



NEW ZEALAND
RED CROSS
RIPEKA WHERE AOTEAROA

YOUTH ENGAGEMENT STRATEGY

2020-2030

Our Fundamental Principles

HUMANITY

Te Ngākau Atawhai

IMPARTIALITY

Te Tōkeketanga

NEUTRALITY

Te Whakaraupapa

INDEPENDENCE

Te Tū Motuhake

VOLUNTARY SERVICE

He Ratonga Tūao

UNITY

Te Kotahitanga

UNIVERSALITY

O te Ao



What we stand for

TĀ MĀTOU E WHAKAPONO NEI

Our mission is to improve the lives of vulnerable people by mobilising the power of humanity and enhancing community resilience. The Red Cross Fundamental Principles guide all we do, whether we're helping people in Aotearoa New Zealand communities or providing urgent relief in an international disaster.

Rangatahi in the context of this document describes young people. In the global Red Cross Red Crescent Movement, a young person is anyone under the age of 30 years old.

Our vision for Youth Engagement

TE PAE TAWHITI MŌ TE TUITUI RANGATAHI

New Zealand Red Cross partners with young humanitarians from diverse backgrounds as a key voice in inclusion and equity to increase our humanitarian impact. Rangatahi are heard and their hopes and ideas are part of shaping their future and that of New Zealand Red Cross. Rangatahi have deep connections, strong community and wide networks supporting them as humanitarian leaders.

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MESSAGE FROM THE NATIONAL YOUTH REPRESENTATIVE, SARITA ALDRED:

WHY THIS STRATEGY IS IMPORTANT



We are at a point in history where we are seeing effects of global issues like the humanitarian impacts of climate change, increasing inequality, growing global unrest and decreasing connection and collective well-being. Rangatahi are the future leaders who will be navigating these issues. We see rangatahi are already interested in, and passionate about both local and global issues. It is now our opportunity to capture this passion and commitment and expand our organisational capacity alongside rangatahi.

Many rangatahi are committed to making the world that they have inherited a better place. From our research they are motivated to act on the issues that New Zealand Red Cross plays a key role in such as International Humanitarian Law, the humanitarian impacts of climate change, human rights and social inclusion. They see these issues affecting themselves, their peers, communities and humanity, and they want to create lasting change.

As a humanitarian organisation, to work in the most impactful and sustainable way we need to create a national approach for engaging with rangatahi, in order to develop meaningful ways to empower their passion and influence.

This Youth Engagement Strategy builds on the vision of New Zealand Red Cross' Strategy 2030 and the International Federation of Red Cross (IFRC) Strategy's goals for engaging

with rangatahi. It will significantly contribute to the future-proofing of our organisation, leading the way in developing a responsive and adaptive approach for inclusive volunteering, humanitarian advocacy and partnering with the power of rangatahi to create the biggest impact.

Partnering with rangatahi in our work has mutual benefit. As we grow our organisational capacity to have an impact in this way, rangatahi will gain a sense of contributing something of value, connectedness, belief they can shape their future, and feeling positive about their identity. As we intentionally engage rangatahi around their hopes and aspirations, it will extend the reach of our work, our mission and our values as part of the world's largest humanitarian Movement.



“Being a humanitarian is to be an advocate, ally, and action-taker for the protection of vulnerable persons; to promote the importance of removing discrimination, segregation, and exploitation; and to actively live in an inclusive and socially aware way.”

YOUTH SURVEY
PARTICIPANT



The experience of the founder of the Red Cross Red Crescent Movement, Henri Dunant, was similar to the way young people today respond to humanitarian issues. At age 18 he joined the Geneva Society for Alms Giving, which was the start of his journey as a humanitarian leader. In the following year, together with friends, he founded an initiative helping the poor, and spent much of his free time engaged in prison visits and social work. At age 24, he co-founded the Geneva chapter of the YMCA. At age 35, the Red Cross idea was born as he influenced and organised local people to provide neutral humanitarian assistance, and worked with governments to change international law.

What is key to Henri's story is that his journey with humanitarian ideas started young, developed into humanitarian action at age 18, grew to leadership at age 24 and at age 35 he became the visionary of the Red Cross Movement and then went on to be the first recipient of the Nobel Peace prize.

Rangatahi at the heart of major social movements: their unique power to influence change

Rangatahi are often at the centre of major humanitarian movements, taking local action on humanitarian issues. For example, making personal changes to live more sustainably in response to global climate change – switching to reusable coffee cups and water bottles, avoiding spending money on unnecessary items, and reducing household waste. Through online platforms, Rangatahi are furthering their own education and championing things that matter to them, including the humanitarian impacts of climate change, disaster preparedness, wellbeing and resilience.

Rangatahi around the world, including in Aotearoa New Zealand, have shown throughout history that they are willing to contribute to discussions on matters that have a profound humanitarian impact. Examples of this include the Ngā Tamatoa group of rangatahi urging for the teaching of Māori language and culture in schools in 1961, the anti-nuclear era of the 1980s, and the Strike for Climate Change in 2019. The Fundamental Principles of the Red Cross Red Crescent Movement (the Movement) provide a way for New Zealand Red Cross to focus on the humanitarian impacts of issues that are important to rangatahi.

Humanitarian leadership and action is at the heart of our Movement

As a humanitarian movement, people are our greatest strength. Right from our Movement's birth, it has been about local people responding to challenges and giving support and hope to their communities. Our history shows the powerful impact volunteers make when they use their skills, ideas and resources to support the most vulnerable. With voluntary service at the heart of who we are, we have so much both to offer and to gain by engaging rangatahi. This engagement will bring our Movement into the future so we can continue to build inclusive and resilient communities.

Rangatahi represent more than half of the 17 million volunteers in the Movement. Throughout the history of our work and across the Movement, we've seen excellent examples of youth leadership and engagement. We know that rangatahi are passionate and motivated humanitarian leaders.



“Young people of today are the adults of tomorrow. Red Cross needs to focus on youth engagement as we are increasingly faced with worldwide issues that will continue to affect all future generations if we do not change our perspectives and actions NOW. Young people will grow up and pass down their knowledge for the benefit of younger generations.”

YOUTH SURVEY PARTICIPANT

Building on our past to create a strong future

Through research four themes emerged as motivation for young people to join the Movement in the past, and they continue to inspire youth participation we see today. We have adopted them as the four outcomes this Youth Engagement Strategy aims to achieve. They are:



Resilience | Ko te hua tuatahi – Te Manawaroa
– We help build personal and community resilience.



Inclusion | Ko te hua tuarua – Te Whakapiripiri
– We partner with all young people, particularly those who are vulnerable and excluded from access, support and opportunity.



Voice and Hope | Ko te hua tuatoru – Ko te Reo Whakaputa me te Tūmanako
– Our organisation represents hope because of our humanitarian activities.



Impact | Ko te hua tuawhā – Te Whakaawetanga
– We mobilise the power of humanity to create positive local and global impact.

These outcomes are fundamental to New Zealand Red Cross' future success in expanding our engagement and partnering with rangatahi.

“We will continue to embrace change and, honouring our history, always look forward.”

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OUR WAYS OF WORKING:

TE KAWA O TE MAHI

- ▶ We create mutually beneficial leadership pathways for rangatahi.
- ▶ We stand for inclusiveness, equity and diversity.
- ▶ We are committed to thriving partnerships.
- ▶ We always work sustainably.
- ▶ We have a unique and valuable voice in humanitarian advocacy.
- ▶ We embrace Te Tiriti o Waitangi principles of partnership, participation and protection.
- ▶ We are innovative, agile and courageous.

Our Youth Engagement Model

A roadmap to engaging with rangatahi in our humanitarian activities

The model on page 11, shows the reasons why rangatahi may choose to join our humanitarian activities and the experiences we aim for them to have with us. Our unique offering as an organisation sits at the centre, guiding our engagement with rangatahi.

As rangatahi interact with New Zealand Red Cross, we want to create opportunities for them to grow in their work with us rather than have just one-off, isolated experiences. This model maps out their journey as they gain experience, skills and tools, and have opportunities to lead our work in the wider youth community and beyond.

The model identifies four key stages in a young person's life: curiosity, action, leadership and vision. These stages also describe the steps anyone takes when engaging with a movement or an organisation.

All experiences and activities will align with the New Zealand Red Cross Strategy 2030 focus areas of Disaster Risk Management, Migration Programmes, International Programmes and our foundations and enablers, such as International Humanitarian Law.

“New Zealand Red Cross needs to enhance the mana of young people so that they have the confidence and knowledge to tackle the bigger stuff such as climate change and humanitarian work (internationally and locally).”

YOUTH SURVEY PARTICIPANT



FOUNDATIONS

FUNDAMENTAL PRINCIPLES:

- Humanity
Te Ngākau Atawhai
- Impartiality
Te Tōkeketanga
- Neutrality
Te Whakaraupapa
- Independence
Te Tū Motuhake
- Voluntary Service
He Ratonga Tūao
- Unity
Te Kotahitanga
- Universality
O te Ao

KEY THEMES:

- Resilience
- Inclusion
- Voice and Hope
- Impact

THE WAY WE WORK:

- Mutually beneficial leadership
- Inclusiveness, equity and diversity
- Thriving partnerships
- Sustainable practices
- Humanitarian advocacy
- We embrace Te Tiriti o Waitangi principles
- Innovative, agile and courageous

What do we mean by rangatahi?

Rangatahi in the Movement are defined to be 0-30 years of age. Within this 30-year lifespan, there are key developmental and social milestones of engagement with humanitarian issues:

Between the ages of **5–10 years**, rangatahi are curious about the world, yet much of the world is shaped through their close connections to their family.

For ages **11–15 years**, there is a shift where rangatahi start to question the world around them and begin to engage with what matters to them. At this stage, key community influences like school and older people they look up to play an increasing role in shaping their interests.

Rangatahi aged **16–25 years** form their own independent set of values and aspirations. Their peers play the greatest role as influencers and collectively come up with fresh ideas and thinking. People in this age group are notably and typically key influencers or first adopters of new trends and are shown to have a major impact on the humanitarian issues society focuses on.

From ages **25–30 years**, we see this role continue and for a few key players, they start to stand out as leaders and visionaries who will develop current and future trends.

New Zealand Red Cross sees an opportunity to primarily focus youth engagement with rangatahi aged between 16-25 years old.

We believe that the influence these rangatahi can have on humanitarian issues and emerging trends aligned to New Zealand Red Cross' areas of focus will make the biggest mutual impact. We will intentionally equip them to facilitate engagement with younger age groups in Aotearoa New Zealand, supported by tools and resources we develop together.

THIS MODEL OUTLINES EACH STAGE AND THE POTENTIAL OPPORTUNITIES FOR OUR HUMANITARIAN ACTIVITIES.

CURIOSITY

5–10 years old

Curious about the world.

KEY INFLUENCES:
Family and relatives.

OPPORTUNITIES IN OUR WORK:
Engage through families to educate & develop understanding through simple tools and resources.



ACTION

11–15 years old

Starting to question and to take action.

KEY INFLUENCES:
Community and peers.

OPPORTUNITIES IN OUR WORK:
Easy and fun engagement, participation and fundraising opportunities.



LEADERSHIP

16–25 years old

First adopters and key influencers.

KEY INFLUENCES:
Peers and role models.

OPPORTUNITIES IN OUR WORK:
Humanitarian leadership so they can lead our work among the wider community.



VISION

25–30 years old

Visionaries, developers.

KEY INFLUENCES:
Self and wider society.

OPPORTUNITIES IN OUR WORK:
Engage with key visionaries that are highly skilled and knowledgeable to develop new ideas and opportunities.



Inclusive Youth Engagement

To ensure an inclusive Youth Engagement Model we aim to include all rangatahi who want to engage with us.

1 – Engaging with rangatahi Māori

As we plan to engage rangatahi in New Zealand Red Cross work for the next decade, we need to develop our skills and understanding to include rangatahi Māori. We must understand that Māori youth development exists amidst the wider paradigm of Māori development, and differs substantially from western/Pākehā youth engagement and development.

To effectively empower Māori youth development and engagement, these key elements are imperative ¹:

- An emphasis on whānau and community-centered initiatives.
- Greater access to information.
- Resources catered to local needs.
- Better incorporation of Te Reo Māori when engaging with rangatahi.

When we look at initiatives to build community and individual resilience, we must remember that indigenous peoples tend to be resilient and have centuries-long relationships with the land and

with resources. To effectively engage indigenous communities and rangatahi, we must be aware of and recognise their own existing knowledge and skills in resilience.

Youth resilience in a contemporary indigenous context involves the development of social and cultural connectedness within a supportive network of kinship relationships and enduring cultural traditions and practices². So, we must:

- Look at what we wish to engage with rangatahi Māori on.
- Co-create those experiences with rangatahi Māori, rather than pulling them out of their cultural context and wider community.

2 – Rangatahi from diverse backgrounds

We will focus on inclusive partnerships with rangatahi from diverse backgrounds like Pasifika, care-experienced, Rainbow, young people with disabilities and other communities, which will bring fresh ideas and new ways of doing things to the organisation. Working with rangatahi in rural areas, supporting grassroots organisations and awareness-raising will support groups of rangatahi who typically have fewer opportunities.

1. Keelan, 2015

2. Rasmus et al., 2014



“New Zealand Red Cross recognises that engagement with Māori is essential to our work. New Zealand Red Cross is committed to using Te Tiriti o Waitangi to guide our relationship with Māori as tangata whenua and Treaty partners. We will embrace the Treaty principles of partnership, participation and protection.”

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What this means for our organisation in the next 10 years

As we move into the next decade of humanitarian activities, we will continue to invite rangatahi to be in leadership at all levels of our work. This will bring vibrancy to our organisation and ensure our longevity and sustainability.

To ensure the success of the vision of youth engagement for the next 10 years, we need to become an organisation that is open to new ideas and ways of working, and willing to provide opportunities for rangatahi to lead in our work.

We need to explore new and innovative volunteering trends and continue to evolve our structures and practices.

Digitalisation of what we do and how we do it must continue. For example, this could include taking our Red Cross activities online, using online community forums and developing online toolkits.

We need to build an organisational structure and culture that is quick to adapt and willing to move at a fast pace to keep up with the speed rangatahi move at. This includes considering how quickly we make decisions while also proactively including rangatahi in this process.

We must use our national and global connections. We need to continue to grow our role as a key player in our global network across the Movement.

“We will need to build cultures and spaces that are designed by and driven by young people. A reduced bureaucracy will feature as a key component, approaches that are flatter and more direct and that enable quicker pathways to action and impact.”

IFRC STRATEGY 2030

“A constantly changing world calls on us to change the way we act, ensuring we make the best possible impact.”

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The outcomes we seek to achieve through engagement with rangatahi

OUTCOME

1

RESILIENCE

KO TE HUA TUATAHI – TE MANAWAROA

Aotearoa New Zealand's rangatahi are resilient. They have deep connections, strong community and wide networks. They are effectively partnered with to prepare for, cope with and recover from disasters and stressful events.

How we will know we have succeeded

- ▶ Rangatahi are reporting increased levels of personal and community resilience, as a result of engaging with New Zealand Red Cross.
- ▶ We support vulnerable rangatahi to reduce risks and prepare for disasters and other stressful events.
- ▶ We have built a strong network with relevant youth and community sector partners that support rangatahi to be resilient.
- ▶ Rangatahi have ready access to our psychosocial resources, training and toolkits and use them proactively to build personal readiness and resilience.

OUTCOME

2

INCLUSION

KO TE HUA TUARUA – TE WHAKAPIRIPIRI

Aotearoa New Zealand’s rangatahi, including those from diverse backgrounds and lived experiences, are leaders, collaborators and participants in our humanitarian activities, standing for inclusion in all forms.

How we will know we have succeeded

- ▶ We see diverse rangatahi participating in and leading our work.
- ▶ Rangatahi are reporting a decrease of isolation and discrimination as a result of our efforts in their communities.
- ▶ New Zealand Red Cross is known as an organisation that prioritises inclusion and accessibility for rangatahi in its humanitarian activities.
- ▶ We have developed a best practice model of diverse and inclusive operations, and youth and community sector partners seek out our expertise and advice.

“We will create opportunities for young people to contribute in ways that are meaningful and relevant to them and develop programmes that attract, engage and grow young humanitarians. As we reimagine volunteering, we will engage with young people and be informed and led by how they want to contribute.”

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OUTCOME

3

VOICE AND HOPE

KO TE HUA TUATORU – KO TE REO WHAKAPUTA ME TE TŪMANAKO

Aotearoa New Zealand's rangatahi are heard, their ideas matter and they feel a sense of hope for the future. We facilitate great experiences as we partner with rangatahi to maximise their skills, time and talents.

How we will know we have succeeded

- ▶ New Zealand Red Cross embraces Te Tiriti o Waitangi principles of partnership, participation and protection.
- ▶ Rangatahi Māori feel their hopes and aspirations are heard and matter.
- ▶ Rangatahi report increased hope for their future through partnering with us.
- ▶ We have successful leadership pathways for rangatahi in our work.
- ▶ Red Cross people are equipped and trained and look for opportunities to engage rangatahi.

OUTCOME

4

IMPACT

KO TE HUA TUAWHĀ – TE WHAKAAWETANGA

Aotearoa New Zealand’s rangatahi understand and respond to local and global humanitarian issues. They are humanitarian leaders taking action to create positive impacts in their local communities while connected to the Movement.

How we will know we have succeeded

A significant number of rangatahi are involved with New Zealand Red Cross (at least 30% of our volunteers are rangatahi).

- ▶ We offer meaningful and informative programmes for rangatahi that develop their understanding and capacity to respond to local and global humanitarian issues.
- ▶ We have optimised all our work through engaging and co-creating with rangatahi on local and global humanitarian issues.
- ▶ We have clear and effective ways of working with other national societies to mutually enhance the work of the Movement with rangatahi.

“With continuing geo-political instability and conflict, our role of influencing on behalf of vulnerable people in relation to issues like the impact of climate change, population displacement and nuclear proliferation will be even more important. This will complement the work we do to respond to humanitarian crises.”

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What we can offer rangatahi

Through our extensive consultation with rangatahi and the wider youth sector, we have identified opportunities for rangatahi to participate in our three strategic areas of New Zealand Red Cross Strategy 2030 and International Humanitarian Law/legal frameworks.





DISASTER RISK MANAGEMENT

NGĀ TIKANGA WHAKAHAUMARU

We will see an increase of personal resilience through disaster readiness and psychosocial support activities specifically for rangatahi.

1. We will partner with rangatahi to apply the Disaster Risk Management kaupapa of Connect, Care, Prepare through a range of youth-focused initiatives. Examples could include exploring disaster readiness toolkits for youth-focused diverse communities, the humanitarian impacts of climate change, Psychological First Aid focusing on youth eco-anxiety.
2. We will build on the resilience of rangatahi Māori to develop a greater sense of disaster readiness through working with Tangata Whenua to develop specific training and tools.



INTERNATIONAL PROGRAMMES

NGĀ KAUPAPA HURI I TE AO

We will work with other national societies, particularly our Pacific neighbours, to share learning about how to engage with rangatahi and to take joint action on key regional issues.

1. Young leaders across the Movement partner with us to tell their story of hope.
2. We will find ways to include rangatahi in the delegates programme to grow and expand their leadership and the positive impacts of our work. We'll offer mentoring and training specific for rangatahi.



INTERNATIONAL HUMANITARIAN LAW & LEGAL FRAMEWORKS

TE POU TARĀWAHO TURE TANGATA HURI I TE AO

We will support the understanding of major global humanitarian issues to increase opportunities for action among rangatahi. We will explore with rangatahi how they can use their time and talent to address issues of mutual interest such as International Humanitarian Law, the humanitarian impacts of climate change, nuclear proliferation and social inclusion.

1. We will look for opportunities for rangatahi to build their knowledge and skills in International Humanitarian Law, other legal frameworks, and how to take humanitarian action. We'll do this through events, social media and wider engagement and education activities.
2. We will co-design creative solutions for humanitarian advocacy to enable and maximise meaningful impact on humanitarian issues that rangatahi are passionate about.



MIGRATION PROGRAMMES

NGĀ HŌTAKA HEKENGA Ā-TANGATA

We will facilitate rangatahi engagement in informative experiences that champion an inclusive, equitable society that works for everyone. Examples are multi-faith and multi-ethnic opportunities to promote unity and social inclusion.

1. We will partner with the wider youth and community sectors and funders to provide tools, knowledge and opportunities so former refugee rangatahi can become resilient young humanitarians in our Movement and in the wider community on issues that matter to them.
2. Young migrants, particularly International students and those from vulnerable groups, will be supported to have opportunities to participate in our humanitarian activities.
3. We will champion former refugee young people as experts in settlement so they can use their skills and experience to support newly arrived young people.

Our Enablers:

NGĀ HUARAHI TAUTOKO

Building strong foundations to enable our vision and generate resources for opportunities to work with rangatahi

We can only realise our vision for engaging rangatahi if we generate income and provide the right tools, systems and processes to achieve our goals. We will develop long-term partnerships with funders and supporters to share the vision and develop our programmes. This will ensure that we achieve our youth engagement goals in sustainable and inclusive ways.

Partnerships

We will work with our global partners in the Movement, particularly our Pacific partners such as the Pacific Youth Network.

We will seek opportunities to partner with other youth organisations, avoiding duplication and collaborating for positive outcomes for rangatahi and greater humanitarian impact in the community.

To significantly increase awareness, we will share with the youth sector and other community groups our collective knowledge and skills in Disaster Risk Management, Migration Programmes and International Programmes. Together we will provide opportunities for rangatahi to learn more about these humanitarian priorities.

We will make critical connections with Māori organisations and whānau to engage with rangatahi Māori to support their hopes and aspirations.

We will focus on inclusive partnerships with rangatahi from diverse backgrounds like Pasifika, care-experienced, Rainbow, young people with disabilities and other communities.

“We will strengthen our support services to enable our work, developing new and more effective ways of working together and generating resources.”

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Fundraising and social enterprise activities

We will engage rangatahi in innovative ways to lead or contribute to our national campaigns and fundraisers. This will support the future success of the organisation and provide an avenue for active engagement.

We will explore ways to develop our social enterprise activities to achieve the dual purpose of offering our expertise to rangatahi and the youth sector, while also helping ensure financial sustainability.

We will find ways for rangatahi to invest their time, effort and expertise in reimagining our Retail shops for a younger audience of volunteers and customers.

Leadership opportunities

We will offer internships and other leadership roles that are mutually beneficial for New Zealand Red Cross and rangatahi, where they contribute their time and talents to humanitarian outcomes of shared concern. This will help us to grow our organisational capacity and deliver our key youth-focused activities.

Intergenerational partnership and mentorship will create connectedness between all ages and support sharing knowledge and building the skills of all our volunteers.

We will optimise all we do by welcoming participation, new ideas and leadership of rangatahi.

Our toolkit

We will use a youth engagement toolkit to support Red Cross people and other organisations to engage rangatahi in new opportunities at a local level. This will support consistency, alignment with Strategy 2030 and best practice in all our humanitarian activities.

We will continue to develop a strong digital presence to achieve national widespread awareness of what we do. We will seek to intentionally involve rangatahi in the digitalisation of our work.

We will undertake ongoing youth engagement audits across our activities which will enable us to take every opportunity to engage rangatahi and encourage their support in achieving our vision.

Telling the story

Through our work, we aim to address the human impact of issues that rangatahi are passionate about, focusing on addressing them as humanitarian issues. Humanitarian advocacy and partnering will extend our reach and help to achieve our Strategy 2030 goals. For example, we may choose to promote increased focus in the school curriculum on themes such as International Humanitarian Law, disaster preparedness, first aid, Psychological First Aid or mental resilience.

We will use storytelling to inspire rangatahi and partners to work with us and to grow awareness of the Movement. New Zealand Red Cross will be known for promoting resilience, social inclusion, disaster readiness and humanitarian advocacy among rangatahi and their communities.

THE FUTURE OF YOUTH ENGAGEMENT AT NEW ZEALAND RED CROSS



In summary, this Youth Engagement Strategy aims to develop innovative approaches and actions that will create a new way of engaging with rangatahi

Beyond Tokenism

Young people seen as a resource to outwork the organisation's objectives

Towards Partnership

Young people co-designing creative solutions for meaningful impact

Beyond Assuming

Designing programmes for young people, rather than with young people

Towards Listening

Asking and actively listening to young people's ideas and hopes

Beyond Reacting

Reacting in an ad-hoc manner to obtain youth involvement

Towards Planning

Being intentional, having a plan and setting aspirational goals

Beyond Disconnect

Trying to fit young people into an outdated engagement model

Towards Innovation

Learning from one another as a connected inter-generational diverse community



**AND
ULTIMATELY
ACHIEVING**

An inclusive organisation working in partnership, where young people are strong humanitarians and leaders acting as catalysts for building resilient communities.





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