



## Briefing Note: YAG recruitment proposed approach and update

<b>To:</b>	Hon Chris Hipkins, Minister of Education		
<b>Date:</b>	13 April 2022	<b>Priority:</b>	Low
<b>Security Level:</b>	In Confidence	<b>METIS No:</b>	1285311
<b>Drafter:</b>	Sofaia Kolinisau Senior Advisor	<b>DDI:</b>	9(2)(a)
<b>Key Contact:</b>	Pirihira Hollings, Program Director, Parent Information and Community Intelligence	<b>DDI:</b>	
<b>Messaging seen by Communications team:</b>	N/A	<b>Round Robin:</b>	N/A

### Purpose of Report

This report is to inform you of our recruitment approach for the new Ministerial Youth Advisory Group (YAG) members for 2022.

### Recommended Actions

The Ministry of Education recommends you:

- a. **note** the proposed approach for 2022 YAG recruitment, and

**Noted**

- b. **note** that we will work with your office around publicity opportunities on your social media platforms.

**Noted**

- c. **agree** that the Ministry of Education release this briefing in full once it has been considered by you, with any information that may need to be withheld is in line with the provisions of the Official Information Act 1982

**Agreed**



Sarah Asher  
Acting National Director  
Parent Information and Community Intelligence



Hon Chris Hipkins  
Minister of Education

19/04/2022

\_\_\_/\_\_\_/\_\_\_

## Background

1. In October 2021, the Ministerial Youth Advisory Group (YAG) held its final meeting for the year. Five members since then have ended their tenure with YAG due to their ages, leaving several vacancies.

## Current YAG 2022 member demographics

2. There are seven current YAG members. Table 1 outlines their locations, education types, lived experience that they identified they advocate for, age, gender and ethnicity.

**Table 1: Demographics of YAG members as at April 2022**

Location	Education type	Advocacy / Lived experience
<b>North Island</b> <ul style="list-style-type: none"><li>• Auckland x2</li><li>• Waikato x2</li><li>• Manawatu-Whanganui x1</li><li>• Wellington x2</li></ul>	<ul style="list-style-type: none"><li>• Home-school</li><li>• State, co-education</li><li>• Tertiary</li><li>• Te Aho o Te Kura Pounamu</li><li>• NEETs</li></ul>	<ul style="list-style-type: none"><li>• Neurodiversity</li><li>• Disability</li><li>• Wellbeing</li><li>• Equity</li><li>• LGBTQIA+</li><li>• Learning support</li><li>• Pathways</li><li>• Mental health</li><li>• Te Ao Māori</li></ul>
Age (years old)	Gender	Ethnicity (can identify more than one)
<ul style="list-style-type: none"><li>• 2 x 16</li><li>• 1 x 17</li><li>• 4 x 18</li></ul>	<ul style="list-style-type: none"><li>• 4 Males</li><li>• 1 Females</li><li>• 2 Gender Diverse</li></ul>	<ul style="list-style-type: none"><li>• 3 x Māori</li><li>• 1 x Asian</li><li>• 3 x Pākehā/NZ European</li></ul>

## Recruitment approach

### Tailoring our advertising and communication to appeal to youth who can fill diversity gaps

3. The Terms of Reference requires the YAG to have a representative balance of diversity. We've identified our gaps and will seek to attract:
  - a. Female
  - b. Pacific, MELAA, Asian
  - c. Māori medium, single sex school, boarding school, alternative education, private school, state integrated
  - d. Ages 14 and 15
  - e. Tai Tōkerāu (Northland), Tai Rāwhiti (East Coast) and Te Waipounamu (South Island).
4. To achieve this, we propose to tailor our advertising and communications to appeal:
  - a. to young people with an approach via TikTok
  - b. to whānau with young people on the ministry's Facebook and Instagram pages, and
  - c. secondary schools via the School Bulletin and advertisement on the digital Newsboards in secondary schools.

5. Our recruitment panel will include the following:
  - a. YAG Alumni
  - b. Office of the Children's Commissioner staff
  - c. Te Mahau Pacific staff member, and
  - d. Te Mahau Programme Director, Parent Community Information team (manages the YAG secretariat).
6. The criteria that the recruitment panel use for assessing and moderating applications will prioritise diversity gaps identified in this briefing note.
7. We'll work to the following timeline:

**Table 2: Timeline for 2022 YAG recruitment**

2022 date	Description
22 April	Registration of Interest (ROI) is launched
08 May	ROI closes
12 May	Recruitment panel members submit recommended new members
24 May	Recommendations sent to Minister Hipkins

### Next steps

---

8. We will work with your office to discuss publicity opportunities to promote registration of interest and the announcement of new members.
9. The final recommendations will be sent to you for approval by 24 May.

### Proactive Release

---

10. It is intended that this Briefing Note is proactively released as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.
-