

# Strategic Direction

Our Purpose

# Kaupapa

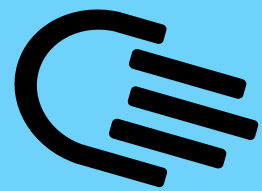
**To strengthen hauora through youth voice and youth choice.**

Youthline utilises Te Whare Tapa Wha nā Sir Mason Durie as its primary model of hauora/wellbeing. Hauora means health and wellbeing – what you need to be vital and alive. Hauora has a wide and holistic meaning in Te Ao Māori.



## Our Values

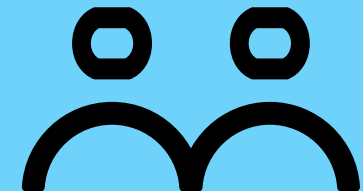
# Mātāpono



### Manaakitanga

#### Care & Respect

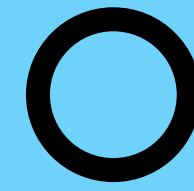
Youthline will uphold the Mana (agency, autonomy and aspirations), and the Tapu (sanctity and boundaries) of all who we meet.



### Whanaungatanga

#### Connection & Community

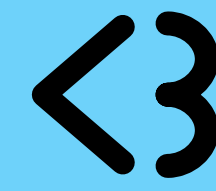
Youthline will protect and enhance the spirit of collaboration and interdependence, through knowledge of and connections to self, others, community, place and Te Ao Tūroa (universe).



### Kotahitanga

#### Unity & Diversity

Youthline will enhance and enrich its performance by honouring and harmonising the distinct perspectives and backgrounds in our Team and wider community.



### Aroha – Tika – Pono

#### Compassion, Accountability, Integrity

Youthline will achieve ethical practice at every level, by applying compassion to, taking responsibility for, and being genuine in all its actions.

Our Vision

# Moemoeā

Youthline Strategic Direction



**By strengthening hauora through youth choice and youth voice our moemoeā is that:**

# **Young people are empowered within their communities.**

Youthline considers empowered to mean young people have confidence and agency to live the life they want to live.

Young people have the resources within them and our role is to meet young people where they are and walk alongside them, supporting their journey of empowerment.



**Our Mission Statement**

# **Whakatauki**

**Our whakatauki was gifted to us by our late, much loved kaumatua of 20 years Rawiri Wharemate. It is the touchstone for our Strategic Direction and breathes life into it.**



# Hauā te waka tapa i reira, hauā te kai tapa i reira, hangā te whare, kii e te whainga

Here lies the waka anchored at the edge, here is the kai prepared for the people. Build your whareni and lay forth the rituals within the whare: the kawa, the tikanga, the whakapapa evidenced and handed down from our tupuna.



## Our Mission Statement

# Whakatauki

**There are four major elements or tikanga that produce a robust process to engage Taiohi, Whānau, Hapū, Iwi, and Community.**

By observing these four elements, the People are happy and productive for their Whānau, Hapū and Iwi, resulting in Youthline's vision of young people being empowered within their communities.

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## Te Waka

Te Waka represents the 'people' – we welcome all people engaging with Youthline, embracing them as taonga.

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## Te Kai

Te Kai represents the 'sustenance' – we prepare our resources (people, services, programmes, a friendly ear) to nurture and manaaki the people (their hinengaro, wairua, tinana and whānau).

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## Te Whare

Te Whare represents our 'systems' – we ensure our organisation is fit for purpose with vital knowledge, whakapapa and tikanga.

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## Kī e te whainga

Kī e te whainga is an old term for sincere whanaungatanga – so we can connect with dignity and respect.

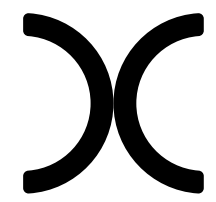
“Taiohi” means young person or adolescent. It is often used interchangeably with “rangatahi”. Youthline's focus is young people 12-24 years old and adults supporting them.



## Our Pillars

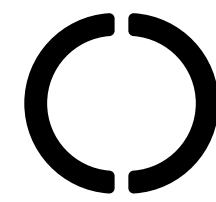
# Pou

Our Pou carry and are the pillars for our Strategic Direction.



### Connect

Connecting young people to themselves, their passions, communities and each other to build their sense of self-esteem, agency and purpose. Holding space for connection, collaboration and community building.



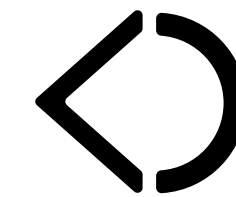
### Support

Providing a safe place for young people to turn to when they need to. Supporting young people to deal with the hard stuff, to stabilise and reach safety.



### Empower

Empowering young people to believe in themselves and to live a life that they choose. Believing in young people, recognising their strengths and inspiring hope.



### Advocate

Advocating for youth focus, youth voice and youth choice and providing leadership to ensure young people are prioritised and invested in. Recognising and addressing inequities and upholding safety.



Our Strategic Priorities

# Aronga Matua

Our seven strategic priorities define our key areas of activity.

## Strengthening hauora through youth voice and youth choice:

- 01** Position Youthline as a youth-focused, accessible, culturally and clinically safe service for all young people.
- 02** Demonstrate a practical commitment to Māori and Te Tiriti o Waitangi.
- 03** Pasifika, rainbow, Asian, Migrant Pasifika, rainbow, Asian, Migrant and Refugee and young people with disabilities.
- 04** Build internal and external relationships and spaces that spark and retain engagement with Youthline.
- 05** Demonstrate Youthline's leadership in the youth mental health and development sectors (and wider society).
- 06** Build a fit for purpose organisational infrastructure that supports and evidences Youthline's effectiveness and impact.
- 07** Advocate for and develop a strategy to ensure Youthline's people and culture, financial and environmental sustainability.

## Our Strategic Outcomes

# Putanga Matua

**We have six strategic outcomes against which we will measure the impact of our mahi:**

**01** Youthline is known for its youth focus and accessibility.

**02** Youthline is known for its cultural and clinical safety.

**03** Youthline is a service of choice for young people and their community supports.

**04** Youthline drives organisational growth and accountability.

**05** Youthline is informed by youth and sustained for future generations.

**06** Young people are positively impacted.



# Mauri ora