’s language – whether that was slang, inclusive words or te reo Māori – would help us to connect and better understand and trust each other. By using this approach, council staff were able to connect with more young people and go into environments where they had previously had limited contact.

### **Questions**

Three questions were asked of children and young people. All communications going out to children and young people used the same three questions, which enabled council staff to gather as many voices of children and young people as possible utilising postcards, workshops, an online survey and Facebook.

#### **Question 1: Putting me first means...?**

This question was asked so as to understand the personal views of children and young people on what it means to ‘put them first’. The question was also intended to elicit information around aspirational values that they felt were a part of being put first.

#### **Question 2: Actions that will help me be the best I can be are...?**

This question aimed to encourage children and young people to share what they thought would help them to be the best they could be, and was a first step in children and young people leading or being part of the development of projects, plans and policies that have direct impacts on them.

#### **Question 3: The best thing about Auckland is...?**

Council wanted to understand what children and young people like about Auckland, and what locations, activities and events work well. The intention was to encourage asset-based thinking rather than deficit-based thinking.

## Appendix 3 – Overview of how this fits with other council work

### Thriving Communities Action Policy

As the Thriving Communities action plan is a 'sister' plan to this document, the principles developed there are also used in this action plan. Those principles are:

- diversity, inclusion and equity
- high trust
- relationship-focused
- community sustainability
- empowerment and community self-determination
- local strengths
- aumangea – he kaunihera aumangea, ngā hapori aumangea.

The purpose of these principles is to provide a lens and to guide decision-making and delivery of council services.

As children and young people are at the heart of the work we do at council, it is recognised that action will be created through policy, plans and programmes from across the council family.

### The Southern Initiative

The Southern Initiative is one of two big place-based initiatives of the Auckland Plan. It covers the four local board areas of Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Manurewa and Papakura. The purpose of the Southern Initiative is to plan and deliver a long-term programme of co-ordinated investment and actions to bring about transformational economic, social and physical change. The Southern Initiative is an opportunity to improve the quality of life and wellbeing of local residents, dramatically reduce growing disparities and increase business investment and employment opportunities, for the benefit of all of Auckland and New Zealand. The priorities for the first five years focus on:

- children's early years and family attachment;
- pathways and transitions of young people into work training and further study;
- local economic development and jobs for young people;
- housing; and
- delivering an outstanding international gateway and destination in the Southern Initiative area.

### Housing Action Plan

The Housing Action Plan lays out what council can do to improve access to secure, good-quality and affordable housing for all Aucklanders. This is because housing has become so expensive that some families have to 'trade off' paying the rent or mortgage or heating their home, buying nutritious food or paying to go the doctor. Also, some families in private rentals have to move frequently and so children and young people miss out on living in a stable community, which affects their education. Council is looking at all the ways it can reduce the cost of housing and help make sure that more houses are being built. It is also working with some landlords to see how we can improve the quality of housing so that it is warmer and drier and children and young people do not become sick from living in cold, damp houses.

Council is also looking at how it can help develop mixed-income communities, and might require new developments in to include a percentage of affordable housing. Mixed communities can help lessen social, economic and health inequalities. They can also enable some families to progress from renting into home ownership or to benefit from long-term, secure rentals, which may not have been possible for them before.

### **Youth Connections**

Auckland currently has around 34,000 young people who are not involved in education, employment or training. It is vital that we address this issue for the future of Auckland's young people and for the successful social and economic development of the Auckland region.

The vision of Youth Connections is to have all young people either working and earning, or learning and training. Our goal is to ensure that every young person has a plan and a direction to help them reach their potential.

Our Youth Connectors work with local businesses, youth services and schools to create connections between young people and employers. We provide leadership and solutions to local issues and encourage the business community to take a leading role for the future of their workforce.

Youth Connections is an initiative championed by Mayor Len Brown and Deputy Mayor Penny Hulse, and is supported by Auckland Council, the Tindall Foundation, the Mayors Taskforce for Jobs, the Hugh Green Foundation and the Auckland Airport Community Trust.

The project complements the work of central government departments such as the Ministry of Social Development and the Ministry of Education.

### **Policy and bylaws**

There are numerous policies and bylaws that help us to put children and young people first. During our discussions with children and young people, alcohol and smoking were hot topics. Since these discussions, Auckland Council has made a commitment to developing specific policies and plans for smoking and alcohol.

### **Smoke-free Policy**

The purpose of the Smoke-free Policy is to action Auckland Council's commitment to work with others towards making Auckland smoke-free by 2025. The specific objectives of the policy that relate to children and young people are to:

- improve the health and wellbeing of Auckland's communities by reducing the prevalence of smoking and de-normalising smoking behaviour
- focus on those most in need, as indicated by smoking prevalence and health statistics, and as outlined in the Auckland Plan.

### **The principles that underpin the policy are as follows:**

- The wellbeing of children and young people is a central consideration for the policy.
- The policy should encourage behavioural change in a manner that is acceptable to and supported by Auckland's communities.
- The policy should focus on promoting a positive smoke-free message, especially to children and young people.

### **Local Alcohol Policy**

Now that the new Sale and Supply of Alcohol Act 2012 has been passed by government, Auckland Council will be developing a Local Alcohol Policy. This plan will regulate the sale, supply and consumption of alcohol in Auckland by controlling the number, location and operating hours of licensed premises.

In developing the Local Alcohol Policy, council did research to find out the issues for children and young people.

#### **Some of the main issues raised by children and young people were:**

- Concerns about the proliferation of off-licensed premises in certain areas.
- Concerns about licensed premises being located close to schools and childcare centres.
- The exposure of children to alcohol advertising.
- Pre-loading and side-loading (topping up) issues.

#### **Other issues from the research were:**

- Excessive consumption of alcohol is often associated with family violence and child abuse.
- The most common age for breaches of liquor bans was between 18 and 20 years old.
- Those aged under 25 had the most alcohol-related visits to emergency departments across Auckland.

Auckland Council will be asking the Youth Advisory Panel and all children and young people for their feedback on the draft Local Alcohol Policy.

### **Arts and Culture Strategic Action Plan**

Auckland Council is working with government and other partners to develop an Arts and Culture Strategic Action Plan (ACSAP) to deliver on the statement in the Auckland Plan that "Auckland expects that our arts and culture will thrive, unite, delight, challenge and entertain, and also drive wealth and prosperity for individuals and for Auckland". The ACSAP is particularly important for children and young people who need opportunities to create art, express their individual and cultural identity through arts, have access to a wide range of cultural events and be supported in developing their talents and building a creative career, e.g. as an artist, performer, designer or arts administrator.









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