# Parliament Engagement Strategy 2018 – 2021

## Opportunities

### Connect and reach out
- Establish Speaker’s and Members’ outreach programme
- Select committees increase visits outside Wellington and meet with community groups
- Create face-to-face communities from virtual ones
- Maximise use of all communication channels
- Establish Parliament champions in different communities

### Engage - Make Parliament interactive
- Use innovative technology to entice more people to be interested
- Produce content to humanise Parliament
- Plan and organise events that connect people with Parliament, and create media opportunities
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### Share the stories of Parliament
- Be the first to inform about what is happening at Parliament
- Ensure all school kids have the opportunity to visit Parliament
- Create more physical and online opportunities for the public to understand processes
- Provide relevant information about the value of Inter-Parliamentary Relations activities
- Keep the public in the loop from beginning to end
- Make the Parliament website the go-to source of New Zealand parliamentary information and news

### Inspire and nurture future voters
- Create interesting and engaging resources for children
- Ensure all school kids have the opportunity to visit Parliament
- Provide all secondary social science teachers with the resources to teach their students about Parliament
- Provide relevant information about the value of Inter-Parliamentary Relations activities
- Profile stories of young everyday Kiwis’ success in engaging with Parliament
- Enable children and young adults to have a voice
- Use electoral offices as conduits to the public, especially youth

### Make it easier to be involved
- Establish and maintain ways to make it easier to ask
- Establish and maintain ways to make it easier to participate
- Explain how to access Parliament and what MPs can do for the public
- Establish a conduit for Members to access help and resources
- Go to where the people are, making it easier for them to be involved
- Office of the Clerk and Parliamentary Service work together to achieve this strategy

### Build partnerships
- Members support, are part of, and champion engagement
- Support media to report Parliament accurately and positively
- Work with community groups, NGOs, and Iwi radio to increase reach
- Establish working groups and develop common goals with Electoral Commission and Ministry of Education
- Influence civics education being added to the curriculum
- Enhanced engagement from disengaged or disadvantaged groups

## Focus areas

### Foundations
- Focusing on users’ needs

### Establishing and enhancing digital and broadcasting channels
- Educating the wider State sector

### Communications infrastructure with everyone’s support
- Increase in public participation; more and better quality submissions and petitions
- Increase in audiences across all communication channels
- Assisting the Electoral Commission with its goal of increasing voter turnout
- Every school child has the opportunity to learn about, value, and understand Parliament
- Enhanced public perception of Parliament and MPs
- Increase in positive stories about Parliament
- Influence civics education being added to the curriculum
- Enhanced engagement from disengaged or disadvantaged groups