

# New Zealand Cricket Youth Engagement



**NETBALL**  
NEW ZEALAND

“

*Respond to the local needs of Youth*

***Ko te ahurei o te tamaiti ka ārahi i ā tātou mahi***

*Let the uniqueness of the child guide our work*

”



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**There are three ways of trying to win the young. There is persuasion, there is compulsion and there is attraction. You can preach at them, but that is a hook without a worm. You can say ‘you must volunteer,’ and that is of the devil. Or, you can tell them, ‘you are needed’, and that appeal hardly ever fails. *Kurt Hahn pioneering German educator and founder of Outward Bound Schools.***

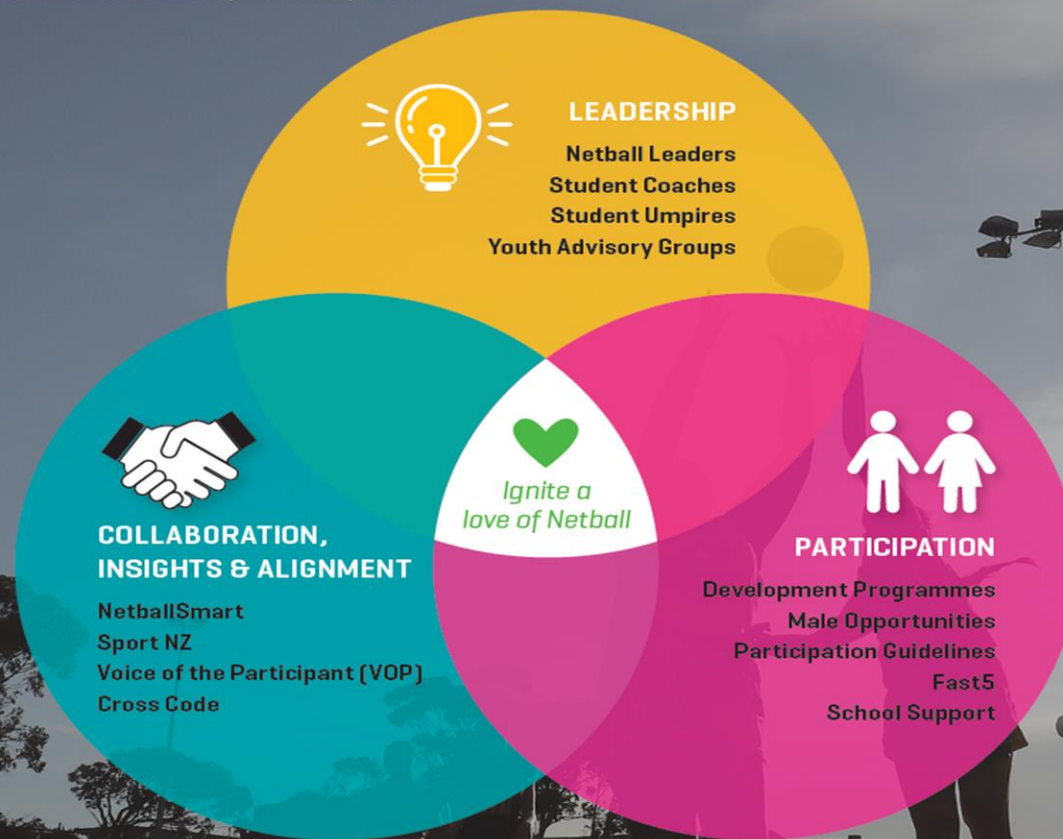


## YOUTH ENGAGEMENT AND RETENTION STRATEGY 2019 - 2021

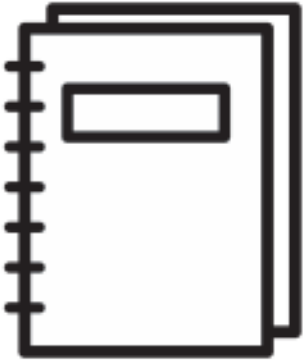
Foster the knowledge of Youth

*Hāpaia te ara mātauranga, kia haukaha te tipu o ngā rangatira mā āpōpō*

Create an environment for Youth to flourish



# The journey so far...



Clarity on Why we are changing  
our approach to Rangatahi



Fast5  
Women and  
Girls



Youth  
Leadership/Voice and  
Governance  
opportunities



Real time insights that drive  
actions and change  
behaviours

## Positive Youth Development Sport Framework

**Competence** – How do you develop the physical skills?

**Connection** – How do you connect youth into your environment?

**Character** – What is character and what key actions drive character development?

**Confidence** – What actions do you have you planned to develop confidence and the opportunities for small steps for youth to develop their leadership skills?

**Caring** – How do develop a sense of empathy for others?

**Contribution** – What opportunities are there for youth to transfer the skills they are learning to contribute to their community and from their whanau to their sporting worlds?





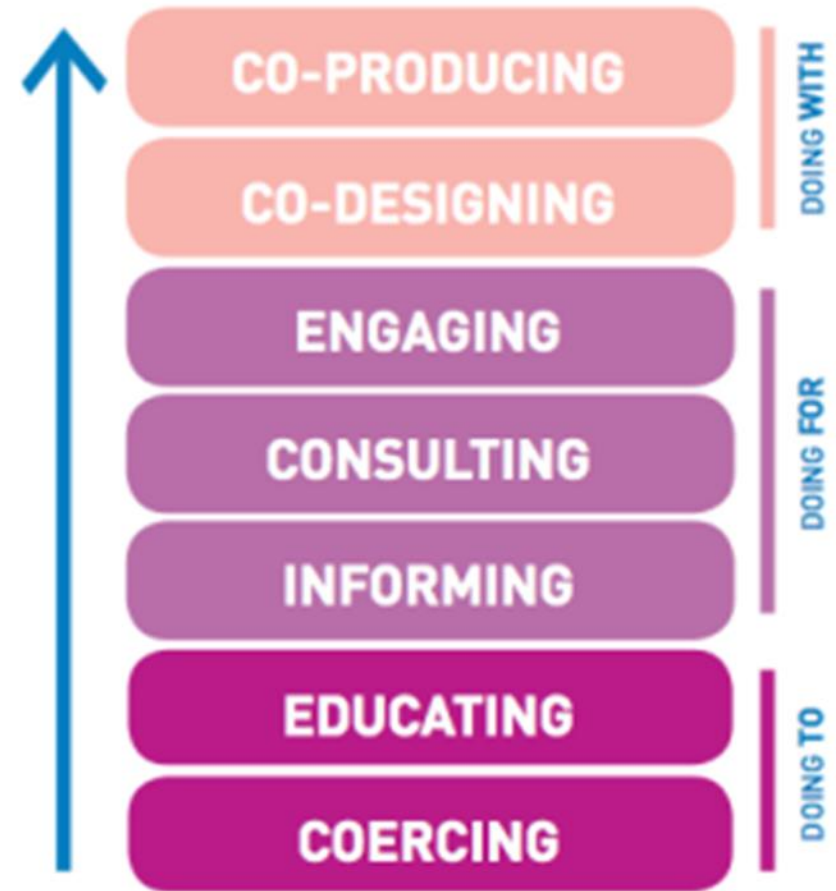
## Youth designing and becoming pilots



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## Ladder of participation

- Where do you spend most of your time and energy?
- Can we spend more time 'doing with?'
- What would that look like?



Source: new economics foundation





# FAST5 PROJECT

## INPUTS

- Funding, project lead, resources
- Kavanagh College Focus Group
- Youth Advisory Group

## OUTPUTS

Deliver project designed and led by youth to activate the confidence in young women to participate in Netball and increase physical activity

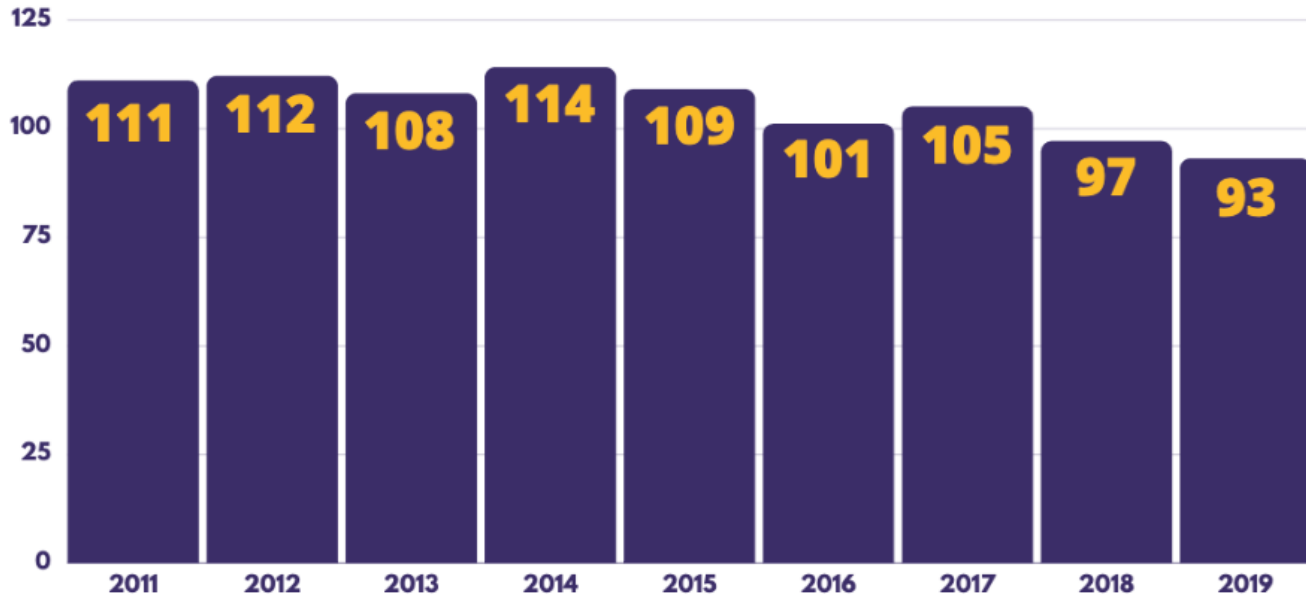
## OUTCOMES

- Increased participation and satisfaction
- Provide opportunities for leadership and to prioritise youth voice
- Increased value and visibility of the youth game and YAG

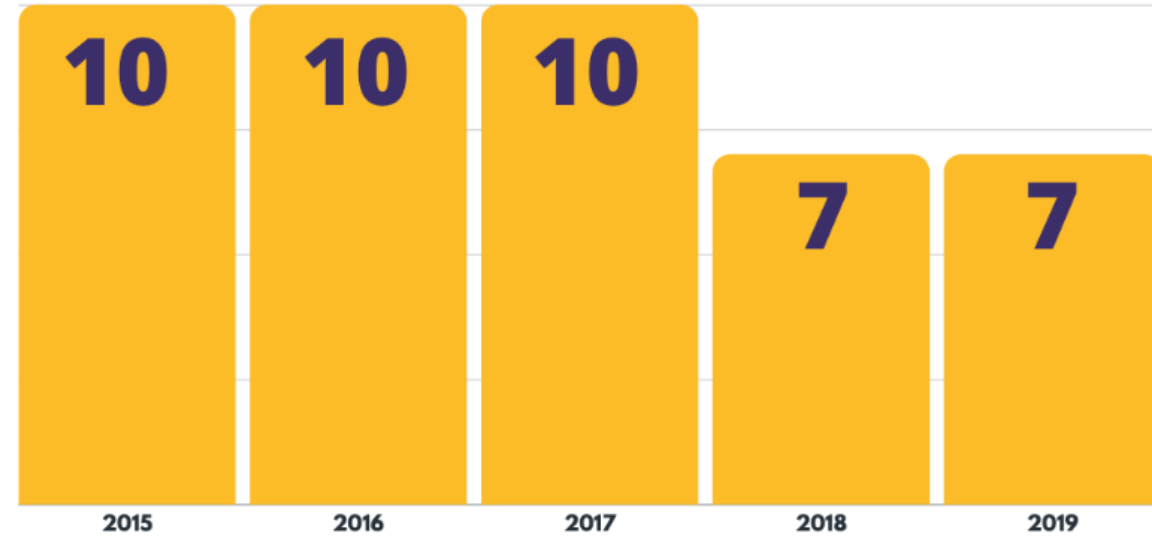


# FAST5 PROJECT

## NUMBER OF SECONDARY SCHOOL TEAMS



## KAVANAGH TEAMS





# FAST5 PROJECT

## WHY PARTICIPATE

- teamwork & social
- fun
- being active
- competition
- development

## BARRIERS

- accessibility and time
  - injury
- low confidence & self belief
  - coaches
- teammates with different levels of commitment, skill



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