# YOUTH COMMISSION REPORT



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### FOREWORD by Minister Simon Harris TD

am delighted to present the Report of the Fine Gael Youth Commission to the Tánaiste and Leader of Fine Gael, Leo Varadkar TD. Established in May 2021, the Commission worked almost entirely remotely due to Covid restrictions and I want to thank sincerely fellow Commission members for their time, effort and expertise.

The Commission was tasked with the job of examining three pillars of work: party structures, policy issues and communications. Our membership comprised people from across the Party – membership of Young Fine Gael, public representatives and party members and staff.

Youth movements have always shaped and informed politics. In Ireland young people have been drivers of key social changes such as marriage equality, repeal of the Eighth Amendment and climate action. Young Fine Gael must be at the heart of this.

That does mean we will have to do things differently.

As such, the Commission was keen to situate its findings on structures, communications and policies within a modern political context.

This Report contains 44 recommendations, of which 23 will be completed or established within 6 months. The remaining recommendations have been assigned lead ownership for implementation within an identified timeframe.

We have purposely structured our recommendations as an Action Plan to ensure that the Commission's work and analysis does not remain sitting on a shelf, but is a dynamic and reforming plank of Fine Gael's commitment to young people.

The Commission has not shied away from some of the more pressing issues around Young Fine Gael for example in relation to the age of membership and gender balance. We have considered how the Party communicates with young people and our recommendations on policy priorities are designed for impact.

The clarity of our recommendations is derived from the strength of the process we undertook to consider, analyse and deliver on our terms of reference. The external dialogue event in October 2021 was testament to the importance of process as well as output.

Listening, discussing and understanding the varied and nuanced concerns of young people was undoubtedly the most important aspect to the Youth Commission's work. A key recommendation of the Commission is that these structured engagements continue into the future.

The Commission has taken on board the issues and suggestions raised by our Party and from those organisations and individuals who prioritise young people in politics.

One of the most important messages we heard is that authentically engaging young people in their civic and political power should never be underestimated.

If we want to truly capture the priorities and imaginations of young people in Ireland, Fine Gael should approach them in new and relevant ways.

We must have candidates which reflect their own current life experience and we must prioritise the issues which matter most to young people.

This report should mark a new chapter for Fine Gael's relationship with young people. One where we ensure their voices are heard. One where their views are respected. One where they are empowered to bring about change.

Simon Harris, TD Chairperson of the Fine Gael Youth Commission

# EXECUTIVE SUMMARY

irst and foremost, the Fine Gael Youth Commission wishes to thank everyone who participated in what has been an invaluable exercise. The work of the Commission has provided a thorough insight into the importance of structured engagement both internally within the party and with external organisations. In particular, our external engagement demonstrated the eagerness and appetite to engage with our political party in a constructive and meaningful manner. One of the key lessons to take away from the exercise is that Fine Gael and indeed, Young Fine Gael need to maintain an outward looking perspective and enhance our continued facilitation of civic participation.

Our Party has much to be proud of in terms of listening to and responding to the concerns, thoughts and brilliant ideas offered by young people in Ireland. Going back to 1977, Young Fine Gael itself was founded as a result of the organisational shake-up of Fine Gael after Garret Fitzgerald became Party Leader. Much has happened since their first National Conference was held in Liberty Hall in November 1977. Their initial growth was exponential with over 100 YFG branches in existence within two years. By 1980, YFG embarked on its crusade to change the illegitimacy laws with over 150,000 petition signatories being collected demonstrating its resolve as a true campaigning force.

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THIS YOUTH COMMISSION HAS MET PEOPLE ACROSS TWELVE MEETINGS INTERNALLY AND HOSTED ROUGHLY TWENTY-FIVE ORGANISATIONS WORKING WITH AND ON BEHALF OF YOUNG PEOPLE. Over forty years later and with Fine Gael being returned to Government for a third consecutive occasion, it is all the more important to remember our purpose as a political party and serving as a force of change on behalf of the electorate. It is of course apt that this would involve reviewing how we engage with younger people both internally and externally. Young Fine Gael remains the most well-known youth wing of any Irish political party as indicated in our external polling, but regrettably we do not retain the position of being the most popular party among younger voters. However, we consistently poll as the second most popular party and the work of the Youth Commission has very much been focused on regaining our position as a party of first choice for the younger electorate.

This Youth Commission has met people across twelve meetings internally and hosted roughly twenty-five organisations working with and on behalf of young people. Following comprehensive listening exercises within our party since Leo Varadkar became Party Leader, the Youth Commission builds on this work and has given members and party officials an opportunity to outline how Fine Gael and Young Fine Gael can change to better serve Ireland well into the future.

In total, a number of recommendations are made across three areas: (1) internal structures and operations (2) policy and (3) communications. Each section starts with a contextual introduction weaving in the findings of the internal survey, external polling and engagement events (internal and external). The sections highlight some core themes or issues emerging and make recommendations for change. A composite table of all recommendations with lead responsibility and a timeframe can be found in Appendix 1.

# RESEARCH

In order to fully explore Fine Gael's and Young Fine Gael's positioning with young people aged 16-30 as per the terms of reference, a wide range of research activities were undertaken. These included quantitative polling and qualitative engagement meetings which primarily served as a listening exercise.

The research was undertaken both internally within a comprehensive cross-section of the party at all ages and externally with young people and those working with young people. In light of the engagement used to undertake the Youth Commission's research, it must be acknowledged that there was an incredibly warm welcome amongst members and interested persons to have the opportunity to share their views and experiences.

The below is a summary of the research and engagement held by the Youth Commission.

# SURVEY AND POLLING

Two key exercises were undertaken as part of our research as outlined below:

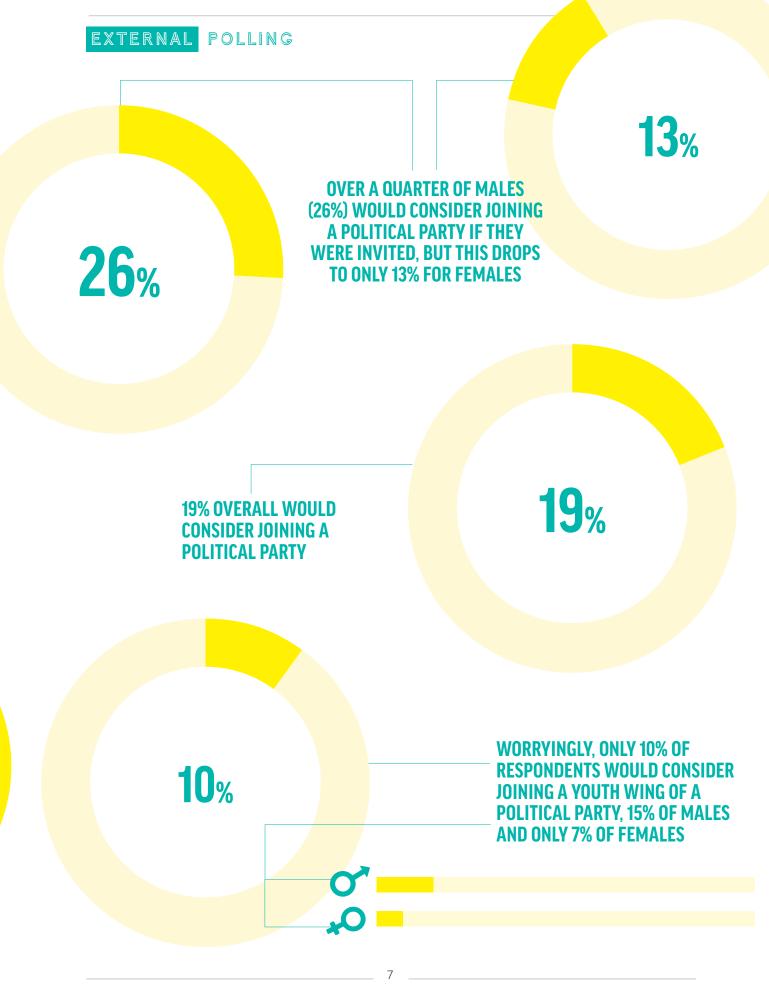
- 1. Internal survey among YFG membership
  - a. Organically developed via SurveyMonkey
- 2. External poll among young people aged 18-35
  - b. Utilised a youth panel within through a professional polling company resulting in a survey of over 800 young people between 18 and 35.

In terms of the internal survey of YFG membership, it presented interesting insights to the makeup of YFG. The majority of respondents were male (72%) indicating that a greater emphasis on gender balance is required. Other insights include that 61% are educated to undergraduate level or above indicating the successful recruitment in college branches. Other insights show that almost 75% of the respondents have parents who had no involvement or support for Fine Gael.

One of the top-line points to take away from our external polling is that Young Fine Gael is much better known than the youth wings of any other political party with 40% of respondents knowing YFG compared to only 27% for the next most known youth wing. However, while the awareness of YFG is better than other political youth wings, it is prudent to mention there appears to be greater negativity associated with youth wings of political parties in general.

In terms of external polling among young people and their willingness to become involved in politics, over a quarter of males (26%) would consider joining a political party if they were invited, but this drops to only 13% for females. While 19% overall would consider joining a political party, the trend rapidly deteriorates for youth wings of political parties. More worryingly, only 10% of respondents would consider joining a youth wing of a political party - 15% of males and only 7% of females.





# ENGAGEMENT AND CONSULTATION

The Youth Commission facilitated a wide range of engagement sessions within Fine Gael, Young Fine Gael and others. The internal engagement was an invaluable listening exercise and appears to have been greatly appreciated by those who contributed. The membership of the Youth Commission outlined in Appendix 2 wish to take this opportunity to thank those who participated and gave their time to the process.

### Internal

Internally, there were twelve engagement meetings with various groups and officers within the Party. A detailed overview of the extensive internal engagement undertaken is outlined in Appendix 3. These also included our colleagues in the Youth of the European People's Party including their President, Lídia Pereira MEP. While there were some criticisms of the internal workings of the party, there was an incredible energy and willingness to remedy the issues identified. The engagement meetings used Chatham House rules and this greatly promoted discussion in a frank and honest manner.

### **Consultation event**

A one-day in-person event took place in Dublin at the end of October in accordance with Public Health measures at that time. It was a very rewarding day where the Youth Commission heard first-hand from organisations working with and representing young people. It was also excellent to have organisations from Northern Ireland and European level in attendance. A list of the invitees and attendances is enclosed at Appendix 4.

With almost half of the invitees in attendance, it was a great turnout over the October mid-term break. It was attended by the Party Leader, Tánaiste Leo Varadkar TD, and chaired by the Chair of the Youth Commission, the Minister for Further and Higher Education, Research, Innovation and Science, Simon Harris TD. The plenary sessions were moderated by Maria Walsh MEP, member of the Youth Commission and her expertise was invaluable to the success of engagement. A number of breakout sessions ensured all ideas and suggestions could be raised and discussed.

### **European perspective**

Finally in terms of research, as part of a comparison with other European political parties, Irish youth political groups were compared against neighbouring and European countries. This has presented some very interesting outliers; for instance, membership of a Swedish youth political group is open to people as young as 11 or 12 years of age. A summary of these comparisons is provided in Appendix 5.



Photographs from Young Fine Gael National Conferences and Garret Fitzgerald Summer Schools

#### SECTION 1:

# INTERNAL STRUCTURES AND OPERATIONS

Internal party structures and operational-related issues were the key talking points for all FG members who engaged with the Youth Commission. The feedback comprised a wide range of suggestions across all areas of Fine Gael and potential improvements to make Fine Gael the party of first choice for political participation.

# YOUNG FINE GAEL



Since its foundation, Young Fine Gael (YFG) has been the most successful, strongest, and most recognised youth political wing. This is reflected in the significantly higher public awareness of Young Fine Gael compared to the other youth wings (40% of young people were aware of YFG compared to 27% and 26% for Ógra Fianna Fáil and Ógra Shinn Féin respectively). Furthermore, unlike any other youth political wing, it has been a fundamental factor in the progression of many politicians to local authorities across the country, to the Dáil and Seanad, the European Parliament and to some of the highest offices in the land.

YFG has played an increasingly important role in many General, Local and European, Presidential elections and Referenda. Even in more targeted terms, YFG has been calling for reforms to the student grant process and as recently as Budget 2022, the eligibility of accessing the SUSI grant has been increased. It has also been a force for internal party change, as with the move to open the election of the Party Leader to the wider organisation and more than just the Parliamentary Party.

However, despite the successes of the past, YFG must maintain its relevance to young people and to the Fine Gael party. To flourish into the future, the Youth Commission considers that YFG must have a role across three elements:

- 1. A strong campaigning force for the Party.
- 2. Strong advocacy within Fine Gael towards adopting policies and approaches that are more appealing to younger voters.
- 3. Attracting a future generation of members who will go onto playing an active role in our Party, either as members and volunteers or as public representatives.

In relation to the first point, the strong contribution made by Young Fine Gael to the campaigning effort in the Dublin Bay South bye-election points to the contribution that can be built on into the future. YFG also often plays an important role in assisting local Public Representatives with campaigns and events and it is well acknowledged that they stepped-up to the plate when given the opportunity to do so.

### Image and perception of YFG

In relation to the second and third points above, the Youth Commission has identified concerns about how Young Fine Gael is contributing to these other elements. It has been repeatedly referenced across many of the engagements of the Youth Commission that the YFG brand is tarnished. There have been repeated claims that the organisation has been excessively internally focused, concerned with niche issues of interest to few young people and become ideologically obsessed with a conservative/liberal discourse which does not have a parallel elsewhere within Fine Gael or within the Irish public. While it may not be a fair reflection of all recent and current leaders within YFG, it is a perception that exists within Young Fine Gael, within Fine Gael generally and in wider political circles. This needs to change, if YFG is to have a more meaningful future in representing the realistic concerns of younger people both inside and outside the party.

The internal polling of YFG membership shows the organisation is indeed a broad church. Specifically, that 37% of YFG members feel FG should be centre, while simultaneously circa 29% feel FG should be centre left and another 29% feel it should be centre right. In other words, roughly 95% of YFG members surveyed do not favour extreme left or right policies demonstrating that the Fine Gael youth wing is firmly centrist in its outlook.

Respectful and constructive dialogue must take place to put forward a unified solution and that is what separates our political party from those with long-standing or extreme viewpoints. YFG can attract people with different views, and this is something which is valued, but there is a genuine need for external cohesion.

To deal with these issues, Young Fine Gael needs to become an externally focused organisation directing its energies externally and positively with a much tighter focus on its target audience and message. The external engagement undertaken by the Youth Commission demonstrated very clearly that a demand exists to engage with Fine Gael and identify issues that impact on young people. Considering the above points, several recommendations are made to support this across the report.

As part of this, the YFG National Executive is to be required to develop a detailed annual work-plan in conjunction with the National Youth Officer, which will then be presented to the Fine Gael Executive Council for its review.

### Age

It is important there is a varied and diverse membership of Fine Gael representing different ages as well as different backgrounds and experiences. All members of the Party, no matter their age, should be encouraged to take a full and active part in the Organisation and for those under 35, there should be no sense of them being confined or restricted to YFG.

The Youth Commission considers it difficult to see the benefit of an upper age limit of 35 within YFG. From our external polling of young people, there is a greater attractiveness to joining and getting involved in a political party (19%), rather than a youth political wing (10%) and this is more marked in the 30 to 35 age group (19% vs 6%). To that end, it would appear appropriate to target YFG's efforts at younger cohorts, primarily those in full-time education or training and ensure membership of Fine Gael generally is attractive to all ages.

# TRAINING AND DEVELOPMENT

Across the Party, there needs to be a strong focus on training and development for new and existing members. This was regularly raised during the Commission's engagement sessions. Such training should boost members' knowledge of political and electoral systems, as well as the party internally. This should instil greater confidence in our members for progressing to hold officer positions and to seeking elected office.

The training and development programme for the Party generally should be especially cognisant of the needs of younger members and there should be a specific training programme for members of YFG. For instance, during the internal engagement, it was mentioned that some people joining YFG have minimal knowledge of politics and join to learn more about politics. This is in sharp contrast to those who may be studying politics or allied subjects in college. In turn, the training needs within YFG are quite divergent and need to accommodate those with varying levels of political knowledge.

### **MEETINGS AND EVENTS**

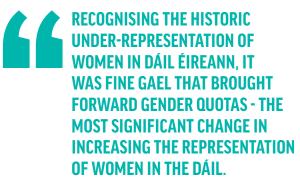
The events and meetings that the Party holds, at all levels, need to be engaging so that members and potential members are encouraged to attend. This requires a change in style and substance as the universal feedback is that the current style of meetings taking place within Fine Gael and YFG are not working as well as they should. Specifically, when referencing Fine Gael senior party meetings, it was frequently commented upon that members would be reluctant to encourage another young person to attend meetings, as they are often focused on repetitive topics, non-interactive, dominated by speechifying and offering little to younger members.

# **GENDER<sup>1</sup> AND DIVERSITY**

It is important that the Party's membership reflects all aspects of Irish society. Recognising the historic under-representation of women in Dáil Éireann, it was Fine Gael that brought forward gender quotas - the most significant change in increasing the representation of women in the Dáil.

Fine Gael has led the charge at all levels to increase the representation of women and those from diverse groups at all levels of public life. However, it is the case that this has not been reflected in the membership of the Party or in YFG, nor within the internal officer positions held. This is reflected in external polling of younger people with males being far more likely to become involved in politics than females. An increased and proactive effort is required.

To this point, many of the Party's efforts to increase the number of female and diverse candidates have involved a focus on individuals who share the Party's values but come from outside of the existing Party network. This will remain a source of candidates into the future, but we also must increase the pool of internally viable female and diverse candidates. This should be a major factor in relation to our engagement with younger members of the public.



# CANDIDATES

Fine Gael has always been proud to have young candidates to the fore. Since YFG was established, it has played a major role in encouraging and enabling young people to become candidates for election and subsequently competing and winning in elections. However, the Youth Commission notes it is disappointing that for the 2020 General Elections, there were no new candidates under 30 for the Party compared to the 2016 or 2011 General Elections. This demonstrates the need for a proactive focus on young candidates.

It is important that young members and supporters of the Party are encouraged to aspire to public office and are equipped to do so. The training and development section outlined above covers some of the efforts to inform young people, but further actions are required to enable and empower them to take it to the next step.

The external polling demonstrates there is enthusiasm from young people to run for public office. 5% of all young people answered yes to such a question and a further 17% said yes, if they were asked. However there are profound gender differences with 27% of men stating an interest in running in total (6% answering yes and 22% answering yes if asked) but only 17% of women expressing the same (4% answering yes and 13% answering yes if asked).

<sup>1</sup>When gender is defined in this document, we are referring to both gender fluid and gender identified people.

# GENDER AND DIVERSITY



Launch of the YFG Diversity and Inclusion Action Plan in February 2019



YFG Womens Trip to Brussels in June 2016

# SUPPORTERS AND NETWORKS

It is clear from the work undertaken by the Youth Commission, as well as broader research, that younger voters are more engaged in issues of interest rather than party politics. In other words, their loyalties are relatively tied to issues versus political parties. In that regard, it is important that Fine Gael develops the mechanisms to engage with those voters on a sustained basis beyond just party membership. The Policy Section contains some recommendations to embed policy issues with a youth focus into the Party.

### MEMBERSHIP

Concern was expressed by members to the Youth Commission regarding divisions within YFG. In particular, the lack of gender balance was noted to the Youth Commission. It was reported by several members that progress should be made to embed a culture of respect including respectful debate on conflicting views.

In addition, it was noted that for new members joining online in a rural area, it is a very different experience to those joining at a YFG college recruitment day. Digitalisation of the membership including through onboarding, engaging and renewal was a regular theme raised to the Youth Commission.



# INTERNAL STRUCTURES AND OPERATIONS:

#### RECOMMENDATIONS

#### Young Fine Gael

- 1. The YFG National Executive will develop a detailed annual work-plan in conjunction with the National Youth Officer, which will be presented to the Fine Gael Executive Council and Fine Gael Parliamentary Party to ensure awareness of YFG's planned activities across the Fine Gael party.
- 2. YFG membership age range to be amended to cover those aged 15-25.
- 3. Membership fee for all Young Fine Gael members will be €2.
- 4. YFG to create and execute campaigns to grow membership among those aged 15 to 25. This will be financially supported by HQ. Target of 2,000 members by 2023.
- 5. That a minimum of 30% of all members of the YFG National Executive will be male and a minimum of 30% will be female.
- 6. That at least one of the three members of the Fine Gael Executive Council from YFG will be male and at least one of the members will be female.

#### Membership

- 7. All FG recruitment campaigns should have a specific focus to attract female and diverse members for under 25s.
- 8. All recruitment campaigns should aim for a 50/50 gender split.

#### Development, Leadership and Respect

- 9. Development and leadership programme for young people in politics will be rolled-out.
- 10. That a dedicated training programme be put in place to encourage female members and members from diverse backgrounds to seek internal offices and leadership positions. There is a specific responsibility to create a safe environment for young people who wish to get involved in politics, as well as formally promoting inclusive and respectful communications.
- 11. That all members of Young Fine Gael are made aware of the forthcoming "Framework for Promoting Inclusion, Equality and Integrity in our Party" when published. That this document is placed prominently on the YFG website and that members when joining and renewing are required to acknowledge their awareness and adherence to the Framework.
- 12. That measures to support the good mental health of members are included in the activities of the Party and that this is included in the training being provided for younger members referenced in recommendations 9, 10 and 11.

#### Networks and providing for issue-based engagement

- 13. The Party should further resource and develop the FG Networks– Women, LGBT, and Intercultural including hosting events for non-members. This also recognises that young people may connect to an issue but may not wish to join a party outright.
- 14. The various Fine Gael Networks, including the FG Women's Network, FG Intercultural and the FG LGBT Network will have a specific focus on recruiting members under 25 and on engaging with the broader public and organisations in those age groups.
- 15. Networks will be developed, resourced and promoted across all age groups including a relaunch of the Agricultural, Food & Rural Development Network.
- 16. Any FG Network will be required to demonstrate a 'youth strand' to their mission and output, including but not limited to young people in leadership/decision making roles and a focus on youth issues.

- 17. That the Party supports and promotes a model of engagement for members over 25 but under 30 based on the existing Young Professionals Network. This model can be further developed and enhanced to ensure that members "graduating" from YFG are retained in the Party while also being attractive to new members.
- 18. Fine Gael will investigate ways in which members within the Party can create their own issue-based network.

#### Candidates

- 19. As part of FG candidate development and training programme, there is a specific track for candidates under the age of 30. This will feed into future Local Elections and aim for one young candidate in contesting for a seat on every Local Authority.
- 20. Fine Gael will run a specific promotional campaign to encourage young people interested in standing for election to come forward and join Fine Gael.
- 21. There will be a focus on ensuring at least two new candidates under 30 for the next General Election.
- 22. Fine Gael will hold at least one Front-Bench led event in all third level institutions in 2022 encouraging interest in becoming election candidates.

#### Party operations and mechanics

- 23. The Party should adopt an open approach to events, some meetings, and campaigns for nonmembers under 25.
- 24. There should be a strategic increase in digitalisation of party operations.
- 25. The FG National Youth Officer will have a defined role within the organisation which will include the monitoring of and reporting on the recommendations in this report (as agreed with the General Secretary).
- 26. That the Fine Gael Parliamentary Party will appoint a member of the PP as a dedicated YFG liaison officer or be fulfilled by the PP Secretary until such an appointment is made.
- 27. That the Party Leadership and YFG continue the FitzGerald process, where the YFG National Executive meets with Fine Gael Front Bench members and advances their policy priorities.

### SECTION 2:

# POLICY

Anyone under the age of 31 has voted only in General Elections which resulted in Fine Gael being returned to Government. This presents opportunities and challenges as our research shows. While young voters may think that Fine Gael has been in government for too long, our external polling highlights 51% state an openness to voting for Fine Gael.

The external engagement with stakeholders was an especially useful event in terms of providing an opportunity for the Party to engage with young people from a wide variety of organisations on a broad range of issues. This form of engagement should be continued and expanded into the future.

Members highlighted to the Youth Commission that significant progress was made with measures in Budget 2022, such as free contraception for young women, the introduction of a Youth Travel Card, and further increases in the minimum wage. These were supplemented by changes to the SUSI student grant qualifying threshold and increases in the rate of payment, the abolition of levies for PLC courses, and improvements to the CAO process with a greater emphasis on apprenticeships and alternative options for higher education.

Despite these substantially important policy initiatives for young people, the Youth Commission found that further effort is required at communicating the practical and meaningful changes for young people. There was a frustration that many of the positive initiatives Fine Gael have progressed in Government are not being associated with the party or our Ministers. There was strong agreement that we need to have greater pride in what Fine Gael has achieved and this needs to be communicated more regularly.

# POLICY DEVELOPMENT IN FINE GAEL

Young Fine Gael has had enviable access to Ministers in terms of policy development since 2011, with regular meetings with the Party Leader and leading ministers including, for example, a pre-budget meeting with the Minister for Finance.

One of the major successes on the policy front was the resounding positivity around the Policy Lab. It brings together interested parties on a topical core issue and provides an excellent forum for policy development whilst also promoting positive engagement for people who are not members or affiliated with Fine Gael.

One element of the Policy Lab highlighted to the Youth Commission was its potential to provide an opportunity for people to outline their personal experience of policy shortcomings and potential solutions that would make a real and positive difference to their daily lives. In other words, it brought the human dimension of policies very much to the fore versus the macro social or economic benefits for advancing policy changes or initiatives.

# CAMPAIGNS

# INTERNATIONAL **DAY AGAINST** HOMOPHOB BIPHOBI TRANSPHOB



June 25,

7:30pm

zoom

.VFG

# Shared Island Survey

# Irish Traveller ovement

discussing:

- () The underrepresentation of the community in Ireland
- () Discrimination against the community
- () Issues affecting Traveller Youth

Rosemarie Maughan (National Traveller Accomodation Officer); Bernard Joyce (Director); Michael Collins (Youth Officer)



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### PRIORITY ISSUES FOR YOUNG PEOPLE

Within the internal Party feedback, 93% of respondents felt Fine Gael should be highlighting more issues for young people. The Youth Commission consider it is imperative that YFG grows a strong policy development system. It should ensure the ideas that are prioritised by the National Executive for promotion are issues which resonate with younger voters and provide the basis for campaigns to bring about change to improve the lives of young people.

The key takeaway for the Youth Commission from the internal and external research was that housing is the core issue for young people. This is explored further below. Mental health was specifically identified as a key issue in our internal survey while making healthcare more accessible was a core issue in our external research. Similar to the key motivating issues in the General Election 2020, housing and health (particularly mental health) lead the field but there are a range of other issues of strong importance to young people. These have been identified from the external engagement forum, the internal survey and the external research.

#### Housing (see next section)

Security and cost of rent First time buyer supports Eliminating homelessness

#### Youth mental health

Tailored age-appropriate treatments versus needs assessment Diversifying how we enjoy ourselves and creating more options in the night time economy without alcohol Deeper understanding of mental health among those who work with young people

#### Healthcare

Access to health services Trans healthcare Decriminalising cannabis

#### Education

Leaving Cert reform Investing in Third Level education Continuous education should have a bigger future in Ireland Greater need to prioritise multilingual skills in education

#### Climate

Food sustainability Carbon neutral elections Just Transition Carbon emissions and agriculture Circular economy

#### Transport

Motor insurance for young people Access and affordability of public transport

#### **Gender equality**

Splitting of maternity/parental leaves - more flexibility between parents Gender balance on company boards - consider legislation Glacial pace of getting more women into politics

#### **Race equality**

Abolition of direct provision

#### **Community safety**

Preventing harassment and spiking of drinks Getting home easily without fear for personal safety

#### **Sports and recreation**

Less diversity of sports in rural areas versus those in urban areas Volunteerism should be incentivised through employers Right to switch off requires enforcement Rebalancing the prioritisation of sports funding and facilities for women's teams Greater funding of non-competitive sports such as walking and hiking Streamlining of Garda vetting procedures and reducing the administrative burden, especially for voluntary organisations

#### Disability

Transitions from education to the workforce and educational institutions Ensuring availability of local services or within a reasonable distance

#### Economic inequality and social disadvantage

Making childcare more accessible Issues around poverty for the 'working poor' Collective bargaining needs to be re-evaluated - not always available Lack of resources for some people versus lack of opportunity for others Digital divide an increasing issue - ensuring access to laptop and broadband

#### **Employment and the economy**

Concerns around the commodification of education Need for security and ability to progress their lives Reducing the amount of tax paid by workers Would like to see FG promoting the concept of living to work and versus working to live

#### Civic participation and cooperation

Developing a better understanding of political system within society Understanding our shared island Voter Registration - needs to be streamlined and greater availability of information

### Housing

Housing is the issue that will decide Fine Gael's fate with younger voters. From both the internal and external engagement, housing was clearly the biggest and most pertinent issue in broad terms. The Youth Commission has identified the danger of conceiving of housing as a monolithic issue. For young voters there are two related, but separate issues. There is the cost of rent and there is the challenge of realising the ambition to own your own home.

Our internal survey showed housing was a concern for 86% of respondents. Our external research showed a more refined view with 47% wanting to make it easier for first time buyers to buy their own home and 44% want to see more effort to reduce the cost of rent.

The Youth Commission has found that Fine Gael's policy approach on these two separate issues is not resonating with young people. Government has set out a clear policy approach on housing generally, with Housing for All. The Youth Commission considers that it is crucial Fine Gael takes the following steps as a Government Party:

- Ensures the implementation of the Housing for All policy programme.
- Actively communicates and engages with young voters on both the issue of renting and home ownership. This connection to the FG base and more broadly must be carried-out regularly by all the leading members of the Party.

# POLICY:

#### RECOMMENDATIONS

The recommendations of the Youth Commission in relation to policy can be divided into two main pillars. The first section (recommendations 1 and 2) considers specific policy initiatives which the Party should address arising from the feedback from young people during the consultation process. The second section (recommendations 3 to 7) sets out specific cyclical actions which the Party should commit to in order to ensure the evolving policy priorities of young people are integrated into Party policy.

- 1. Review and adapt FG policy positions and messaging on home ownership and the cost of renting to young people.
- 2. Develop a cost of third level education reform policy and execute a nationwide campaign.
- 3. Every year, there is at least one major Fine Gael campaign on an issue targeting voters under the age of 30.
- 4. Fine Gael Frontbench, led by the Party Leader, will host a full-day youth engagement with stakeholder organisations along the model of the Youth Commission event.
- 5. Young Fine Gael showcase and promote their work on European, All-Island and minority issues as part of their annual events and outputs.
- 6. Policy development within Young Fine Gael should follow a model similar to the Policy Lab process, where policy platforms are developed from the ground-up utilising extensive grassroots consultation and engagement.
- 7. There is increased due diligence in advance of policy launches with gender, equality, and youth proofing of policies.



Photographs from Young Fine Gael National Conferences

# COMMUNICATIONS

The majority of feedback to the Youth Commission regarding Fine Gael communications towards younger people stemmed from perception issues surrounding the party and our performance on social media. There was significant discussion and suggestions about developing FG social media to ensure party members and party policies are perceived accurately. Some issues noted to the Youth Commission was the perception that Fine Gael is middle class and male. Also, it was noted that the Party communications were failing to resonate with people on the average industrial salary and lower incomes.

FG members told the Youth Commission that significant investment is required to improve our digital media equipment and infrastructure. One suggestion which emerged strongly was that a purpose-built digital studio should be set-up in Fine Gael Headquarters. This should be highly accessible for party and candidate communication campaigns. One very practical example of the need to increase the quality of our digital video involved a comparison in production quality and resourcing for the recruitment videos of youth political parties last year, which clearly demonstrated the need for YFG to have greater access to audio and visual facilities to maximise professional quality.

Across the internal engagement, the need to have a clear understanding of Fine Gael's core proposition by all members was stressed.

# **NEWS SOURCES**

Young people were surveyed on where and how often they received their news and information on current affairs. The research demonstrates what is obvious to anyone who looks around them on a bus, in the cafe or in a pub - young people's engagement with the world is defined by their phone. The Youth Commission is of the view that Fine Gael must put that understanding at the centre of our communications approach.

However, broadcast media such as TV and radio maintain an important role for communicating to young people. 49% and 46% of young people respectively, reported they received information from TV and radio at least daily, with radio given its regional reach being of particular importance.

However, the vast majority of news is being consumed through apps or social media, and that needs to be reflected in the FG and YFG approach. With regard to social media, it is important to recognise that the most popular platforms for young people to access news and current affairs online remain Instagram and Facebook at 67% and 50% using those platforms daily or more frequently for news. While a comparatively small 33% of young people report receiving news on TikTok on a daily or more frequent basis, the Youth Commission considers that greater engagement from Fine Gael and YFG would be beneficial to connect with younger people.

It is important to note that in this research only 37% of young people said they used Twitter to access news on a daily or more frequently. This is unlikely to grow in the future. While Twitter is an important tool to communicate with the political bubble, it is not representative of young people or the public at large and the excessive consumption of Twitter encourages people to believe that what is important on Twitter is important in real life; it rarely is.

The Commission notes that Twitter is also a poorer tool for directly communicating with voters given the high level of political polarisation on it. While it is important to maintain a presence on the platform to communicate with the "political bubble" for the party centrally, it is not a useful tool for communicating with younger voters and the Youth Commission considers that it should not be the core platform for any FG campaign seeking to connect with young people. Furthermore, younger members in particular should be warned of the dangers of commentating on political matters on the platform and how any untoward comment now will be used against them in the future.

# COMMUNICATIONS

#### **RECOMMENDATIONS:**

The Youth Commission makes the following recommendations in relation to communications.

#### Digital

- 1. YFG is supported in its digital media activity by FG Headquarters through a dedicated training programme for the YFG PRO and other selected members.
- 2. FG HQ provide an annual update on the media consumption habits of young people.
- 3. The FG Front Row Series continues to be used and should be ramped-up with a calendar of more regularised events to connect with youth people.
- 4. A digital media studio is developed at Fine Gael Headquarters to enable the regular production of social media content by new and existing candidates and to support national campaigns including the Front Row series and Policy Lab.
- 5. There is a specific training programme on social media skills for all members in the Party. The dedicated training programme for the YFG PRO and youth officers should be in line with FG Social Media House Rules.

#### Broadcast

6. Fine Gael focus on targeting radio shows with a high listenership among young people - 46% of young people get news from radio on a daily basis.

#### General

- 7. FG takes steps toward carbon neutral politics and electioneering, such as prioritising social media platforms for communications.
- 8. FG and YFG communications across all channels set targets for the promotion of the strong diversity that exists within FG and build on the success of FG Intercultural, FG LGBT, and the FG Women's Network.
- 9. Increased due diligence across FG and YFG on communications by utilising gender, equality, and youth proofing of campaigns.
- 10. That the YFG National Forum on Facebook be discontinued.

# APPENDIX 1:

# SUMMARY OF RECOMMENDATIONS

NO.	RECOMMENDATION	RESPONSIBLE	TIMELINE
1.	The YFG National Executive will develop a detailed annual work-plan in conjunction with the National Youth Officer, which will be presented to the Fine Gael Executive Council and Fine Gael Parliamentary Party to ensure awareness of YFG's planned activities across the Fine Gael party.	YFG National Executive, FG Executive Council and FG PP	Every September
2	YFG membership age range to be amended to cover those aged 15 – 25.	FG Ard Fheis, YFG National Conference, YFG National Executive and FG Executive Council	Next FG Ard Fheis – Autumn/Winter 2022
3	Membership fee for all Young Fine Gael members will be €2.	YFG National Conference, YFG National Executive and FG Executive Council	To come into effect in April 2023 provided No. 2 is implemented
4	YFG to create and execute campaigns to grow membership among those aged 15 to 25. This will be financially supported by HQ. Target of 2,000 members by 2023.	FG Headquarters and Fine Gael Ard Fheis	To commence in Autumn 2022. Target to be achieved by end 2023
5	That a minimum of 30% of all members of the YFG National Executive will be male and a minimum of 30% will be female.	YFG National Conference, FG Headquarters and YFG National Executive	To be approved at next YFG National Conference (2023) and implemented thereafter (2024)
6	That at least one of the three members of the Fine Gael Executive Council from YFG will be male and at least one of the members will be female.	Fine Gael Ard Fheis, YFG National Conference	To be approved at the next Fine Gael Ard Fheis
7	All FG recruitment campaigns should have a specific focus to attract female and diverse members for under 25s.	FG Headquarters	To commence in Summer 2022.
8	All recruitment campaigns should aim for a 50/50 gender split.	FG Executive Council, FG Headquarters, and YFG National Executive	To commence in Summer 2022. To be reviewed by Executive Council annually
9	Development and leadership programme for young people in politics will be rolled-out.	FG Headquarters	The first programme to be held in 2022

10	That a dedicated training programme be put in place to encourage female members and members from diverse backgrounds to seek internal offices and leadership positions. There is a specific responsibility to create a safe environment for young people who wish to get involved in politics, as well as formally promoting inclusive and respectful communications.	FG Headquarters	To be in place by end 2022
11	That all members of Young Fine Gael are made aware of the forthcoming "Framework for Promoting Inclusion, Equality and Integrity in our Party" when published. That this document is placed prominently on the YFG website and that members when joining and renewing are required to acknowledge their awareness and adherence to the Framework.	FG Headquarters, YFG National Executive	March 2022
12	That measures to support the good mental health of members are included in the activities of the Party and that this is included in the training being provided for younger members referenced in recommendations 9, 10 and 11.		To be in place by end 2022
13	The Party should further resource and develop the FG Networks– Women, LGBT, and Intercultural - including hosting events for non-members. This also recognises that young people may connect to an issue but may not wish to join a party outright.	FG Headquarters and FG Networks	Immediately
14	The various Fine Gael Networks, including the FG Women's Network, FG Intercultural and the FG LGBT Network will have a specific focus on recruiting members under 25 and on engaging with the broader public and organisations in those age groups.	FG Networks	Immediately
15	Networks will be developed, resourced and promoted across all age groups including a relaunch of the Agricultural, Food & Rural Development Network.	FG Executive Council	Immediately
16	Any FG Network will be required to demonstrate a 'youth strand' to their mission and output, including but not limited to young people in leadership/decision making roles and a focus on youth issues.	FG Headquarters. FG Executive Council, and FG Networks	Immediately
17	That the Party supports and promotes a model of engagement for members over 25 but under 30 based on the existing Young Professionals Network. This model can be further developed and enhanced to ensure that members "graduating" from YFG are retained in the Party while also being attractive to new members.	FG Headquarters and FG Executive Council	To be in place by end 2022
18	Fine Gael will investigate ways in which members within the Party can create their own issue-based network.	FG Headquarters and FG Executive Council	To be considered by end 2022
19	As part of FG candidate development and training programme, there is a specific track for candidates under the age of 30. This will feed into future Local Elections and aim for one young candidate in contesting for a seat on every Local Authority.	FG Headquarters	To be in place by end 2022

20	Fine Gael will run a specific promotional campaign to encourage young people interested in standing for election to come forward and join Fine Gael.	FG Headquarters and FG Executive Council	To be in place by end 2022.
21	There will be a focus on ensuring at least two new candidates under 30 for the next General Election.	FG Executive Council	Next General Election
22	Fine Gael will hold at least one Front-Bench led event in all third level institutions in 2022 encouraging interest in becoming election candidates.	FG Headquarters and YFG National Executive	To be completed by end 2022
23	The Party should adopt an open approach to events, some meetings, and campaigns for non-members under 25.	FG Headquarters	Immediately
24	There should be a strategic increase in digitalisation of party operations.	FG Headquarters	To be in place by end 2022
25	The FG National Youth Officer will have a defined role within the organisation which will include the monitoring of and reporting on the recommendations in this report (as agreed with the General Secretary).	FG Headquarters	Immediately
26	That the Fine Gael Parliamentary Party will appoint a member of the PP as a dedicated YFG liaison officer or be fulfilled by the PP Secretary until such an appointment is made.	FG Parliamentary Party	April 2022
27	That the Party Leadership and YFG continue the FitzGerald process, where the YFG National Executive meets with Fine Gael Front Bench members and advances their policy priorities.	All	Immediately

# **POLICY:**

### **RECOMMENDATIONS:**

NO.	RECOMMENDATION	RESPONSIBLE	TIMELINE
28	Review and adapt FG policy positions and messaging on home ownership and the cost of renting to young people.	All	To be completed by June 2022
29	Develop a cost of third level education reform policy and execute a nationwide campaign.	YFG National Executive	May to September 2022
30	Every year, there is at least one major Fine Gael campaign on an issue targeting voters under the age of 30.	FG Executive Council and YFG National Executive	Annually
31	Fine Gael Frontbench, led by the Party Leader, will host a full-day youth engagement with stakeholder organisations along the model of the Youth Commission event.	FG Headquarters and FG Parliamentary Party	Annually
32	Young Fine Gael showcase and promote their work on European, All-Island and minority issues as part of their annual events and outputs.	YFG National Executive	Annually
33	Policy development within Young Fine Gael should follow a model similar to the Policy Lab process, where policy platforms are developed from the ground-up utilising extensive grassroots consultation and engagement.	YFG National Executive	Immediately
34	There is increased due diligence in advance of policy launches with gender, equality, and youth proofing of policies.	All	Immediately

# COMMUNICATIONS:

### **RECOMMENDATIONS:**

NO.	RECOMMENDATION	RESPONSIBLE	TIMELINE
35	YFG is supported in its digital media activity by FG Headquarters through a dedicated training programme for the YFG PRO and other selected members.	FG Headquarters	To be in place by June 2022.
36	FG HQ provide an annual update on the media consumption habits of young people.	FG Headquarters	Annually
37	The FG Front Row Series continues to be used and should be ramped-up with a calendar of more regularised events to connect with youth people.	FG Executive Council and FG Headquarters	To be in place by June 2022.
38	A digital media studio is developed at Fine Gael Headquarters to enable the regular production of social media content by new and existing candidates and to support national campaigns including the Front Row series and Policy Lab.	FG Headquarters	To be in place by June 2022.
39	There is a specific training programme on social media skills for all members in the Party. The dedicated training programme for the YFG PRO and youth officers should be in line with FG Social Media House Rules.	FG Headquarters	To be in place by June 2022.
40	Fine Gael focus on targeting radio shows with a high listenership among young people - 46% of young people get news from radio on a daily basis.	FG Headquarters and FG Public Reps	Immediately
41	FG takes steps toward carbon neutral politics and electioneering, such as prioritising social media platforms for communications.	FG Headquarters	To be in place for the next local, European and general elections.
42	FG and YFG communications across all channels set targets for the promotion of the strong diversity that exists within FG and build on the success of FG Intercultural, FG LGBT, and the FG Women's Network.	FG Executive Council, YFG National Executive and FG Headquarters	Immediately
43	Increased due diligence across FG and YFG on communications by utilising gender, equality, and youth proofing of campaigns.	All	Immediately
44	That the YFG National Forum on Facebook be discontinued.	YFG National Executive	Immediately

### APPENDIX 2:

# MEMBERSHIP OF FINE GAEL YOUTH COMMISSION

Simon Harris, TD (Chairperson)

John Carroll

Luke Casserly

Shane Dolphin (Convenor of Policy Working Group)

Deirdre Duffy

Cllr. Kenneth Egan

Conor Lehane

John Lohan (Project Officer)

Cllr. Eileen Lynch

Sandra McIntyre

Ailbhe McNamara

Philip O'Callaghan

Fiona O'Connor

Art O'Mahony (Convenor of Internal Structures and Engagement Working Group)

Maria Walsh, MEP (Convenor of External Engagement)

### APPENDIX 3:

# DETAILS OF INTERNAL STAKEHOLDERS

NO.	DATE & TIME	TITLE	TYPE OF MEETING	ONLINE/ IN-PERSON
1	Thur, 7th Oct 2021 6:30pm	Members of FG Young Professionals Network	Roundtable	Online
2	Wed, 13th Oct 2021 6:30pm	FG Chairperson and Vice-Chairperson	Bilateral	Online
3	Wed, 13th Oct 2021 7:30pm	FG Vice Presidents	Bilateral	Online
4	Thur, 14th Oct 2021 6:30pm	YFG - Branch Officers - Random selection of College members - Random selection of non-college members	Roundtable	Online
5	Tues, 19th Oct 2021 6:30pm	FG Women's Network Leadership	Bilateral	Online
6	Wed, 20th Oct 2021 11am	- Headquarters Staff - LH & Oireachtas Staff - Regional Organisers	Roundtable	Online
7	Thur, 21st Oct 2021 6:30pm	- Female Councillors - Young Councillors	Roundtable	Online
8	Tues, 26th Oct 2021 6:30pm	FG Intercultural Leadership Group	Bilateral	Online
N/A	Sat, 30th Oct 2021 10am to 4:30pm	EXTERNAL ENGAGEMENT	Roundtable	In-person
9	Thur, 18th Nov 2021 6:30pm	Local Officers (current+recent): - Organisers - Directors of Elections - Constituency Chairs - Youth Officers	Roundtable	Online
10	Wed, 1st Dec 2021 7:30pm (after PP)	Parliamentary Party - Half historical YFG - Half otherwise	Roundtable	Online
11	Thur, 9th Dec 2021 6pm	YFG National Executive	Bilateral	Online
12	Tues, 14th Dec 2021 6:30pm (Irish Time)	YEPP Executive	Bilateral	Online

#### **APPENDIX 4**:

# DETAILS OF EXTERNAL STAKEHOLDERS

#### External Engagement held on Sat, 30th Oct in the Ashling Hotel, Dublin 8

- 1. Amnesty International
- 2. AslAm
- 3. Barnardos
- 4. BelongTo
- 5. Camogie Association
- 6. CEJA European Young Farmers' Organisation
- 7. Chartered Accountants Ireland Young Professionals Committee
- 8. Comhairle na nÓg
- 9. Community Games (ATTENDED)
- 10. Conradh na Gaeilge Ógras (ATTENDED)
- 11. Council of the Bar of Ireland Young Bar Committee
- 12. Disability Federation of Ireland
- 13. Enable Ireland
- 14. European Movement Ireland (ATTENDED)
- 15. Federation of Irish Sport
- 16. Football Association of Ireland Youth Council
- 17. Foróige (ATTENDED)
- 18. GAA Youth Committee or Dermot Earley Youth Leadership Initiative
- 19. Gaisce
- 20. ICTU Youth Committee (ATTENDED)
- 21. Immigrant Council of Ireland (ATTENDED)
- 22. Involve (formerly the National Association of Traveller Centres)
- 23. Irish Girl Guides
- 24. Irish Rugby Football Union Youth Council (ATTENDED)
- 25. Irish Second-Level Students' Union (ATTENDED)

- 26. Irish Traveller Movement
- 27. Irish Youth Foundation
- 28. JCI Ireland
- 29. Jigsaw (ATTENDED)
- 30. Ladies Gaelic Football Association
- 31. Law Society of Ireland Younger Members Committee (ATTENDED)
- 32. Macra na Feirme (ATTENDED)
- 33. Mental Health Ireland
- 34. Migrant Rights Centre of Ireland (ATTENDED)
- 35. Mindspace Mayo (ATTENDED)
- 36. National Women's Council of Ireland (ATTENDED)
- 37. National Youth Council of Ireland (ATTENDED)
- 38. Northern Ireland Youth Forum
- 39. Pavee Point
- 40. Scouting Ireland (ATTENDED)
- 41. Soar
- 42. SpunOut.ie (ATTENDED)
- 43. Student Sport Ireland
- 44. Union of Students in Ireland (ATTENDED)
- 45. Washington Ireland Programme
- 46. Women for Election (ATTENDED)
- 47. Young Social Innovators (ATTENDED)
- 48. Youth Action Northern Ireland (ATTENDED)
- 49. Youth Theatre Ireland (ATTENDED)
- 50. Youth Work Ireland (ATTENDED)

# COMPARISON WITH EUROPEAN POLITICAL PARTIES

Thank you to Aoife Ngo, National Youth Officer for her work in compiling the below.

YOUTH WING	YOUNG FINE GAEL	ÓGRA FIANNA FÁIL	ÓGRA SHINN FÉIN	LABOUR YOUTH	YOUNG GREENS/ÓIGE GHLAS
SENIOR PARTY	FINE GAEL	FIANNA FÁIL	SINN FÉIN	LABOUR PARTY	GREEN PARTY
COUNTRY	IRELAND	IRELAND	IRELAND	IRELAND	IRELAND
What is the minimum age that a member can join?	15			15	16
What is the maximum age to be a member?	35			30	30
					Also open to students of any age.
Are members of the senior party (if eligible) automatically members of the youth wing?	No			No	No
Are members of the youth organisation also members of the senior party?	Yes			No	No
Is there a student political organisation also?	No			No	No
ls there a membership charge?	Yes			No	No
If so, how much is their membership charge?	€2 (College Branches), €5 (Non-College Branches under 30) and €12 (30 to 35 year olds)				-



Young Fine Gael and the International Committee continues to ensure active and strong relations with the Youth of the European People's Party.

continued on following page >>>>

YOUTH WING	CONSERVATIVE YOUTH	YOUNG LABOUR	YOUNG LIBERALS	MUF MODERATE YOUTH LEAGUE
SENIOR PARTY	CONSERVATIVE PARTY	LABOUR PARTY	LIBERAL DEMOCRATS	MODERATA SAMLINGSPARTIET / MODERATERNA
COUNTRY	UK	UK	UK	SWEDEN
What is the minimum age that a member can join?		14		Members can join from the calendar year they turn 12.
What is the maximum age to be a member?	25	26	30	30
			Includes students of all ages	
Are members of the senior party (if eligible) automatically members of the youth wing?	Yes	Yes	Yes	Not really. From the age of 18 you can become a member of just the party, but no automatic enrollment
Are members of the youth organisation also members of the senior party?	Yes	Yes	Yes	Yes
ls there a student political organisation also?	No	No	No	Not really, their old independent student organisation had strong ties to the senior party, but is politically and organisationally separate.
Is there a membership charge?	Yes	Yes	Yes	Yes
If so, how much is the membership charge?	£5	£3 to £25 depending on age and work status	£6 to £12	40 SEK (approximately 4€) per year

CDJA, CHRISTIAN DEMOCRATIC YOUTH APPEAL	JU, JUNGE UNION DEUTSCHLANDS	MLADÍ IIDOVCI (YOUTH OF THE PEOPLE'S PARTY)	DIE JUNGE MITTE SCHWEIZ	JUNGE OEVP (VOLKSPARTEI)
CDA	CDU AND CSU	KDU-CSL	DIE MITTE SCHWEIZ	OEVP (NEUE VOLKSPARTEI)
THE NETHERLANDS	GERMANY	CZECHIA	SWITZERLAND	AUSTRIA
Any age below 30	School Union (a subset of JU)= 12, JU = 14	15	14	14
30	School Union = 21, JU 35	35	35	35
Not necessarily, but the option to be a member of both exists.	No (but they do wish for that)	No	Yes	No
Not necessarily but the option to be a member of both exists.	No	No automatically, individual decision	Yes	Yes, as soon as they turn 15
No	Yes - RCDS for third level and School Union for Second Level	No	No	Not formally. AktionsGemeinschaft (AG), non-partisan but close to JVP
Yes	Yes	Yes	Yes. Due to the federalist structure, each canton has a different rate.	Yes, but it depends on the federal state of the member.
€5 in the 1st year. After that 22.20 per year.	€10 - €40 depending on age and income	CZK100 per year (€4)	Each section/ branch in each canton does this itself and the amount varies between CHF 0 - CHF 30.	Vienna branch = €24, Lower Austria = €12

# NOTES







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