LOCAL POLITICS: ENHANCING YOUTH ENGAGEMENT

AUGUST 2019





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EXECUTIVE SUMMARY

Despite 18-35 year olds making up 22% of our region's population, we've had staggeringly low rates of voter turnout from young people. Even more shocking is the extremely low levels of youth representation in local councils nationwide. Out of 1,573 elected members across Aotearoa in the last elections, 26 of them are 35 or younger¹, or 0.02% of our elected representatives.

Given that voting is the primary tool available to young people to influence policy, ensuring that the majority of the youth vote is critical to ensure that the issues they care about, and changes they wish to see, are well represented. It is deeply concerning that the interests, wellbeing and aspirations of our nation's young people are not finding a voice loud enough to inform public policy decisionmaking.

Without high levels of engagement, particularly from the youth, we risk the gradual erosion of our democratic system². This report investigates the reasons behind the low engagement of youth with local politics and puts forward recommendations that work towards solving the issue.

In May 2019, Seed Waikato ran a digital survey targeting young people, and received 283 responses from young people aged 15–35 living in the Waikato region. Young people spent approximately 33 minutes each to complete the surveys. We sought to understand two things:

Why are our youth so disengaged from local politics?

What do young people believe to be the solution to increase youth engagement with local politics?

A design thinking framework was used to gather and analyse the insights gained from the survey.

KEY FINDINGS

FINDING 1: Counter to public perception of disinterest in local politics among our youth, many of our young people were interested in actively participating but did not know where and how to access information to do so.

FINDING 2: Insufficient information, communication and connection are the greatest barriers to our young people voting in local elections.

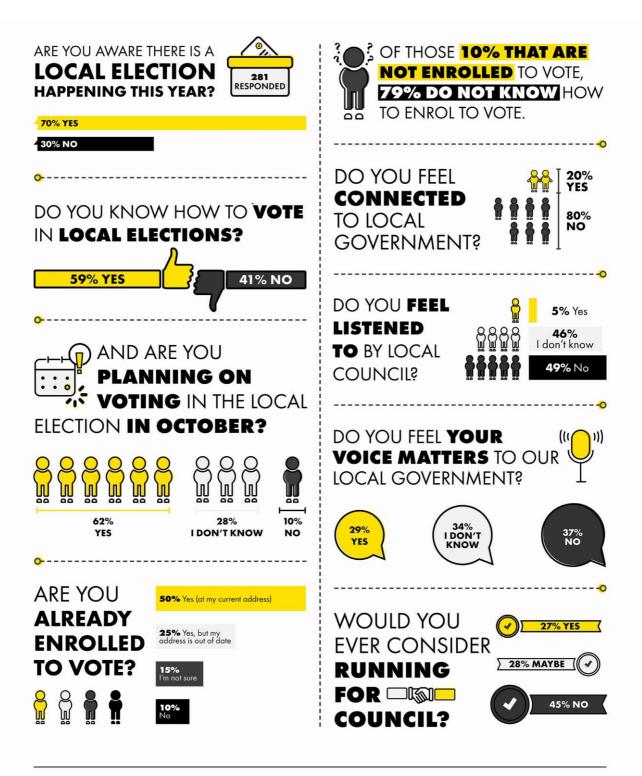
FINDING 3: Greater information, awareness, and participatory engagement, would encourage more young people to vote.

FINDING 4: Young people are frustrated by the lack of representation amongst council at present. Greater representation would encourage young people to vote.

FINDING 5: Feeling inexperienced, unqualified and unskilled to work a difficult job in a negative working environment is the greatest barrier to young people standing for local office.

FINDING 6: Accessible information, encouragement, support and personal development opportunities would increase the number of young people running for council.

DATA SNAPSHOT



OUR FUTURE. OUR VOTE.

YOUTH VOICES

RECOMMENDATIONS

RECOMMENDATION 1: Develop a cross-sector strategy for youth-focussed organisations to collaborate on engaging rangatahi in local politics.

RECOMMENDATION 2: Design and release educational information and communication directly targeted at young people via social media and events, empowering them to engage with local politics.

RECOMMENDATION 3: Empower young people to run for council, so as to see more representative candidates.

BACKGROUND

With almost one million New Zealanders nationwide aged 18–35 years old, this age group makes up the largest generation on living record³.

Young people have the most to gain from being involved in local politics⁴. They will be living with the consequences of decisions made now for longer⁵, and have the biggest stake in the long-term prospects for New Zealand⁶. Further, as the leaders of tomorrow. they are expected to tackle these issues moving forward; so, having a say now is vital⁷. However, this demographic is over-represented in unenrolled voters and low voter turnout rates. Historically, this has always been the case, however, the disparity is particularly, and increasingly, prominent in our local elections⁸.

As of June, 2019⁹, the enrolment statistics in the Waikato paint a troubling picture. Within Hamilton's East Ward, only 48.15% of those aged 18–24 are enrolled to vote, and only 73.61% of those aged 25–29 are enrolled. Within Hamilton's West Ward, just 55.7% of those aged 18–24 are enrolled to vote, while only 75.77% of those aged 25–29 are enrolled. These low enrolment rates are an issue nationwide, with 18–29 year olds having had the lowest voter turnout in the 2016 local elections at just 34%¹⁰.

As a community, and as a nation. this significantly is for This concerning us. with disengagement local government has been dubbed a "potentially disastrous situation" that is "slowly destroying our democracy"11.

Young people have а fundamental stake in local government, use the services provided by councils, and are an integral part of our local community. With almost every decision impacting and influencing their lives, it is critical that their ideas. beliefs and values are represented, valued and acknowledged. This ensures that decisions being made benefit them not only now, but also in the future, as they live with the consequences of these decisions. In order to

create and maintain a city attractive to young people, their voices must be heard¹².

Traditionally, the supposed "laziness. shiftlessness and selfishness of young people has copped the blame"13. However, in Seed Waikato's work among our youth over the last three years, we've found that young people do about care deeply issues concerning our region, and realise that they, more than any other generation, are impacted by these issues¹⁴.

This research sets the stage for overcoming such stereotypes and assumptions and attempts to truly understand the factors causing high levels of disengagement.

Beyond these low voting rates, this demographic is also under-represented in council itself, with very few councillors fitting within the young people generation. Nationwide, only 0.02% of elected members on councils and community boards are below the age of 35¹⁵. Unfortunately, local council do not capture data on the age of elected councillors, so we do not have conclusive data on this. As far as Seed Waikato are aware, there are limited support programmes based in the Waikato to increase youth engagement in local politics. We do, however, have nationwide programmes, helping young people understand and engage with politics overall. Some prominent ones are:

- <u>Design+Democracy</u>
- On the Fence
- <u>Ask Away</u>
- <u>Vote Local</u>
- <u>RockEnrol</u>
- <u>Virgin Voter Collective</u>
- We Are Policy
- The <u>NZUSA</u>: <u>We Have Power</u>

There have also been some limited instances of youth-facing organisations hosting events in the lead up to local elections in the past:

- <u>Zeal</u> hosting a <u>meet the</u> <u>candidate</u> event.
- <u>YWCA</u> hosting a speed dating with candidates event and a <u>Suffrage Day women-only</u> <u>candidate</u> event.
- <u>Hamilton Youth Council</u> hosting a <u>'the power is in</u> <u>your hands</u>' event for interested candidates, and releasing a <u>series of videos</u>

across social media to encourage youth voting

As we can see, with dismally low voting rates among our youth, and the limited availability of initiatives specifically focussing on encouraging our young people to engage with our democratic systems, we have a significant percentage of our citizens in the Waikato being alienated from our democratic processes.

WHAT WE FOUND

FINDING 1: Counter to public perception of disinterest in local politics among our youth, many of our young people were interested in actively participating but did not know where and how to access information to do so.

Following a thorough analysis of the quantitative and qualitative data that emerged from our survey, we found that there were two broad patterns of experience among our youth, when it came to engagement in local politics:

GROUP ONE

These are young people who are ill equipped to engage in local politics because they lack basic information about democratic process, the role of local government, how to vote in local elections, as well as who the candidates are and what they stand for. This group represented 36.9% of all respondents.

For example, 27% of all respondents were unable to tell us in what ways council impacts their lives, either because they were uncertain, or because they are not impacted:

- "I don't fully understand how local government impacts my life. I am not sure of the difference in how Waikato Regional Council, Waikato District Council, and Hamilton City Council are different. I don't feel smart enough to even know where to start finding out about local government."
- "I don't know much about it currently, if more information becomes available to me easily (promotional wise)."

Some are disinterested and have other things they want to prioritise, but others are interested and just don't know where to start.

10% of our respondents are currently unenrolled to vote. Unsurprisingly, the biggest driver of this is that they do not know how; thus highlighting the first information deficiency.

Amongst those who are uncertain about whether they will vote in the upcoming election (28%), 69% indicate that a lack of information and knowledge is the biggest driver of their uncertainties.

GROUP TWO

These are the rangatahi who understand the role of local government, can articulate their political interests, and want to be a part of a civic culture, but face difficulties accessing information on who the candidates are and what they represent and plan to do if elected. 59.5% of our respondents fit in this group. While this issue likely affects voters in general, young voters experience a greater information deficiency than general voters due to the type of online activity they typically engage in.

They tend to understand the role of local government:

 "Local government is what the whole culture of Hamilton is built on – people mostly just don't recognise it because it stems back so many years. The way that our city is led impacts our schools, our roads, and they have the power to be heard if they want to be heard."

Many respondents indicated that they have insufficient information surrounding the candidates (including their beliefs, policies and plans).

• "I'm unsure about who the candidates are, and what they stand for. I'm also unsure of what they will do once they're voted in..."it's difficult to get accurate *information on candidates and their policy platforms beyond the brochure that comes with the voting papers.*"

- "The decisions made impact the community, and its facilities."
- "Lack of information lack of unbiased information! It's so hard to find out what political parties (even in local government) actually think and what their plans actually are. It feels like every piece of information about politics is laden with manipulation either trying to cut someone else down or build themselves up, and the truth seems pretty foggy. So why would you vote for someone if you don't know who they really are?"

This also group was frustrated the bv lack of representation of issues of importance to them and desire a more representative form of local democracy. We'd like to point out that this runs entirely counter to the public perception of disinterest among our young people.

The remaining 3.6% of respondents do not fit into either group, as they were ineligible to vote).

FINDING 2: Insufficient information, communication and connection are the greatest barriers to our young people voting in local elections. To understand the drivers of our low voter turnout rates, we endeavoured, through our research, to understand what barriers young people face.

Our research revealed that young people, across both aforementioned groups, feel as though they have insufficient information to enable them to make informed choices and vote. The low levels of communication and information transfer between local government and young people, is causing further harm to youth voter rates.

Amongst all respondents, 10% are not currently enrolled to vote. The biggest driver of this is information deficiency; young people simply do not know how to enrol.

We also asked whether respondents intend to vote in this year's election and discovered that 28% are uncertain.

Information deficiency is the biggest driver of this uncertainty, with 69% of these respondents indicating they lack information and knowledge on who the candidates are and what they represent/plan to do if elected, in addition to the process of voting:

- "Not sure how to enrol, when the cut off is to do so."
- "Not sure who to vote for and who will have the most positive impact through their policies."

Additionally, 80% of all respondents indicated that they do feel connected not to local government. Once again, the biggest driver of this, was the lack of information and communication received from local government, with 41% indicating they felt the communication between council and themselves was poor:

- "Never seen, heard, or even heard of them."
- "I don't know who our Mayor is or who runs the different Wards. I'm not sure what the people elected do or how we contact or speak to them. They seem to be mostly old."
- "They're not around, I know we have a Mayor because he's sometimes mentioned in Nexus, but other than that, I have no idea who the local government is, nor where to find out info about them."

Similarly, the second biggest driver of this sense of disconnection, was that they feel local government themselves are disconnected from the community, and are inaccessible, and invisible. 22% of our rangatahi mentioned this.

- "I never ever see them walking the streets or casually loitering around in my neighbourhood, to me they seem rather quite out of touch with the general populace."
- "I don't ever hear or see what they are doing. They definitely don't get out and about in the community much or get involved with students."
- "I have nothing to do with them. Only ever hear of them when it's election time."
- "They don't do a lot of engagement other than when the elections are happening."

This idea that councillors are "invisible", except for around election time, was a recurring theme mentioned by many respondents. These feelings of disconnection add further weight to the communication deficiency that young people feel exists between them and local government.

We also asked our respondents whether they feel listened to by local council. Almost 50% said they do not. Amongst these young people, 74% attributed this to the lack of communication between councils and them. Many indicated feelings of dismissal, and suggested that there is minimal focus on, or care for, young people, and the issues they care about:

- "They've been dismissive towards youth at youth events in the past, they ignore us, talk down to us, or think they know better about issues that affect us."
- *"Because they listen to the ones paying the most taxes or rates and that's not us."*
- "Well, personally, I've messaged the Council a bunch of times and I get left on seen."
- "They do not empower young people to have any meaningful voice in local politics. They do not seek to engage with young people. They slashed the role of the Youth Council."

Finally, we asked our respondents to indicate what they thought to be the biggest barrier preventing young people from voting. 41% cited a lack of information, understanding, education and information as the biggest barriers.

FINDING 3: Greater information, awareness, and participatory engagement, would encourage more young people to vote.

In order to understand what needs to be done to increase youth voter turnout, investigating the factors that would encourage youth to vote, was a critical part of our research.

We began by asking our respondents what ideas they had for increasing youth voter turnout, 22% indicated more information was necessary:

- *"More awareness needs to be made and it needs to be accessible other than trawling through articles and links and sites one after the other."*
- "I think the only way to do so would be to start earlier in people's lives and give them an understanding of how the local government can have an effect on their day to day".

This also reveals the call, amongst our young people, for civics education.

Further, we asked those currently not intending to vote what, if anything, would encourage them to vote. Greater information was recognised by 35% of respondents. They drew mention to the desire to receive information on the candidates and what they stand for, in addition to the process of elections and voting overall:

- "Clear information on what each member is standing for."
- *"Engaging information, seeing that elections are happening on my social*

feeds, and knowing the actual impact these people have on my life."

- "More simple knowledge on the candidates. Clear instructions on how and where to vote."
- "I don't understand the ins and outs of the different policies and I don't trust a lot of the news sources to provide accurate and truthful information."

At present, information, and opportunities for engagement with politics, is typically considered time consuming and/or formal. However, as these responses indicate, young people crave clearcut and engaging information. Ideally, they would like to see this delivered across online and social media platforms:

• "Definitely more awareness on social media. I know I'm always on my phone so that will help."

Indeed, 44% of respondents suggested that both social media, and the use of events, would effectively generate greater engagement. An interest in attending events that provide information about candidates in public spaces that are fun, family friendly and community building was clear:

• *"Crazy, cool events. We like to have fun while we're making our town a better place."*

- *"Events that get people into sign up and then another event on voting day to get people excited about the experience of voting."*
- "I used to do this for Tauranga, and running fun events with well-known MCs and other draw-card factors brought people in higher numbers than making LG-only focused events. This was always fun and got people together to motivate each other to vote. Also, creating more hype and a fun countdown to voting day. Creating a #fomo moment."

This highlights the desire that exists, particularly those who sit amongst group two, for a more participatory civic culture, that combines the need for being informed, with the need for connection and fun in community spaces.

FINDING 4: Young people are frustrated by the lack of representation amongst council at present. Greater representation would encourage young people to vote.

While investigating the current barriers to young people voting, and the potential factors of encouragement, we discovered that misrepresentation is a major issue. Particularly amongst those within group two, there is much frustration around the current lack of representation of young people's interests and values.

Young people have noticed the extreme shortage of young members elected in local government. They feel that current councillors, who represent different backgrounds and demographics to their own, are out of touch with the realities of young people's lives. This lack of coherence, and the lack of long-term vision amongst current councillors, is a major for barrier. and а reason disengagement.

In the survey, young people identified that mental health, education and climate change as the three biggest issues that matter to them.

Community development, environmental resource management, public transport, town planning and air and water quality were attributed to the top five things young people think local government should be focused on.

However, young people perceive their interests are not currently being represented in council.

- "I feel our representatives or councillors come from a different generation and a different world view meaning it makes it harder to communication my world view, my needs and my expectations as there is a mentality of well back in my day we did this and it worked fine."
- "I don't see myself being represented."
- "I don't think the local council cares about my age group and minority. Well at least they aren't doing anything to make us feel more a part of this city."
- *"More relatable councillors! Someone under the age of 40 would be nice!"*

Upon asking our respondents whether they felt connected to local government, 80% revealed that they do not feel connected. Amongst these respondents, 22% indicated this was because they felt unlisted to, unrepresented and as though their interests and voice is not valued:

- "I don't feel heard by them [council]. It doesn't seem that what we as a city actually want and need are being addressed. And the local government isn't accessible to the public, especially not young people. In order to feel connected accessibility is so important."
- "They don't represent (or care about) the young people of Hamilton."

Amongst our respondents, 21% said that more representative

candidates, whose values, beliefs and policies, align with the interests and concerns of young people, would motivate them to vote:

- *"Having people running for office who I feel like are there for the betterment of the city and its people."*
- "Knowing there is a progressive and connected, and young candidate standing. There needs to be a commitment to diversity and representation, and the current representation is NOT who we are as a people."
- "Knowing of a politician who has policies I agree with."

FINDING 5: Feeling inexperienced, unqualified and unskilled to work a difficult job in a negative working environment is the greatest barrier to young people standing for local office.

Given the extremely low numbers of young people represented within councils, a key research objective was understanding the reasoning behind this.

We asked respondents whether they would ever stand for council, to which 47% said no. The greatest reasoning for this, as mentioned by 35% of these respondents, was lack of personal interest and ambition:

- "It personally doesn't align with my life goals, nor is it something that I have ever had interest in."
- "I'm not really interested ... I'd rather stay on my current job or go back to the university to study more."

However, 21% attribute this to feeling as though they have insufficient skills, knowledge and experience to fulfil the job requirements:

- "Feeling like I don't have the right ideas or experience. Having experienced that I'm not very good at contributing during meetings where someone else 'knows more' or seems to have 'more authority' on a subject."
- "Lack of knowledge in regards to politics."
- "Lack of governance experience."

Amongst the 27% of respondents who indicated they may consider running for council, 43% said this uncertainty was driven by these same feelings of insufficiency:

• "I am not sure I would be the best candidate and there would be people more qualified and motivated than myself."

- "Others more passionate about making change could make better councillors."
- *"I don't think I am educated enough to be able to represent everyone."*

However, the working environment at council is perceived negatively by young people, with many suggesting that the work conditions, environment and pay are all poor. Amongst those who may consider running, 32% said this environment was a major driver of uncertainty:

- "Not sure if I would want to be a part of the current system."
- "I'm not sure I could handle a clash of opinion."
- *"Resistance from those currently in the scene."*

The respondents who stated that they would not consider running further reinforced these negative perceptions, with 17% saying that the environment and job requirements was a deterrent:

- "Sucky work conditions."
- "Politics feels like a negative environment to work in as there is no way you could EVER please everyone, way too much pressure for my liking!"

We also asked all respondents to indicate what they perceived to be the biggest barrier for young people in standing for council. This negative environment, and the subsequent judgement, backlash and stigma, was mentioned by 55% of respondents.

- "The council I see is predominantly Paakeha, middle aged, educated or white collar people – this may seem like a barrier to a potential candidate who is not those things."
- "We aren't represented, so it doesn't seem like something a young person can or should do. It feels like you have to be a certain age or have certain life experiences to be on council."
- "The backlash from older generations who say we don't have enough experience."

FINDING 6: Accessible information, encouragement, support and personal development opportunities would increase the number of young people running for council.

We tried to understand what would increase the number of young people standing for council.

Upon posing this question within our survey, 49% suggested increased information, awareness and publicity. This information should include what the job is like, that it is an option and what difference you can make in the role:

- "Education about what council does. Young people aren't interested in what council does – well that's what everyone keeps saying, but I do think loads of young people know, but they are silenced by the rumours that young people are not interested. Change the story!"
- "Better promotion. Use social media and local events to advertise what council does/can do for local people and why it is a good idea for young people to run for council."
- "Having more open chats about what working in council is like – showcasing the work, the projects and the councillors in a celebratory light instead of ignorantly using inflammatory language that undermines and devalues the work they do."

Events was a common theme across this, with many participants drawing mention to their interest in attending and supporting any events that focus on this.

Similarly, the second biggest factor (28%) was to increase encouragement and support, including mentoring, development programmes, Youth Council and advocacy programmes.

 "Have mentoring/guidance/workshops to help young people know what councillors actually do, are expected to do, or are expected to know."

- "Giving more youth (teens and younger) opportunities to take part in Youth Councils. If you give kids those opportunities, it gives them a chance to develop confidence and experience early."
- "Share insights into what's involved in running for council [and] what preparation is required."
- "Probably by starting with finding the interested ones positions where they can shadow current councillors, and or have some kind of Youth Council in order to get them started".

In addition to this, feeling uneducated, unqualified, and as though they don't have the skills or proper understanding to enable them to stand was the biggest factor that made those uncertain about running.

Similarly, feeling as though their skills are insufficient, thereby leading to a lack of confidence was named as the biggest barrier thought to be stopping young people from running.

RECOMMENDATIONS

These recommendations are targeted directly at organisations who wish to play a part in increasing youth engagement with politics, and serve to provide a framework of activities to overcome the common barriers faced by young people.

RECOMMENDATION 1: Develop a cross-sector strategy for youthfocussed organisations to collaborate on engaging rangatahi in local politics.

If we want to live in communities where the voices of our young people are heard, and the issues they care about are represented, we need to work collaboratively across sectors.

As a top recommendation, we recommend developing a crosssector strategy, working together as key stakeholders interested in driving youth engagement in local elections, leading into future elections.

RECOMMENDATION 2: Design and release educational information and communication directly targeted at young people, empowering them to engage with local politics.

There is a desperate need for increased information and communication targeted at young people to equip them with the knowledge to engage in local politics.

The responses indicated a strong preference for online voting as a way to increase voter turnout.

This information should be engaging and delivered across spaces and places they occupy; namely, social media, and events.

Young people need information year-long to build strong relationships and deeper connections on:

- How to enrol;
- How to vote;
- The voting process;
- Relevance of local elections;
- Candidates, their beliefs, offerings and plans;
- Difference between councils; and

• Methods to engage with local council

RECOMMENDATION 3: Empower young people to run for council, so as to see more representative candidates.

It is fundamental for young people that they see candidates who they agree with, particularly those who they feel represent themselves, their views, and their lived experiences. Young people themselves need to stand for council, and we need to encourage them to do so.

To do this, we need to develop a youth-focused toolkit that outlines:

- How their current knowledge, skills and education can be valued as a councillor;
- What the role involves; and
- How to run for council

This should be delivered bothin-person and online.Offeringmentoringandguidance

opportunities would further strengthen this.

While encouraging young people to run for council could lead to greater voter engagement and representation of young people's interests, all elected members are responsible for representing the interests of all the residents and ratepayers of the Waikato region (regardless of age).

METHODOLOGY

Seed Waikato launched a survey in May 2019 to understand the views held by young people on local politics and received 283 responses. This survey was made available to those young people living in the Waikato region, and was distributed through social media, and organisations working with young people and local politics, including:

- Hamilton Young
 Professionals
- <u>National Council of Women</u> <u>of New Zealand</u> - Hamilton Branch
- <u>NZ Union of Students</u>
 <u>Associations</u>
- Politics in the Tron
- <u>SHAMA</u>
- YWCA Hamilton
- <u>Waikato Youth Pacific</u> <u>Network</u>
- Waikato Queer Youth
- Waikato Students' Union

The survey explored the following six areas:

 What does local politics mean to young people?

- What are the barriers to young people voting in local elections?
- What would engage young people to vote?
- What are the barriers to young people standing in local elections?
- How can we increase the number of young people running for council?

There was a relatively even distribution of ages, ranging from 15–35, with the majority (27%) aged 20–23.

The large majority of our respondents were European/ Paakeha (73%), although 11% were Maaori, 7.3% were Asian, 2.2% were Pasifika and 0.7% were MELAA. 68% of respondents identified as female, whilst 29% were male, 1.8% were non-binary, 0.4% were gender neutral and 0.4% were takatapui.

Most respondents live in Hamilton City (82%), although other respondents come from Waipa (8%), Waikato District (6%), Matamata-Piako (4%) and South Waikato (1%).

Design thinking was used as the driver of the analysis. Defined as a "design methodology that provides а solution-based approach to solving problems", design thinking is a non-linear process that keeps human needs at the centre: endeavouring to understand their problems and then designing solutions around these needs¹⁶. This involved looking at each question individually and considering each response given. displaying similarities Answers were grouped together, and then divided into 3-6 themes per question.

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- Hamilton Young Professionals
- National Council of Women of New Zealand Hamilton Branch
- NZ Union of Students Associations
- Politics in the Tron
- <u>SHAMA</u>
- YWCA Hamilton
- Waikato Youth Pacific Network
- Waikato Queer Youth
- Waikato Students' Union

ABOUT SEED WAIKATO

<u>Seed Waikato</u> is a registered charity on a mission to empower greater wellbeing amongst 18–35 year olds. Led by young people, for young people, we build community connectedness and strengthen resilience through developing opportunities to connect and grow. We currently run inspiring, educational events and workshops, provide volunteering opportunities, and drive youth engagement in local politics.

If you have any queries about this report, contact kiaora@seedwaikato.nz

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