



**EAST HEART UNPLUGGED,  
A YOUTH PROJECT OF THE HEART  
A YOUTH PROJECT OF THE HEART**

# **EAST HEART UNPLUGGED PROJECT REPORT NOVEMBER 2014**



**WRITTEN BY CRISTY TREWARTHA**



## **EAST HEART UNPLUGGED, A YOUTH PROJECT OF THE HEART A YOUTH PROJECT OF THE HEART**

### **SUMMARY**

*East HEART Unplugged* is a youth project of the HEART Movement, a long-term initiative in Glen Innes and Pt England to promote healthy relationships and prevent family violence.

In September and October 2014 a group of 18 local youth participated in a three-day noho marae (marae live in) at Te Noho Kotahitanga Marae, Unitec. During these three days the participants:

- Learnt about healthy relationships from Māori and Pacific perspectives
- Were mentored by established musicians and producers
- Spent time at MAINZ and recorded music
- Created bands and wrote four original songs on the theme of healthy relationships
- Recorded their original songs with the Play It Strange Trust

A week later *East HEART Unplugged* performed their music to their whānau, friends and community at a local youth event LIV IT UP! to an awesome response.

This is the first step towards giving young people in Glen Innes and Pt England a voice in the HEART Movement.

This report shares detail about the project, successes and learnings from youth and practitioners involved, and suggests next steps.



**EAST HEART UNPLUGGED,  
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**East HEART Unplugged embedded the TIES principles**

**Focusing on the positives**

Focus on musical talent and creativity of local youth, and healthy relationships rather than family violence

**Transforming Leadership**

Making space for youth to lead community conversation about healthy relationships

**Stepping Up and Speaking Out**

Creating a platform for youth voice within the community

**Showing Respect**

Role modeling the HEART kāupapa and creating a safe and respectful space for everyone

**Working Together and Learning**

Working together to develop what healthy relationships mean for this community, and working with youth as partners and co-creators



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**OUR SINCERE THANKS TO**

**TAMAKI REDEVELOPMENT COMPANY  
AND  
THE IT'S NOT OK CAMPAIGN**

**FOR FUNDING THIS PROJECT AND MAKING IT POSSIBLE**





## **EAST HEART UNPLUGGED, A YOUTH PROJECT OF THE HEART A YOUTH PROJECT OF THE HEART**

### **BACKGROUND**

The HEART Movement is a local initiative in Glen Innes and Pt England working to prevent family violence and promote healthy relationships. Target communities for HEART are Māori, Pacific and youth. This project is the first significant youth focused community mobilisation<sup>1</sup> activity for HEART.

Work to develop a local youth project began in early 2013. A needs assessment<sup>2</sup> was completed to understand the needs of local youth around relationships. Focus groups were run with: the Young Mums programme (Te Waipuna Puawai), Young Dad's Group (Te Waipuna Puawai), and Mana Rangatahi (Glen Innes Family Centre). HEART also surveyed Tāmaki College students and contributed to the national pilot programme "Loves Me Not" run for Year 12 students, and ran community workshops.

Through this process local youth said they wanted to learn more about all aspects of relationships, and especially:

- Communication (most often named need)
- Sexual health and contraception
- Dealing with jealousy, cheating and break ups
- Abuse and family violence
- The impact of alcohol and other drugs on relationships

Youth needs were significant and it was clear that there was not enough resource in the community to address these needs. The role of the HEART Movement was to mobilise the youth community for positive change, while influencing and working to attract increased services for youth, and programmes in community and school settings. This approach aligned with TIES (Tāmaki Inclusive Engagement Strategy) and the HEART Movement Theory of Change.

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<sup>1</sup> HEART has two strands: community mobilisation, and organisational capacity and collaboration development.

<sup>2</sup> Initial needs assessment run by HEART organisations Family Planning, Glen Innes Family Centre, and Te Waipuna Puawai.

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### **EAST HEART UNPLUGGED 2014**

*East HEART Unplugged* was developed by HEART in collaboration with Jerome Cowley and the Village Collective<sup>3</sup> in 2014. *East HEART* used music to stimulate conversation amongst youth about healthy relationships and start to change social norms that violence and abuse are just a normal part of life.

*East HEART* involved:

- An open application round (see poster Appendix A)
- A whānau meeting with confirmed participants
- A 3-day 2-night noho marae (marae live in)
- The LIV IT UP concert rehearsal
- The LIV IT UP concert
- Media and social media
- Two debrief meetings: practitioners, and participants.

Applications were invited from Māori and Pacific youth from Glen Innes and Pt England to participate in a noho marae on music development and healthy relationships. Thirty applications were received, and 18 young musicians participated in a 3-day 2-night noho marae at Te Noho Kotahitanga Marae, Unitec. The participants attended Tāmaki College, Selwyn College, Glendowie College, Te Kura Kaupapa Maori O Puau Te Moananui A Kiwa, or were either out of school or working.

During the noho participants received mentoring from:

- Established artists: Majic and Robbie Paora, Marina Alefosio, DJCXL, K.One
- Music industry: Mark Arona Illegal Musik, MAINZ
- Workshops on healthy relationships: Lua Maynard - It's not OK Champion, Māori and Pacific perspectives - Jerome Cowley and The Village Collective.

The participants were grouped into bands and worked together to write four original songs on healthy relationships. Their songs were recorded at the marae by Play it Strange Trust. For the full lyrics and bands see Appendix B.

#### **LIV IT UP Concert**

*East HEART* was invited to be part of a youth concert, LIV IT UP, on 11<sup>th</sup> October. This provided a great opportunity for the participants to perform their music for their

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<sup>3</sup> The Village Collective is a Pacific sexual health promotion agency based in Wiri, formerly know as Family Life Education Pasefika or FLEP. The team often use performing arts to communicate their messages.



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whānau, friends and community. The concert was held at Grace International Church.

*East HEART* performed to a crowd of 350 people. For many of the participants it was their first time on stage. They received a hugely positive response from the crowd on the night, and the community continued to talk about how talented the group were, how well they performed, and how proud they felt of the participants for weeks following the event. Some fed back that it was awesome seeing HEART run a project like this which was so well received by the community, communicated very clear positive messages, and showed off local youth talent.

### **Media**

*East HEART* used social media extensively to recruit and communicate with participants, and to stimulate wider community interest and support.  
[www.facebook.com/EastHEARTUnplugged](http://www.facebook.com/EastHEARTUnplugged)

Māori TV joined the first day at the marae and ran a piece on the project on Te Kaea  
<http://www.maoritelevision.com/news/regional/youth-programme-east-heart-unplugged-launched>

The East and Bays Courier also covered the project (see Appendix C). It was a great opportunity for the youth to be able to front the TV and print media.

### **Recordings**

The original recordings can be listened to on SoundCloud

[www.soundcloud.com/east-heart-unplugged](http://www.soundcloud.com/east-heart-unplugged)

Videos of the performances at the LIV IT UP concert can be watched on youtube

[www.youtube.com/channel/UCRyls5qh5jwMA6N6jtsuadw/feed](http://www.youtube.com/channel/UCRyls5qh5jwMA6N6jtsuadw/feed)

### **Funding**

The total budget for this project was \$8,500, excluding staff expenses.

Tāmaki Redevelopment Company contributed \$5,000 and 2-days recording costs with the Play it Strange Trust.

The It's not OK Campaign contributed \$3,500.



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### **DEBRIEF**

Debrief meetings were held with both the practitioners and youth. The aim of the debrief meetings was to learn about the impact of the project on those involved, successes, challenges, and where to next.

#### **Practitioners debrief**

##### Successes

- The powhiri on to Te Noho Kotahitanga marae set the tone from the beginning. Spiritual and cultural base was strong through being on the marae, the facilitators and the cultural content. This was a real strength of *East HEART*
- Strong bonds were formed between group members. The group was like-minded because of their love of music, which meant they connected well and very quickly
- The guest artists were really supportive and gave practical tips, especially Majic and Robbie Paora and Marina Alefosio
- All practitioners really keen to continue to be part of this project
- Great feedback from Unitec on the importance of the kaupapa
- Very positive feedback from the Play it Strange Trust on the achievements of the project and talent of participants
- Created a positive peer group that bridged local schools and young people in work and out of school
- Huge boost in confidence seen in all of the participants
- Youth showed great leadership skills that should continue to be fostered
- Media: Māori TV and local paper coverage was great

##### Concert

- The concert attracted a big crowd, 350 people attended.
- Hugely positive feedback from whānau and concert organisers.
- Perfect opportunity to perform to whānau and community.

##### Challenges

- Not enough time on the noho
- Awesome for first time but would think more about order of workshops, messaging from guests and contributors next time
- Communication and timing: one person needs to be in charge and on site at all times (e.g. taking groups to MAINZ got messy)
- The focus on healthy relationships and time meant that participants did not have space to learn about sexuality or what to do about unhealthy relationships





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- More time needed to work on performances but great start
- Important to define roles of support people more clearly
- Village Collective team could not use all of their skills because the schedule was very full
- Noho marae means that everyone stays for the whole time. Facilitators were not able to do this this time but must in future
- Participants needed to be clear what was ok and what was not ok e.g. homophobic language, and not always being attentive when guests presented

### Next steps

- To check in with the participants who have not been able to make it to events since the noho marae
- To keep this group together and growing
- To use the Glen Innes Music and Arts Centre as a 'home base' for the group once opened especially to grow performance skills
- Need to talk with participants about meeting their expressed needs around sexuality education and unhealthy relationships
- Recognised that baby steps are ok with education as this is a long-term kāupapa and it is about building on learnings over time
- Village Collective a great fit with the group, and they are very keen to continue to be involved, and will be at Tamaki College in 2015
- Perform at HEART events and other local events
- Hear from the participants where to next
- If annual noho are run, bring other youth in as well as fostering existing group
- Run regular workshops and rehearsals for existing group
- Connect with local musicians
- Write up the words and use e.g. posters
- Give youth option to be involved but no pressure
- Practitioner's role to find resource and make space for youth to decide where to next



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### Participants debrief

The participants were very positive about their experience of *East HEART Unplugged*, and couldn't say enough about how much they got out of it.

Feedback from the youth:

- Loved being together during the noho marae, said "it was stink when we left the marae, we really missed each other. We loved getting back together at the rehearsal, concert, and the debrief."
- Get that *East HEART* is not just about music and really want to be part of promoting healthy relationships in their community
- Want more time together to improve their music
- Feel more confident in themselves
- More confidence in their music, writing and performing
- More ready to try new things and step out of their comfort zones
- Want to live at *East HEART Unplugged*! Loved it so much!

They were so positive about the group so were asked, "What is different or special about *East HEART*?" They said

- They could totally be themselves without judgment from anyone – "I am me, everyone else is taken"
- Not what they expected, didn't think it would be as "legit" (worthwhile) as it was
- Acceptance of everyone
- Could relate to each other easily because of their love of music and shared goal
- No stereotypes or cliques to fit into, could just be themselves, everyone got along
- Not too serious (though important kaupapa), had heaps of fun
- They created a really strong bond
- Very unique group to be a part of

Next steps

- Music:
  - Write a song together, an *East HEART* Anthem
  - Lessons and tuition
  - Write, record, perform
  - Produce a CD e.g. *East HEART* Vol. 1... include other local artists, or national artists that believe in the kaupapa
- Healthy relationships workshops



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- Noho marae: wanted longer and more time to play music
- Create some East HEART gear e.g. t-shirts, posters
- Perform at local schools, especially primary schools
- Flash mob GI
- Connect with MAINZ
- GIMAC: perform at the opening; have a regular *East HEART* time at GIMAC each week/ fortnight
- Communications: billboards; make an ad; pamphlets;
- Fundraising events to keep it going
- Focus on getting messages out to the community





## **EAST HEART UNPLUGGED, A YOUTH PROJECT OF THE HEART A YOUTH PROJECT OF THE HEART**

### **NEXT STEPS**

The intention is for *East HEART Unplugged* to continue as a key youth initiative of the HEART Movement. The music can be used at community events and in social media to communicate the messages created by youth to the wider community. Once GIMAC is completed in 2015, it is hoped that the youth are well prepared to fully engage in this space.

HEART has also been working with the Tāmaki Youth Working Group, a group of community organisations concerned about the lack of effective supports for young people. A community action plan has been developed by this group. The potential role of HEART in community mobilisation, organisational capacity and collaboration development is outlined in this plan.

#### **Short term**

HEART is currently working to secure funding for the year ahead. Once funding is secured, the next step will be to bring the youth and practitioners back together to decide which of their ideas will be actioned and to develop a plan for the next 12 months. The participants have been invited to play in the two HEART Movement touch teams to keep them connected until further funding is secured.

- Further promote and share recorded music widely within the community, including actively looking for new media opportunities
- Compile the photos, video and music from the noho marae into a video presentation
- Form a relationship with the Glen Innes Music and Arts Centre (GIMAC) development team
- Identify local people interested in managing East HEART going forward

#### **Medium term**

- Look for opportunities to perform at local schools
- Establish a relationship with a funder, aiming for multi-year funding
- Employ a coordinator for this initiative
- Foster a strong relationship between *East HEART Unplugged*, local schools and GIMAC
- Develop partnerships with key agencies e.g. MAINZ, Play it Strange Trust
- Continue to use songs as part of the story of the HEART Movement e.g. at events, using lyrics on posters etc.
- Annual events such as a noho marae and an annual youth concert



## **EAST HEART UNPLUGGED, A YOUTH PROJECT OF THE HEART A YOUTH PROJECT OF THE HEART**

### **5 year plan**

For *East HEART Unplugged* to become a highly visible project of the HEART Movement within the Glen Innes and Pt England community that people understand as a positive initiative that:

- Celebrates the talent of local creative youth
- Continues to grow the numbers of local youth that have a meaningful connection to the HEART kaupapa
- Inspires people to think more about healthy relationships, what this means for them, and that it is possible to develop healthy relationships
- Grows youth leadership and gives youth a voice
- Makes it more acceptable to talk about unhealthy relationships and to seek help
- Connects creative youth to further training and development, and industry
- Contributes to developing understanding and skills so that young people and their families can deal with life challenges without causing harm to themselves or each other

In the long term this project should aim to demonstrate a shift in norms of local youth around healthy relationships, and increased expectation that they will have healthy relationships free from violence and abuse.

### **ACKNOWLEDGEMENTS**

Thanks to:

Whānau and friends who supported the *East HEART Unplugged* participants  
Chris Makoare, Kathleen Nelson and Glen Innes Family Centre team; East and Bays Courier; Grace International Church; the HEART Movement Community Facilitators; Jerome Cowley and whānau and Ngāti Whātua O Orakei; MAINZ; Māori TV; Mātua Jim, Nani Maggie, Georgie Thompson and Ruapotaka Marae whānau; Play it Strange Trust; Robert Muller and The Village Collective team; Te Waipuna Puawai team; Viliami Telefoni and Tāmaki College; Whāea Linda Tuki, Jessica Aranui and Te Noho Kotahitanga Marae whānau, Unitec; and all the people that helped in some way to make this project as successful as it was.

*Ngā mihi nui ki a koutou*



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Appendix A – Poster

**HEALTHY RELATIONSHIPS IN TAMAKI  
HEART  
PRESENTS**

**I ♥ MUSIC**

**I ♥ G.I.**


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UNPLUGGED  
2014**


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**Appendix B – Bands and Lyrics**

**Team Love – Feel Me**

**John Ioasa, Ricki Tiumale, Teariki Roos, Nikora Topia-McClausland**

Move your body from side to side  
Sway your body from left to right  
Let the music take over you  
Rock your body if you feel me too

Brothers and sisters you got to keep moving forward  
No matter what obstacles we're gonna get through the day  
Let's get together as one so we change make a change  
So we can get the job done  
Then we can jam all day til the rising sun

We're gonna break through these chains  
No matter what they say  
Just believe in yourself  
And you can make it all the way

Move your body from side to side  
Sway your body from left to right  
Let the music take over you  
Rock your body if you feel me too

Brothers and sisters keep your head in the game  
Face the challenges that's gonna come your way  
Believe in what you dream  
Believe in what you see  
Because the future is in your hands  
Only you can make it happen

Move your body from side to side  
Sway your body from left to right  
Let the music take over you  
Rock your body if you feel me too



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**Team Faith – I Got You**

**Roni Fasitau-Rudolph, Charlie Taufu, Vincent Muliagatele, Genesis Su'a-Tariau**

When you are feeling down and out  
Remember there is someone to help out  
Loving and committing to what you need  
Someone to lift you up and breathe

(Chorus)

I got you and you got me too  
Through the good and the bad I believe in you  
I got you and you got me too  
Forever together just me and you

No matter what you may go through  
You just got to trust me and I have got to trust you too  
Cos I got you

Chorus

There comes a time in life when we all go through the struggles  
As we pray to God  
Instead of thinking what did I do to deserve this  
But the fact is that I need to overcome this  
We have people come and go only when they want to  
Situations like this, they come and haunt you  
Matter of fact your friends ain't even all true  
That's when you start giving up  
See that's the thing with you  
Kick back relax realise you're not the only one  
Letting it out, someone, is the answer  
When you start telling other peeps that's when the fun comes  
I got you, you got me, gotta keep your head up  
Together we strive to the top, don't ever give up  
Don't ever give up

Chorus





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**Team Trust – Home Is Where I Wanna Be  
Cypress Tei, Tasman Randell, Jodeci Flesher, Ioapo Ioasa, Mariana Lote**

Come stand with me, cos you and I are family  
You and I, yes you and I, we're meant to be  
Come stand with me cos baby we are family  
You and I yes, you and I we're meant to be

Come jam with us because I trust the way the music makes you move  
Feel your body sway, let the rhythm take your body to another place

Come stand with me, cos you and I are family  
You and I, yes you and I we're meant to be

Like heaven sent, sweet sent of honey, playing with the sugar groove  
Free your heart and soul, skanking the tempo, home is where I wanna be

Yeah home is where I wanna be  
Home is where I wanna be

Come stand with me, cos you and I are family  
You and I, yes you and I, we're meant to be

Yeah home is where I wanna be  
Home is where I wanna be

Come stand with me, cos you and I are family  
You and I, yes you and I, we're meant to be  
Home is where I wanna be



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**Team Respect – A World In Peace**

**Kayley Hokai-Tipuna, Tai Rapata-Mohi, William Henry, DJ Davis**

(Chorus)

How come we can't live in a world of peace so we can reunite  
To share what we feel inside, to create life in harmony  
Our family, I just can't believe anymore  
I just wish that things could be back where they were before

Why can't we gain peace, so we can all get along  
Have a bond instead we're stuck here singing the same song  
Leaving us all in doubt  
This feeling I've never felt  
I still sitting here figuring what love is about  
So where's the wisdom in this  
Or is it me, no it's just, this world's just too lazy to create multiple relationships  
I wonder what can I do to build my self-esteem  
To have the confidence, change this world, to live in peace

Chorus

Give everyone a chance  
Give our family the advance  
So we can fight for our rights in this world is where we stand  
Hopefully we can make it, I know that we can make it  
Place obstacles in the way, the situation, we'll face it  
Have faith in our nation  
So haters stop complaining, have love for each other so we can build new  
generations  
Let's mention building up, so all this hating can stop  
So keep this word in mind so all together we trust

Chorus



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## Appendix C - Media

East and Bays Courier, October 17th 2014

12/11/14 6:08 pm

4 EAST & BAYS COURIER, OCTOBER 17, 2014

NEWS

www.stuff.co.nz

# Concert puts healthy values on stage

By LAUREN PRIESTLEY

Budding Maori and Pacific musicians hit the stage to promote healthy relationships in Tamaki on the weekend.

Eighteen teens performed at the inaugural East HEART Unplugged concert Liv It Up in Glen Innes on October 11 following a four-day stay at Untie's Te Noho Kotahitanga Marae in Pt Chevalier.

Top musicians from Illegal Musik as well as Marina Alefosis, Majic, Robbie Paora and Lisa Maynard mentored the young artists.

"The idea was to make music about healthy relationships and preventing family violence. Tamaki College student Ricki Tamaiti says it was life-changing.

"The Glen Innes 16-year-old was one of the first to sign up for the event.

"At first I wasn't really sure what it was going to be like. I thought 'oh



**Sweet sounds:** Roni Fasitau Rudolph gives it her all.



**Having fun:** Young artists from Glen Innes and Pt England at Te Noho Kotahitanga Marae.

no, I'm going to have to come out of my own little bubble".

"By the end of the first day everybody was like family. None of us wanted to go home, it was that amazing."

Vincent Muliagatele, 15, says the event was not just about the music.

"The Glen Innes teen plays bass and enjoyed being up on stage dur-

ing the concert. "We got to learn about each other and expressing our feelings and all that. It was pretty inspirational."

Local musician and health promoter Jerome Cowley says the event helped the youth hone their skills but also learn about the

### there's more online

Go to eastandbayscourier.co.nz and click on Latest Edition to see a video of East HEART Unplugged.

power of music to make change. "Everything is about relationships. Whether it is at home with your partner and whānau, or in a band, if you have healthy relationships around you, you can achieve your dreams."

The HEART Movement was formed to promote healthy relationships in Tamaki.

This year's Unplugged event was supported by the Tamaki Redevelopment Company and It's Not OK.

HEART is looking for further funding to continue the project. Go to facebook.com and search "East HEART Unplugged" for more information.

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