

## Index

### **Section 1 - The Purpose, Vision and Mission Statement**

### **Section 2 - The 6 strands of the strategy**

1. Growing Youth Bridge in schools and Universities
2. Supporting Youth Players
3. Adult led mentoring Programme
4. Web site development, communication and marketing
5. Growing the game at the Club, Regional & National levels
6. Supporting International Youth

## Section 1

### Purpose

The purpose of the Youth Strategy is to provide an agreed framework that aims to support the growth of Youth Bridge across the Country. This is designed to complement the ethos of the wider NZBridge Strategy 2017 – 2020 in recruiting new youth members as well as nurturing the current youth membership so they can all flourish under the umbrella of New Zealand Bridge.

This proposal is underpinned by research done with both youth players and the adults that support them.

### Vision

To facilitate, maintain and grow Youth Bridge in New Zealand

### Mission Statement

To develop and grow youth participation through teaching and support structures for both youth players and the people supporting them.

## Section 2 – The 6 strands of the strategy

### Growing Youth Bridge in Schools and Universities

- Teaching resources for schools and clubs relative to age group
- Run a National campaign to recruit teachers
- Recruit players from the bridge community to work alongside teachers in schools
- Link University youth players to local clubs – broker introductions
- Develop University based clubs and events
- Develop a national inter school competition

### Supporting Youth Players

- Increase opportunities for youth players as numbers increase through regional day events, weekend events, a national inter schools event, afterschool clubs and holiday programmes
- Develop a peer to peer support scheme
- Financial support across the regions and clubs
- Develop a junior award scheme that can be used by schools, clubs and link with national schemes such as the DOE
- Run a National youth event on the lines of the New Zealand wide pairs event
- Offer links with regional mentors
- Develop methods of reward and recognition

## Adult Mentoring Programme

- Develop a register of mentors
- Run a recruitment campaign to encourage people to become mentors
- Reimburse expenses to coaches who run beginners and improvers lessons to young people at a regional level
- Access to the partnership portal to support youth players to find pairings
- Mentor training
- Support materials

## Website Development, Communication and Marketing

- Develop a separate easily identified web presence for youth via a separate page on the NZBridge website
- Populate the web page with teaching and support materials for schools that include lesson plans, risk assessment templates, information for parents, access to the award scheme and copies of NZBridge child protection guidelines and policy.
- Develop the use of Social Media as a marketing tool
- Develop a database of youth players
- Develop a partnership list for the pairing for youth players accessible only to NZBridge registered youth players and mentors
- Develop a closed online playing platform for New Zealand accessible to registered youth players
- Develop a database of mentors
- Run a marketing campaign in clubs to promote Youth Bridge
- Advertise youth events on the tournaments page of NZBridge
- Run a wider marketing campaign aimed at young people, parents and schools to raise awareness of Youth Bridge and what's it offers

## Supporting Youth Bridge at a National, Regional and Club level

### At a National level

- Development of a National Youth Bridge Worker role managed to work alongside the BDO
- Develop Child protection guidelines and policy
- Funding for the development of the web page
- Run a marketing campaigns to profile Youth Bridge
- Fund a marketing campaign to recruit schools and teachers at a National level
- Ensure Youth needs are represented at the Board and Regional levels
- Make funding available to develop youth coaches
- Market the benefits of registering a youth player at the National level i.e. access to partnership and mentor portals, youth events and funding opportunities
- Develop national guidelines for a supporting youth regional policy
- Monitor the progress of the strategy

### At a Regional level

- Delegate responsibility for representing the needs of young people to a board member
- Development of a regional youth coach role
- Require clubs to register all youth players
- Develop a youth support policy in line with national guidelines

- Develop a transparent easy funding application system for youth players

## **At the Club level**

- Require clubs to register all Youth players
- Offer online payment opportunities for young people i.e. by direct bank transfer
- Encourage club members to recruit children/grandchildren to lessons either in the club or those held by the regional youth coaches
- Develop new working practices that respond to youth players need i.e. afterschool or weekend sessions, reduced rate or free sessions etc.

## **Supporting International Youth**

- Three development Squads- under 16 years, under 21 years and under 25 years.
- Each player will have a mentor who will help player development.
- Each player will have a development programme.
- Each squad will participate in online play and in tournaments.
- Each squad will attend player development weekends (likely 6 monthly).
- Squad participants will be required to commit to this enhanced programme

## Proposed Timeline

<p><b>2018</b></p>	<ul style="list-style-type: none"> <li>• Consultation process</li> <li>• Develop a National Youth Strategy</li> <li>• Adopt strategy at a National level</li> <li>• Identify funding</li> <li>• Identify funding for and the development person if appropriate</li> </ul>
<p><b>2019</b></p>	<ul style="list-style-type: none"> <li>• Disseminate strategy to the regions &amp; clubs</li> <li>• Work with regions to have youth as part of their portfolio</li> <li>• Develop a network of these representatives</li> <li>• Set up the webpage/site</li> <li>• Develop web based support materials and upload</li> <li>• Develop award scheme on the lines of the EBU scheme</li> <li>• Develop closed support services for NZBridge registered youth players i.e. partnership database and online playing platform</li> <li>• Recruit players from the bridge community from existing contacts to work alongside schools</li> <li>• Recruit 1<sup>st</sup> group of schools/teachers</li> <li>• Continue to run Youth Events as is</li> <li>• Develop a peer support scheme</li> <li>• Develop beginners and improvers lessons specifically for young people on a regional basis</li> <li>• Develop a good working relationship between youth development, international and clubs</li> </ul>
<p><b>2020</b></p>	<ul style="list-style-type: none"> <li>• Run regional beginners, improvers lessons targeted at young people</li> <li>• Develop a closed adult mentors support network for mentors registered with NZBridge</li> <li>• Recruit clubs to support youth players as they become university student</li> <li>• 2<sup>nd</sup> group of schools recruited</li> <li>• Expand Youth events to include regional events, weekend events, after school events and holiday programmes</li> <li>• Develop the wider use of social media as a method of recruitment</li> <li>• Encourage Clubs to be more youth friendly to accommodate the growing body of youth players</li> </ul>

<b>2021</b>	<ul style="list-style-type: none"><li>• Help young people to set up University clubs if appropriate</li><li>• Continue to recruit schools</li><li>• Continue to support adult mentors</li><li>• Continue to support peer to peer programme</li><li>• Continue to expand Youth events to include regional events, weekend events, after school events and holiday programmes</li><li>• Run the 1<sup>st</sup> national inter schools event</li><li>• Continue to run regional beginners, improvers lessons targeted at young people</li></ul>
<b>2022</b>	<ul style="list-style-type: none"><li>• Continue to recruit schools</li><li>• Continue to support adult mentors</li><li>• Continue to support peer to peer programme</li><li>• Continue to expand Youth events to include regional events, weekend events, after school events and holiday programmes</li><li>• Run the 2<sup>nd</sup> national inter schools event</li><li>• Continue to run regional beginners, improvers lessons targeted at young people</li><li>• Review</li></ul>