



NEW ZEALAND
RED CROSS
RĪPEKA WHERO AOTEAROA

YOUTH ENGAGEMENT STRATEGY

2020–2030

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 communities in Aotearoa New Zealand or providing urgent relief in an international disaster.

Our vision for Youth Engagement

TE PAE TAWHITI MŌ TE TUITUI RANGATAHI

- Partnership 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.

Our Themes:



Resilience — Te Manawaroa

We help build personal and community resilience.



Inclusion — 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 Reo Whakaputa me te Tūmanako

Our organisation represents hope because of our humanitarian activities.



Impact — Te Whakaawetanga

We mobilise the power of humanity to create positive local and global impact.

Our Youth Engagement Model

Through aligning with the NZRC Strategy 2030 our engagement model will map out a journey where rangatahi gain experience, skills, tools and opportunities to becoming humanitarian leaders.



OUR 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

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

OUR THEMES:

- Resilience
- Inclusion
- Voice and Hope
- Impact

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 supported and empowered to prepare for, cope with and recover from disasters and stressful events.

How we will know we have succeeded

- ▶ Rangatahi report increasing 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 – young people 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.

OUTCOME 3 VOICE & 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.