

GE (General Election) 2023 Community Engagement Plan for Aotearoa
NORTHERN REGION | CENTRAL REGION | SOUTHERN REGION

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Engagement purpose:

To work with Tangata Whenua and priority communities to strengthen civic participation and increase voter turnout for GE2023, reflecting a healthy democracy and confidence in the electoral system

Engagement objectives:

We strive to engage, educate, share/inform, so that eligible people can enrol and vote.

Our engagement objectives are to:

- Centrally co-ordinated and locally delivered.
- Educate people about the importance of enrolment and voting.
- Share information about the voting process, from enrolment to polling venues and important dates.
- Reduce participation gaps by motivating and supporting communities with a history of low turnout to enrol and vote.
- Enrol voters early to increase future participation in voting and to make voting quicker and easier.
- Build and strengthen relationships:
 - Tangata Whenua and community partners beyond the election event.
 - With government agencies to support engagement with priority communities

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Youth

Local context Tāmaki Makaurau:

- Urban youth gangs and related crime

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Local context Te Tai Tokerau:

- Youth gangs and related crime
- High number of youth leaving school with limited to no formal qualifications and training,
- Unequal access to tertiary education and training providers for rural youth populations
- High youth unemployment in some areas
- Many youth simultaneously experiencing multiple forms of inequality.

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Local context Napier:

- Cyclone Gabrielle, local marae affected either by flooding or providing support and hubs for community
- Little engagement with Iwi and Marae over last few years, redeveloping relationships and others that are yet to be formed
- Low covid vaccination engagement and census completion has led to introduced incentives for participation
- High levels of government agency consultation fatigue
- High gang involvement
- Ngāti Kahungunu third biggest Iwi in the country reaches from Wairoa down through the Wairarapa

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- Eastern Institute of Technology (EIT), Te Pūkenga, largest tertiary provider main campus closed for a year due to cyclone Gabrielle, students are learning from home and pop-up centres across the rohe
- High number of high schools
- Large number of 18–22-year-olds leave the region to attend university
- One of the highest rates of NEET youth across the motu, high gang membership and youth offending.
- Increased anxiety following on from COVID and Cyclone
- Lack of access to reliable public transport
- Low number of youth friendly activities that are free to participate in
- Youth councils are active across Napier, Hastings and Wairoa

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Important cultural/connection sites

- Rainbow networks, whanau, gang pads, churches/places of worships, malls and shopping centres (urban Māori), Reo Wananga, Kapa Haka, Waka Ama, rugby and other sports, soup kitchens, I.T.O, TPK, Trotak, Runanga, Kura Kaupapa, Iwi/Hapu, Marae, Rangatahi groups, Hau Ora, Whakaruruhau

Cohorts that have been harder for the Commission to engage effectively with

Rural areas, gangs, corrections/prison, homeless

- East Coast, Te Karaka, Ratana, East Cape, Waikaremoana (Inland Wairoa), Raupanga/Mohaka, Flaxmere, Maraenui, Camberley, Pātea, Hawera, Highbury, Ōtaki/Horowhenua, Social housing, gangs and corrections, emergency housing

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Cohorts that have been harder for the Commission to engage effectively with

- Emergency housing, isolated elderly people (at home), rural areas, caregivers (multigenerational households), gangs, corrections

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Cohorts that have been harder for the Commission to engage effectively with
- Rural areas, gangs, corrections, boy racers, low economic areas, homeless

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