

# THE UNWRITTEN ARTICLES.

## THE INSIGHT

Youth crime is flooding our media at the moment. So much so, that it's almost impossible to imagine a time where this won't be the case. But we can get there. In fact, youth crime is actually decreasing year after year nationally, aided by the work of Springboard.

As Springboard works towards a future where youth crime will no longer be a problem in New Zealand, we'll show potential donors exactly what this future could look like, motivating them to help us get there.

## HOW IT WILL WORK

We're using the medium itself, removing articles from print newspapers to leave behind blank spaces that represent a lack of youth crime coverage, which is the reality we're aiming for if every young Kiwi who needed support could grow and develop with the help of Springboard.

Readers will first be confronted with the nearly blank news page, before turning their attention to the second page which reveals that Springboard is imagining a better future for our youth and New Zealand as a whole. To help make this future a reality, they can immediately get involved with the QR code leading them to the donation page.

This idea has the ability to be a lasting one. While youth crime is currently reducing, there is still a lot of work to be done to eradicate it completely. This means that this idea could be rerun over time, in different papers to target new readerships.

*Springboard*  
HEART AT WORK EST. 2002

16 News

The Sunday Star-Times March 12, 2023

## Kelly Feng's NGO hits milestone



Asian Family Services chief exec Kelly Feng says the organisation is "ready to take on challenges".

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After many years of developing

what she calls a high trust model for her communities – who are particularly affected by stigma and shame when it comes to seeking help, particularly for mental health issues – she was excited to tell the government: "We're ready to take on challenges."

The pandemic saw calls to their service triple in three years, with Asian communities who often work in hospitality, tourism and small businesses – sectors particularly feeling the pain – struggling.

Feng is unhappy with how long people have to wait for help – with people seeking help for mental health issues, domestic violence, gambling problems, or, increasingly, drug or alcohol dependency. "I often feel very sorry and stressed when I see people on the waiting list because I think everyone should have the right to see someone when they need help – within a couple of weeks rather than a couple of months, which is too long."

Feng says a survey revealed drug use in Asians has tripled, and this created further work; talking to the NZ Drug Foundation to see if there was a way they could collaborate, and Te Whatu Ora to see what support was available.

The service spot-funds essential needs – but the organisation's funding is tight and seeking donations or government support is an ongoing job for Feng. It is a difference, though, Feng cites the case of an elderly woman living alone with no support.

"Her washing machine broke down and she had no ability to buy another. This was at the really high peak of the [Covid] outbreak. We bought her a washing machine, and delivered it."

During Covid they were offering food, support and discretionary funding. "Every single story, every family we touched, was amazing. Those types of things keep me going, and I think, 'we are making a difference'."

### Auckland

#### Haircut leads to reunion

The generosity of an Auckland barber has helped reunite a homeless man with his family. Caleb Heke, who gives free haircuts to homeless people once a week, published a TikTok video of one such trim for a man he found lying on a bench in the CBD's Fort St with a dark shaggy mane and beard. The video reached the family of Zane Khan, who had been looking for him. Khan's father Monis turned up to Kirkwoods Barbers in Mt Wellington, where Heke worked, and brought Zane with him.

## Why are just 7% of pilots women?

In 2018 there were fewer than 200 pilots and those in the industry say gender stereotypes continue to perpetuate. Piers Fuller reports.

When Chani Leitch told her high school careers advisor she wanted to be a pilot, she was told hairdressing might be more appropriate. But more than two decades later the Christchurch businesswoman and mother is pursuing her aviation dream.

Experts say gender stereotyping is one of the reasons the proportion of women in the aviation industry is still very low.

According to the 2018 Census, there were 174 female pilots in New Zealand, just 7% of the total. But the Royal New Zealand Air Force (RNZAF), major industry players and prominent air shows are trying to change that with a range of programmes aimed at women.

After selling her business two years ago, Leitch, 39, decided to train for her private pilot's licence and now she has her sights on a commercial licence to become an instructor.

She says it has been rewarding, but challenging. "It's been the most amazing experience so far... being a mum is my first priority, but my kids have been along in the journey with me."



Trainee pilot Chani Leitch with her 10-year-old daughter Mirren. They have their sights set on the RNZAF's School of Whenuapai.



The RNZAF set a goal of 30% female pilots by 2020, and Eaves targets 25% by 2025.



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Trainee pilot Chani Leitch and eight-year-old daughter Mirren, above, have their sights set on the skies. Below, The RNZAF's School to Skies at Whenuapai.



The RNZAF achieved its initial goal of 20% female representation by 2020, and Eavestaff says its next target is 25% by 2025.

Noticed a few gaps? That's because we're imagining a future where there won't be any youth crime to report on.

Help us support our young people to make this a reality.

Springboard  
HEART AT WORK



1000  
@10  
CLUB



HOW IT COULD EXTEND

This idea becomes even more impactful if we extend it out to make use of daily newspapers throughout the week. We'll begin to leave blank spaces in the news at the start of the week, which will initially be subtle but escalate day after day until it culminates in our DPS at the end of the week.

This will create investment in the campaign as what readers may think are just mistakes or printing errors will pique their interest when they see them each day, meaning the DPS will have a greater payoff as it finally reveals what has been going on.



Monday



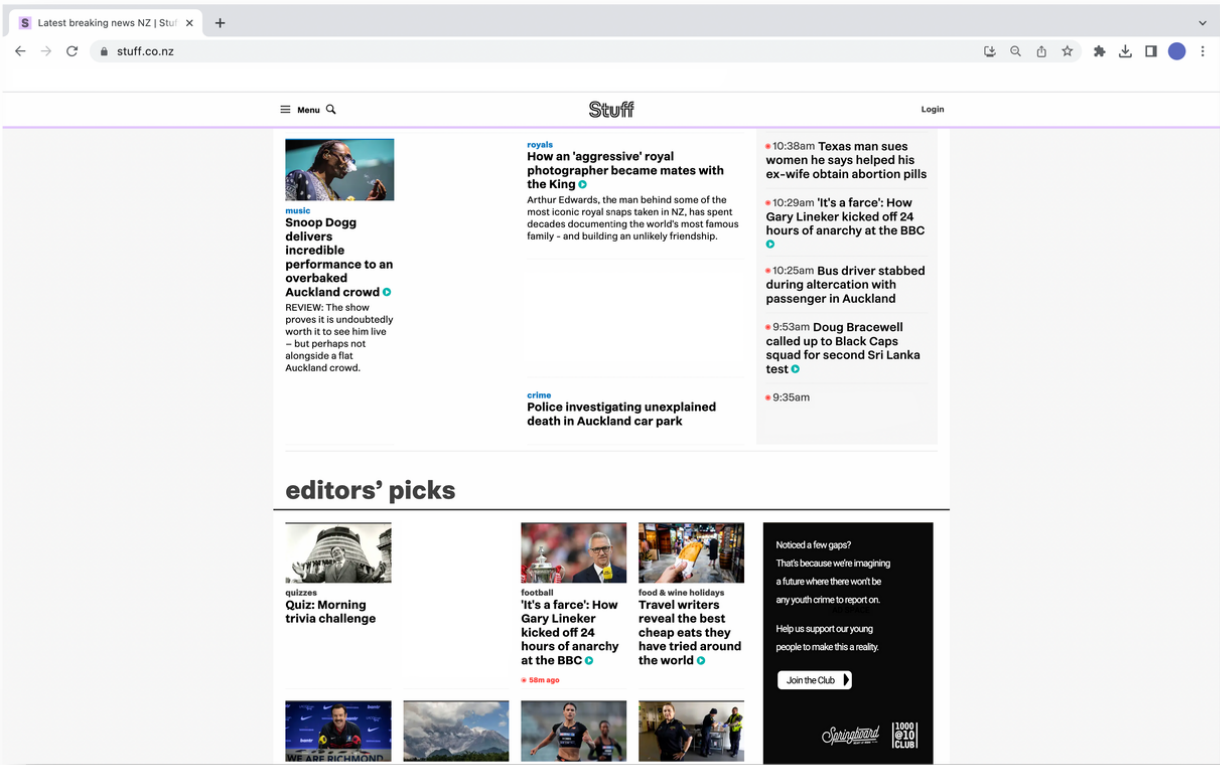
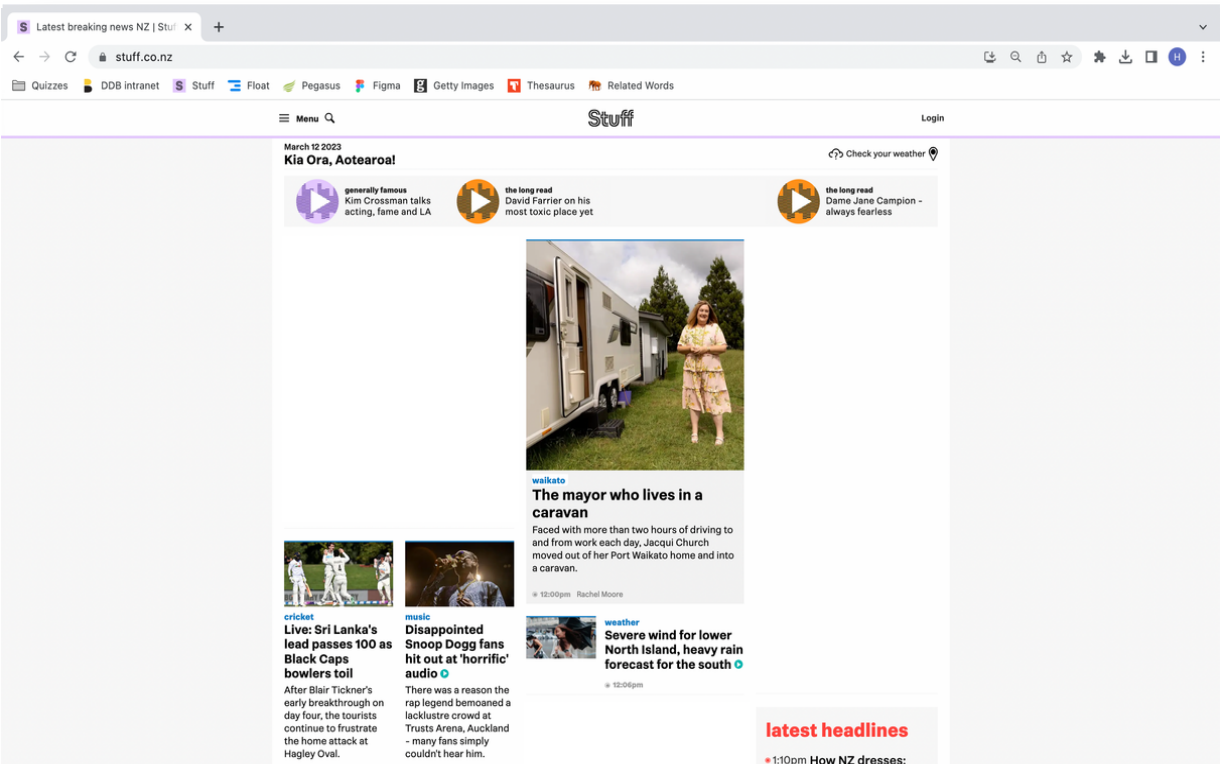
Tuesday



Wednesday



Thursday



This idea could also live easily in a digital environment, with articles vanishing from news websites. Digital banners will then do the job of revealing the campaign and linking through to the 1000@10 Club.