

# Youth Advisory Panel

## 2020 Report



TE MANA WHAKAATU  
**Classification  
Office**

# Youth Advisory Panel (YAP)

## 2020 Report

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Lead facilitators: Caitlin, Georgia and Shiyi

Supporting facilitators: Dylan and Tara.

TE MANA WHAKAATU  
**Classification  
Office**

Watch carefully.  
Think critically.

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All images are of past and present panel members.

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**“It’s good that we  
are able to have  
an impact on stuff  
that is relevant  
right now.”**

**Panel Member**

# Foreword from Alexi, Panel Member

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2020 has been another great year for the Panel, where we were involved in an incredibly diverse range of projects and engagements. Brainstorming the voice of an AI chatbot, analysing the impact and classification of the Netflix documentary *Tiger King* or working on a national campaign promoting young people's safety online was just some of the cool stuff that we got up to. I joined the Panel at the start of 2019 after I happened to hear about it through a friend. Suffice to say I'm very glad that I did!

What I have loved most about the Panel is that it is rewarding to see our feedback and advice put into action, and it is equally a great opportunity for us to develop as people – in our communication skills, creativity, and teamwork. I for one have definitely become a better listener. It's so interesting to hear the different perspectives on the topics we cover. One meeting – in fact it was our first ever Zoom collaboration during lockdown – illustrated the variety of reactions and opinions on the documentary *Tiger King*. It definitely put into perspective how media can be interpreted and ultimately impact us so differently. It was also cool to see that we as a group were able to create an open and safe space 'virtually', which was a testament to how we had developed a strong rapport in real life. Overall, it has been a privilege over the last two years to have a voice on matters that are significant to young people and wider society.

To anyone who is a future panel member, I encourage you to make the most of every opportunity presented to you. It's a unique chance to contribute to an area where you can make a real difference. The work that the Classification Office does is only becoming more and more relevant, as the way we consume media continues to rapidly evolve. So I would highly recommend that you jump in wherever you can! My other key piece of advice is don't feel like you have to represent the 'voice' of every single young person in New Zealand. That's quite a load to carry. Rather, just be yourself and don't be afraid to bring your own life experience to the table, you'll be surprised how it can come in handy to a discussion and help solve a problem posed in a meeting.

And finally, to all the adults out there, I strongly advocate that you choose to engage with young people and find a way to integrate a youth voice into your organisation. But remember, working with us is only halfway there. To truly achieve integration, really listen to what we have to say, and think about how you can take onboard our ideas.

– Alexi, Youth Advisory Panel Member

# Acknowledgements

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Thank you to Ara Taiohi for your direction, support, and kindness, and excellent resources, including your Code of Ethics and MOSAIC Cards.

Thank you to Shannan Wong. You are a great friend of the Office and we appreciate everything that you have done for us.

Thank you to Rod Baxter. We have been lucky enough to have the youth-guru of Wellington as our supervisor on our journey working with rangatahi. We thank you for being our sounding board, cheerleader, and library of wisdom.

A huge thank you to the Classification Office team who have wholly embraced working alongside rangatahi.

Lastly, a huge thank you to our past and present panel members. Without you we would be a different workplace. You are an essential part of our Office and we value everything you do.

To the original members; Alma, Emma, Jade, Kaya, Lulu, Julian, Kealan, Kim, Nav, Puhi, Robbie, and Sam. You started this journey with us and you have helped shape the Panel. Although some of you have moved on, and some of you are about to, we wanted to thank you for everything you individually brought to the Panel. We are so proud of you and we don't take your time with us for granted.

AJ, Alexi, Chelsea, Conor, Dylan, Isaac, and Liv. We are so impressed with all of you and the insight you have provided since joining. It isn't easy joining a group of strangers and you have absolutely excelled.

Atharva, Cody, Eden, Hariklia, Mosi, Neha, and Shannan. We are thrilled to have such amazing individuals join the Panel and we really look forward to seeing you thrive.

**“You can't have discussions like this with any other group.”** – Panel Member



# Purpose of the Report

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In this report you will see what the Panel did in 2020 and our upcoming plans for 2021.

The Classification Office has been working alongside the Youth Advisory Panel since 2018. We have had to learn and adapt a lot on this journey, yet, it is the most rewarding part of our job. Working with rangatahi has transformed our Office and the value they individually and collectively bring has exceeded all expectations.



# Background

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The Classification Office established a Youth Advisory Panel as part of a wider youth engagement strategy. It made sense to involve rangatahi in New Zealand's classification system as they are most affected by what we do. We thought the Panel could help plan and execute youth-targeted projects, and develop resources for public outreach. We also wanted to hear their views so we could improve our work on issues that directly affect them, such as our restricted classification decisions.

The Panel has improved and enriched the Office's work. We now include rangatahi as part of our daily work and as a result we have more diverse voices underpinning our decisions. The Panel meetings are a space where young people can voice their opinions and know that they are heard. Some panel members have taken their involvement to the next level by participating in public-facing initiatives – becoming a visible part of our organisation. They have participated in podcasts, presented to a Government Select Committee, edited and starred in clips for social media, and presented at events. They also supported the Office with key events like Youth Week, Mental Health Awareness Week and Māori Language Week. After seeing the immense value the Panel have brought us, other organisations have reached out to us to do the same.

We think it is important to note that members of the Youth Panel do not wholly represent the general youth population. They are in no way expected to represent the voices of all young New Zealanders. However, their contribution is more than we could have ever imagined.

**“Young people are consuming more media than ever...it is important to be more informed about what you are watching.”**

Panel Member

# Our Approach

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## Whanaungatanga

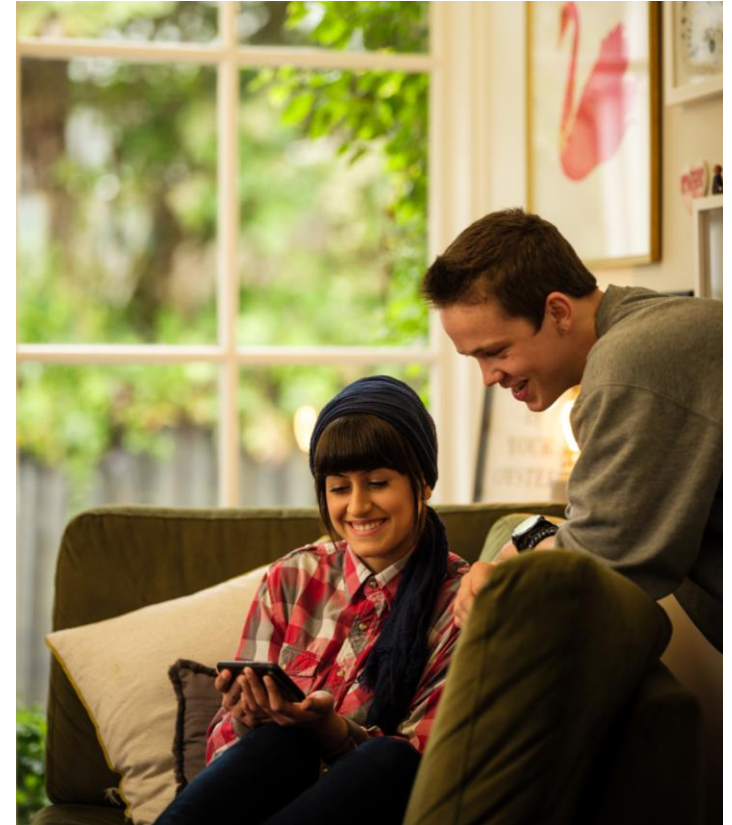
The facilitators and panel members have purposefully cultivated a relaxed, friendly, and casual environment. There is no expectation to bring anything more than what each individual already knows and believes. And what they bring every time is valuable, useful, meaningful, and important.

## Whai Wāhitanga

Being a young person is hard. They are all on their individual journeys, which include setbacks, pressures, barriers, emotions, and physical and mental changes. All this comes while they are trying to find their place in the world and work out who they are. It has been a privilege getting to know our panel members individually and supporting them to develop who they are. Our aim is to always respect, listen, and amplify their voices. We keep an eye out for opportunities individual members or small groups can get involved in.

## Mātauranga

As a Crown Entity we have to be careful that any collaboration with young people is not decorative, manipulative, or tokenistic – something that can happen unintentionally. We ensure that every project benefits both the young person and our Office, and ensure their voices are not misused or repurposed. We want to provide meaningful opportunities for young people and empower and enhance their mana.





# Staff Training

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When working with rangatahi it is important to upskill and be aware of the ever-evolving youth sector.

In the beginning the Office saw that it was crucial that rangatahi were safely entering into a workplace. In 2018 the Office attended a disclosure workshop and youth engagement training. Since then the lead facilitators have received monthly supervision with Rod Baxter. Having an external supervisor has helped the facilitators to ensure that the Office safely and ethically engages with young people. The guidance and advice we have received throughout our journey has played a big part in the success of the Panel.

Other forms of training have been facilitator trainings, rainbow facilitator workshops, Mana Taiohi with Ara Taiohi, and youth conferences. Both Caitlin and Georgia are in the process of joining Korowai Tupu and are on their journey of becoming qualified youth workers.

We value the time we spend with rangatahi and enjoy how every moment together creates an opportunity to learn from them. Their perspectives and ideas about the world are unique, inspired, and thoughtful. The Panel works with the facilitators primarily, but there have been many opportunities where others in the Office and external groups were able to work with the Panel.

**“The consultation with the YAP on a film about mental health gave great insights. Their feedback was considered and detailed. This gave great context for classification and public education on mental health.”**

Classification Advisor



**“Articulating your feedback face-to-face with law makers is intimidating. Three well informed people did that with passion, precision and professionalism. They just happened to be rangatahi.”**

Senior Project Manager, Commercial Video on Demand

**“I was impressed by YAP members’ nuanced and varied perspectives, and their ability to reach a broad consensus on a complex topic. Their input was crucial to decisions we made around ethics and informed consent for participants in the research.”**

Senior Advisor – Research Lead



# Summary of 2020

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Last year the Panel continued to support the Classification Office with understanding issues that directly affect young people, and they continued supporting the Office through the lockdown and easily adapted to a digital hui. They were also open and honest about how they felt about lockdown and managing the highs and lows. (Please see the appendix for a full timeline of meetings.)

**“Your screen time is up by 60%’ gave me a heart attack.”** – Panel Member

## Collaborations

The Panel collaborated with several different government agencies and NGOs. This gave the members the opportunity to develop connections with people in different sectors. It also helped to strengthen the Office’s relationships with external organisations, including groups in the youth sector such as Ara Taiohi, the Prince’s Trust New Zealand, and Youthline.

**“It was quite inspiring to discuss media regulation with an incredibly bright and engaged group of young people.”** – Department of Internal Affairs (Commercial Video on-Demand)

## Porn Campaign on Instagram

The Classification Office ran a social media campaign spanning three weeks in September 2020. The purpose of the Instagram campaign was to encourage rangatahi to have healthy conversations about porn. It consisted of a series of memes, jokes and information about porn posted on Instagram. We took key points from our 'Growing up with Porn' research report and co-designed relatable content for rangatahi with the Panel. Together we created effective and engaging messages. A few members helped the Office moderate our Instagram during the campaign. Without the Panel’s input and support the campaign would not have been nearly as successful as it was. We were able to reach 107,583 people, gained 154 new followers, received 237 comments and had 1,580 engagements.

“Is swiping right giving consent?” – Classification Office Instagram

### Commercial Video on-Demand

A new law was passed in July in order to give New Zealanders better information on what to expect when they watch films and shows on commercial video on-demand (streaming) platforms. From 2021, streaming platforms like Disney+, Netflix, and Neon will be required to display New Zealand age ratings and content warnings on all films, shows and other content. The Panel talked to policy advisors from the Department of Internal Affairs (DIA) about what they watched and how they wanted ratings communicated on those platforms. One of the members wrote an opinion piece about the Bill for Stuff. Three members wrote a submission and presented an oral submission in front of a Government Select Committee. We are so proud of how engaged they were in helping shape law in Aotearoa.

“As a young person I get to watch whatever I want whenever I want. But that doesn’t mean I want to see anything that will really upset me.” – Panel Member, [Op-ed](#)

### *The Girl on the Bridge*

The Office consulted with two members of the Panel when classifying the film, *The Girl on the Bridge*. They felt that the film had merit as it is an accurate representation of someone who has struggled with mental health and can educate those with a limited understanding of mental health. They also felt that it would encourage parents to talk to their children. However, they firmly believed that the film was not appropriate for younger teenagers. Their perspectives informed the classification of the film and gave us useful insight on the impact the film could have. It was impressive how confidently they talked about mental health in a mature and professional way.

“Despite that no suicide or self-harm was actually shown, this scene still had a huge impact.” – Panel Member



# Supporting Kaupapa

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The Office has also had the opportunity to support the kaupapa of other agencies and groups who are interested in working with rangatahi. We have given advice on youth engagement and shared our journey with the Panel. We see working with rangatahi as such a gift and we like to highlight how much they have influenced the work we do, but we don't sugar-coat how much work is involved. Providing advice and guidance comes with the responsibility of ensuring that ethics are wholly understood.

Groups that we worked with last year:

- The British Board of Film Classification,
- Ministry of Youth Development,
- Parliamentary Services and,
- UNICEF.

Other agencies such as the Department of Internal Affairs, Ministry of Social Development, the Light Project, Well Good Digital, NZQA and the New Zealand Police have approached the facilitation team and Panel for general youth-centric advice.



“The Panel is a diverse range of people who together and individually offered us a range of smart, honest and thoughtful feedback that will have a large impact on our work.” – Well Good Digital

# External Youth Engagements

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## Porn Research

In April last year we released our 'Growing up with Porn' research report. This research provides insights from more than 50 interviews with a diverse group of young New Zealanders aged 14-17. The research provides an in-depth understanding of young people's experiences with porn and the impact this may have on relationships. Without youth engagement, we would still be in the dark when considering and discussing the reality of online porn for young people in Aotearoa.

## INVOLVE

David Shanks and our youth facilitators put together a presentation for the national youth health and development conference, INVOLVE, earlier in the year. David spoke about the importance of connecting with – and listening to – rangatahi, and the online challenges specific to tamariki and rangatahi. Na te whakarongo me te titiro ka puta mai te kōrero – through looking and listening we gain wisdom.

## Censor for a Day

Since 1999, the Office has held an event called Censor for a Day. The Office normally holds the event twice a year but because of Covid-19 it was postponed. It is a valuable opportunity for senior Media Studies students who are studying aspects of media regulation including film classification. The event is scheduled for term 1 and 2 this year.

## TikTok consultation

The Office classified two clips of a livestream of a man dying by suicide that went viral on TikTok. The Office consulted with rangatahi to assist us with this work. The main purpose of this consultation was to seek views on the impact of online content. We wanted to establish the best way to minimise the harm these videos cause, particularly to rangatahi.

## Presentations

The Office completed a series of presentations and workshops about rangatahi and navigating digital harms. Topics that were included spanned from porn and media literacy, to radicalisation and violent material, and tips for parents and youth workers.

# Next steps

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2021 is going to be a big year for the Panel.

We started off with a meeting focused on updating our Censor for a Day presentation. Feedback from the young people resulted in significant changes to make the presentation clearer and more engaging.

Next, the facilitators plan to run an evaluation of the Youth Advisory Panel. We will be giving members the opportunity to provide feedback on their experience with the Panel so we can do better.

The facilitators are also updating our Code of Ethics for working with rangatahi.

We are looking forward to working with our new members and supporting them in finding their place on the Panel. We are also saying goodbye to a few panel members as they move on to their next steps in life. This means we will be recruiting two new members.

The Office is also collaborating with Netsafe on a social media campaign about sending and sharing nudes and how young people can make good decisions for themselves. The Panel have already been involved in the structure of this campaign as well as creating content. Like last year's youth-focused porn conversations campaign, members may help us with monitoring social media during the nude's campaign.

## Feeling inspired to work with young people?

Our Office finds it truly rewarding and inspiring to work with rangatahi. For organisations intending to set out on this journey we recommend working with others with expertise to help guide and support you. We have leant on and have been guided by experts in youth engagement. Our advice is to understand the ethics and remain updated. And most of all, have fun. Every single young person brings something unique and it is exciting to support their mana. Enjoy every moment, because before you know it they are no longer young people and are heading off to conquer the world!

**“Love that I can talk about serious things and have a laugh too.”** – Panel Member

# Appendix

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## Timeline of Meetings

“YAP” – Youth Advisory Panel

Date	Topic	Discussion points	Outcomes
19/02/2020	Commercial Video on-Demand (CVoD) Submission and presentation to Select Committee	<ul style="list-style-type: none"><li>Three members spoke to a Select Committee about the impact of the CVoD Bill on young people.</li></ul>	<ul style="list-style-type: none"><li>The young people were able to help shape Aotearoa law.</li></ul>
11/03/2020	Drug use in films	<ul style="list-style-type: none"><li>The YAP felt that it was important to differentiate between drug use and misuse.</li><li>They felt that promotional drug use is most impactful when relatable characters are in relatable situations.</li><li>We asked if seeing drug use in films was the way young people actually learnt to take drugs. There was a unanimous no. They said that they might become excited and feel driven to try it when they see it in a film but there are too many in-between steps (like figuring out where to get it).</li></ul>	<ul style="list-style-type: none"><li>The information from this meeting can be used in our CVoD framework to help us form examples of drug use/misuse for distributors.</li><li>Information is available for Classification Advisors to incorporate into their classification decisions.</li><li>A blog post with excerpts from the conversation was created for the website.</li></ul>
06/05/2020	<i>Tiger King</i>	<ul style="list-style-type: none"><li>The YAP agreed that the animal maulings were impactful and shocking.</li><li>They felt that if there's potential for viewers to interpret Trevor's death as suicide then they should be warned about it. Especially because of the discussion about mental health and the narrative surrounding it.</li><li>Some of the show's content has potential triggers for certain groups of people so</li></ul>	<ul style="list-style-type: none"><li>The Classification Office recommended that Netflix change their warning note to include 'Suicide, violence, animal cruelty, drug use and offensive language'.</li><li>A blog post with excerpts from the conversation was created for the website.</li></ul>

		warnings for violence, suicide, and animal cruelty were important.	
13/05/2020	Kōrero Café	<ul style="list-style-type: none"> <li>A panel member and two of the facilitators were given the opportunity to talk about the Panel and working with young people.</li> </ul>	<ul style="list-style-type: none"> <li>The group were able to answer questions about the work we do and strengthen our relationship with the youth sector.</li> </ul>
25/06/2020	Instagram Campaign (Porn)	<ul style="list-style-type: none"> <li>The Information Unit asked for advice from the YAP on wording for memes and provocative posts for a Youth Porn Campaign that ran solely on Instagram.</li> <li>The Panel talked about each key point that was highlighted in the Classification Office's 'Growing up with Porn' research and came up with different tile ideas that would convey each message and encourage engagement.</li> <li>A number of key points were discussed and the Panel were asked to consider the risks of each.</li> </ul>	<ul style="list-style-type: none"> <li>The YAP helped create over 25 memes and provocative tiles for the Instagram campaign.</li> <li>The YAP also helped moderate the Instagram posts and took part in positive conversations online about porn.</li> <li>This was a very successful campaign and the Classification Office would not have been able to achieve the high level of engagement without the YAP's influence.</li> </ul>
21/07/2020	Website Workshop	<ul style="list-style-type: none"> <li>The YAP shared their views on what the Classification Office's improved website could look like and how to make it more accessible for young people.</li> </ul>	<ul style="list-style-type: none"> <li>The feedback from the YAP was combined with other stakeholder feedback and included in a report.</li> </ul>
	Keep It Real Online Campaign	<ul style="list-style-type: none"> <li>The YAP shared their thoughts on a script for an upcoming ad campaign targeting young people. They provided feedback on the wording, slang and emojis used by the advertising company.</li> </ul>	<ul style="list-style-type: none"> <li>The YAP's feedback helped form the final product. Some of the YAP members saw the ads in their own social media feeds.</li> </ul>
03/09/2020	MOSAIC Cards	<ul style="list-style-type: none"> <li>Ara Taiohi and the Prince's Trust New Zealand wanted to trial their new MOSAIC Cards on a group of young people.</li> <li>The cards were designed to be a resource that can be used by young people to support healthy conversations about prejudice.</li> </ul>	<ul style="list-style-type: none"> <li>The YAP members taught Classification Office staff how to use the MOSAIC Cards during a youth-led workshop.</li> </ul>
05/11/2020	StrengthsFinder Assessment	<ul style="list-style-type: none"> <li>The YAP did the Gallup StrengthsFinder assessment to find out their top five strengths. Shannan helped the new members of the</li> </ul>	<ul style="list-style-type: none"> <li>The new members were able to identify their skills and how they will support their time on the Panel.</li> </ul>



		group understand how they can use their strengths to work with the current members.	<ul style="list-style-type: none"> <li>The members who are aging out of the group were able to identify their skills and where they can help them in their next stages of life.</li> </ul>
19/11/2020	Youthline AGM	<ul style="list-style-type: none"> <li>A panel member spoke to Youthline staff and stakeholders about his experience as a member of the YAP.</li> </ul>	<ul style="list-style-type: none"> <li>He was able to speak to a large audience about his time on the Panel and why it is important to work with young people.</li> </ul>
10/12/2020	Classification Office Youth Training Day	<ul style="list-style-type: none"> <li>The YAP taught Classification Office staff how to use MOSAIC tiles.</li> </ul>	<ul style="list-style-type: none"> <li>The Panel and staff members were able to have open and safe conversations about sensitive topics.</li> <li>The Panel led the conversations and demonstrated why it is important to talk with young people about prejudice.</li> </ul>
17/12/2020	Chatbot MSD	<ul style="list-style-type: none"> <li>MSD engaged with the YAP to get their input on the content design, voice, and persona of the chatbot, as a group of diverse young people with knowledge in media and engaging teens.</li> </ul>	<ul style="list-style-type: none"> <li>The YAP provided a better understanding of what young people need. The content and persona have a stronger 'youth voice' or resonance with young people and they are ready to move on to testing it with a wider group of young people for further insights.</li> </ul>