

## Minutes of the meeting of Wednesday 24 February 2021

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<b>Time</b>	4:00 pm – 5:35 pm
<b>Venue</b>	Ngake – Room 16.09, Tahiwī, 113 The Terrace, Wellington

### Members present

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<b>Chair</b>	Ella Flavell
<b>Members</b>	Anastasia Reid, Bethany Kaye-Blake, Brad Olsen, Ella Flavell (Chair), Grace Day, Jackson Lacy, John Sibanda, Laura Jackson (Deputy Chair), Neesha Dixon, Raihaan Dalwai, Shelly Liang, Tim Rutherford, Tony Huang, Watene Campbell
<b>Liaison Councillors</b>	Cr Tamatha Paul, Cr Jill Day
<b>Staff</b>	Meredith Blackler (Chief People & Culture Officer), Sean Johnson (Democracy Advisor)

### Minutes

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#### 1. Meeting Procedures 4:00 pm

1.1. The meeting opened at 4:00 pm. Apologies were received from the following members:

- Cr Paul, Cr Day, Meredith Blackler – for lateness;
- Anastasia, Raihaan, Shelly – for absence.

No concerns were raised with the minutes of the previous meeting.

1.2. No conflicts of interest were declared.

1.3. Youth Council members shared what was on top for them this week.

1.4. Sean announced that officers will be implementing the changes recommended by the advisory groups review over the next six months.

Sean announced that the Youth Council leadership election would be held at the next meeting and that members should consider whether they want to run for a position.

#### 2. Discussion 4:11 pm

2.1. Children and Young People Strategy, *presented by Kate Hodgetts*

Kate presented on the draft Children and Young People Strategy. She shared the 'focus area' and 'our approach' to each of the key areas under the strategy. The Strategy and Policy Committee is scheduled to consider the draft strategy on 25 March, before it goes out to consultation alongside the LTP. The final strategy is due to be approved by 30 June.

In small groups, members were asked to rank the top three actions under each focus area. A summary of this feedback will be circulated separately. The groups were then asked to consider whether a descriptive vision or a youth voice vision should be included

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in the strategy. Youth Councillors preferred the youth voice vision, however they noted that there were aspects of the descriptive vision which they liked.

### 2.2. Measles vaccination campaign / Engagement channels and opportunities, *presented by Dorianne Page (Evolve) and Clare Lundon*

Dorianne talked to the group about the work that Evolve is doing on the measles vaccination campaign and also some of the work Evolve does more broadly.

Dorianne was interested in what would motivate young people to get a vaccine and also ways they could connect with young people in their campaign.

Youth Council answered the following four questions:

- What would motivate you to get a vaccine?
- Who are key stakeholders / influencers for young people?
- What are the communication channels young people use?
- Where do young people hang out?

Youth Council's answers to these questions are attached to the end of these minutes.

The answers will be used by Dorianne in the measles vaccination campaign and also be used as a resource for Council officers when they want to engage with young people.

### 2.3. Youth Council work plan to 30 June 2021, *presented by Sean Johnson and Clare Lundon*

Sean and Clare presented the draft Youth Council work plan for the year until 30 June 2021. It had the following key items:

- February – March: Three Priority Strategy's (particularly the Children and Young People Strategy)
- April: Long-Term Plan
- May: Landfill and Waste
- June: Reporting
- Ongoing: Changing the way Youth Council works. Including working on a decolonisation process, implementing changes from the advisory groups review, and looking at the way we run meetings.

The work plan is not exhaustive but does provide a guide to the key projects that the Youth Council will contribute to. It was noted that having a work plan will help with getting officers to discuss with their work with Youth Council earlier in the process.

No concerns were raised with this work plan and so it will be the accepted work plan until 30 June 2021.

The meeting concluded at 5:35 pm.

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## Measles vaccination campaign / Engagement channels and opportunities answers

What would motivate you to get a vaccine?

- Make free!!! Let people know it's completely free
- Ability to book online – youth hate making phone calls
- “Keep your mates safe” – appeal to friendships
- “Keep your family safe” – appeal to vulnerable siblings/parents
- Offer kai when doing mass vaccinations
- “Got 20 mins? Be vaccinated for life!”
- “Do something productive – get a vaccine now!”
- Shareable insta posts for stories. Social pressure effect
- Being scared about the potential consequences of getting measles

Key stakeholders / influencers

- Jacinda Ardern
- Andy Foster
- Melanie Bracewell
- Infometrics
- Popular kids / peer leaders at school
- Ashley Bloomfield
- Studytime NZ
- Six60
- Drax Project
- Wellington City Councillors
- FunCoolPopularGirl (TikTok)
- Lilia Alexander (TikTok and Instagram)
- Louis Davish (TikTok)
- Bismah Mahmood (TikTok)
- Lorde
- Charli D'amelio

Communications channels

- TikTok with #fyp and using latest trends and sounds to ensure authenticity + #NZ #aotearoa
- Vic Deals
- Dic Veals
- Wellington Live

- VUWSA Insta
- Youth Council Insta
- Love Welly Insta
- Instagram
- School Insta Pages
- Have consultation at site of activity (local focus)
- Uncle Tics (TikTok)

Where do young people hang out?

- Halls of residence – go in, they do vaccines there
- VUW Hub
- Direct to (major) source: go to schools / polytech / unis
- Public pop-up
- Church
- Hold a meeting / engagement at a school (active engagement not passive assembly presentation)
- Dic Veals
- Go into schools, go into hubs at uni (bring kai), go into halls and social clubs, maybe ASB on Saturday
- Go to the pyramid (Massey uni hub)
- Library
- Maccas
- Midland Park
- Common room at Old Government Building
- Tutorial rooms at VUW
- Law School Library
- St Peters Church