

City of Mandurah Youth Strategy

2014 – 2018





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Foreward

The City of Mandurah prides itself on being a leader in Local Government and has a commitment to embracing Mandurah as a unique regional City, which understands the complexity of social, economic and environmental issues that currently exist. The City is working towards delivering on its communities strategic directions, to provide opportunities for future generations of people living in Mandurah and its surrounding areas.

Mandurah is a rapidly developing coastal community and over the past decade has sustained consistently high growth. Mandurah today has a youth population (aged 11 – 25 years) of well over 16,500 and over the next five years many new families will move to Mandurah. With this growth comes some challenges, however also presents unique opportunities. The City's role will be to lead the way by helping to increase the capacity of the youth sector; engage with youth broadly

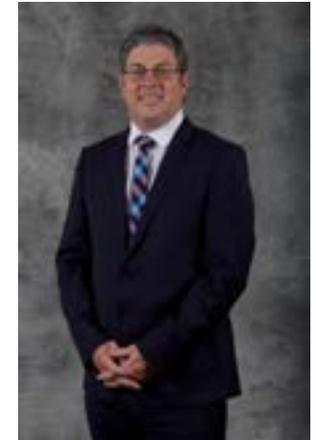
to ensure their opinion counts, and to deliver a range of youth programs, projects and facilities that develop and guide a growing youth need.

Mandurah's youth enjoy a relaxed coastal lifestyle, with high quality amenity and services within a friendly and inclusive community. This strategy provides the City with a vision for Mandurah's Youth – a place where youth can thrive. In continuing to address the needs and aspirations of youth within the community, the City once again sets its direction and commitment for the next five years to deliver the Youth Strategy 2014 – 2018.

The Youth Strategy takes into account the role and responsibilities of Local Government in youth development, whilst acknowledging the role and responsibilities of both the Federal and State Government, and the not for profit sector. The City recognises that today's generation of young Australians face new

and unique challenges – challenges such as different social and family patterns, rapidly changing technology, an evolving labour market and climate change.

The City of Mandurah's Youth Strategy 2014 – 2018 framework positions itself under the City of Mandurah's Strategic Community Plan 2013 – 2033 which is designed to reflect the Mandurah communities broad visions, values and aspirations for the future and prioritises strategic directions for the next twenty years. The Youth Strategy provides a vision for creating more opportunities, especially around education and careers, making Mandurah a safer more inclusive place for youth and to promote the range of amazing things our youth achieve.



Mark Newman
CEO, City of Mandurah



Marina Vergone
Mayor, City of Mandurah



A Vision for Mandurah's Youth

Mandurah is one of the fastest growing local governments in Australia and has a youth population which is also expanding. For the City of Mandurah to secure its Strategic Community Plan's vision for the future as a place where the community is proud, inspired, inclusive and innovative, Mandurah needs to be a place where youth can thrive and achieve their aspirations. This requires a coordinated approach to developing youth across governments, community sectors and business to ensure;

- opportunities are optimised;
- resources are coordinated and maximised;
- connections are formed;
- excitement for youth is generated and;
- the City leads into the future.

In developing this strategy, youth in Mandurah were widely consulted and listed the 'Best things about living in Mandurah', as the beaches and water, the wide range of things to do and that it is friendly and inclusive. Male youth use their spare time to play computer games, play casual sport and frequent skate/BMX and scooter parks; while female youth enjoy shopping, photography and studying/reading and both like catching up with friends, using social media and the beach.

To create a better Mandurah, youth would like to see increased safety, for Mandurah to have an improved reputation and increased opportunities. All while enjoying the relaxed lifestyle, coastal location and broad range of amenities and services on offer. Youth had four areas of key concerns which included feeling safe in the community, money/finances, bullying and emotional wellbeing. Their main key youth issues were education, safety, employment and training.

There are many challenges and opportunities for Mandurah's youth today. A vision and plan for the future will ensure a holistic and targeted approach to addressing their needs and providing avenues for greater connections and opportunities.

Background

Creating Opportunities for Youth

The City of Mandurah provides a broad spectrum of youth programs and services through its Youth Development team and also supports a range of youth initiatives in conjunction with Recreation Centres and Services, Libraries and Arts, Community Museum, City Events, Community Safety and Environmental Services. The focus of this strategy is to align the broad range of youth activities across the City under one framework to deliver a more holistic approach towards creating opportunities for the benefit of Mandurah youth.

Key themes were identified through a number of youth consultation processes to ensure a targeted approach. Actions have then been developed to address these areas and aligned to the City of Mandurah's 20 Year Strategic Community Plan.

The key focus areas for the Youth Strategy, following consultation, are as follows;

1. Education, training and employment opportunities (Economic)
2. Safety (Social)
3. Public Transport (Infrastructure)
4. Facilities and events for young people (Infrastructure, Social)
5. Health and wellbeing (Social, Environment)
6. Sense of community and identity (Identity)
7. Community participation (Social, Economic, Infrastructure, Identity).

The aim of the City's Youth Strategy 2014 – 2018 is to provide a five year directional plan reflecting the findings of a number of consultations with local youth and key stakeholders. The Strategy will provide a youth profile snapshot and a strategic response to any specific trends or gaps identified and promote collaborative partnerships to address local needs. The plan will be reviewed in 2016 to assess achievements.

Role and Areas of Influence for Local Government in Developing Youth

In considering the City's approach to youth development, it is important to understand and where possible add value to, modes of delivering youth development across all of Government – Federal, State and Local (including not for profit organisations).

The Australian Governments National Strategy for Young Australians (adopted in 2010), recognises the challenges that young people face in today's society with a vision for all young people to grow up safe, healthy, happy and resilient and to have the opportunities and skills they need to learn, work, engage in community life and influence decisions that affect them. The Strategy aims to empower young people to build their own lives, learn to take responsibility for their actions, build resilience in life's challenges and build a healthier, safer and more productive Australia. To achieve the vision and aims the Government focuses on priorities, which include: improving the health and wellbeing of all young people, equipping young Australians to shape their own futures through education, take part and be active in their communities, increasing their skills and personal networks – to gain employment and enabling young Australians to participate confidently and safely online.

The State Government of Western Australia through its Strategy Our Youth – Our Future July 2012 builds upon the strength of efforts across State Government agencies and presents a shared vision and priority directions, informed by young people and with support from the youth sector. The outcomes and priority areas are around having healthy, happy and safe young people, who live life to the full, make a difference and have a focus on learning, work and future financial independence.

The State Government also supports the role of the Commissioner for Children and Young People, who provides advocacy for children and youth through research and consultation with children, young people and key stakeholders across the State, making recommendations to the State Government.

Methodology

Engaging with Mandurah's Youth – to create a 2014 – 2018 vision

In developing the Youth Strategy 2014 – 2018 it was important that Mandurah youth had a voice and the growing number of service providers, including universities, technical colleges and schools, were also engaged. To ensure the plan considered a broad range of opinions the following youth and youth sector engagement was undertaken:

- ✓ Review of the City's Youth Services Business Plan 2009 – 2013.
- ✓ Delivery of the Have Your Say Youth Survey targeting young people aged 12 – 25 years.
- ✓ Distribution of the Have Your Say Youth Survey, surveying 469 young people. The aim of the survey was to understand:
 - What do young people think about living in Mandurah?
 - How do young people think Mandurah could

be improved?

- What are the key concerns for young people?
 - What are the key issues young people are facing today?
 - How are young people participating in the community?
 - How can we reach young people with information?
- ✓ Face to face interviews to provide opportunities for young people to complete the Have Your Say Youth Survey.
 - ✓ A Youth Service Providers one day workshop.
 - ✓ Feedback from one-on-one consultation from key service providers specifically relating to the delivery of their services and identifying their future focus youth areas.
 - ✓ Audit of existing Youth Services in the Mandurah Region (undertaken internally by City Officers).
 - ✓ Internal Business Review of the City of Mandurah's

Youth Development Team (Confidential Report – as adopted by Council, 2014).

- ✓ City of Mandurah Officers across key portfolio's that provide any services to, or provide future planning for youth – consulted.
- ✓ General surveying in key locations within the City of Mandurah i.e. Mandurah Centro Shopping Centre, Central Halls Head Shopping Centre, Miami Plaza, Skate Event on 02/11/13 held at the Billy Bowler Skate Park and a visit to Challenger TAFE to engage with students.
- ✓ Metrix Marketing Consultants were commissioned as an independent agency to conduct the Have Your Say Youth Survey analysis findings into a report 'The Voices of Mandurah's Youth' in 2013 informing the design of the City of Mandurah's Youth Strategy.



Findings

Mandurah's Challenges and Gaps

Mandurah has been identified as one of the fastest growing Local Government areas in Western Australia and largest regional city in Western Australia, covering 173.5 square kilometres in size.

Australian Bureau of Statistics (ABS) 2011 reported the population estimated in 2014 in Mandurah as 83,294 and by 2036 a future population forecast of 122,500 people living in Mandurah.

The City of Mandurah's Early Childhood Strategy 2012 – 2016 Better Start Better Future, identified a high growth in 0 – 4 year olds and 5 – 9 year olds, with Mandurah's Australian Early Development Index (AEDI) 2009 results showing children being below the State and National average in key resulted areas requiring attention in language and cognitive skills, social competence, physical health and wellbeing. Many of these young children will move into the 'youth ages 11 – 25 years' bracket during the life of this plan.

(Note: The Australian Early Development Index (AEDI), is a population measure of how children are developing in their early years in their community in 5 domain areas: Physical health and wellbeing; social competence; emotional maturity; language and cognitive skills (school-based); and communications skills and general knowledge).

The State Regional Education, Skills and Jobs Plan 2013, outlined the areas of Dudley Park, Erskine and Herron/Bouvard with high proportions of children considered to be developmentally vulnerable in two or more of the five domain areas in relation to early years development. While addressing this is not solely the role of Local Government, there are strategies within this plan aimed to provide assistance as children in this bracket move into adolescent years.

According to the ABS 2011 Census of Population and Housing, youth aged 12 – 25 years old made up 14.5% of the population in Mandurah, totalling 15,201 (in 2014 over 16,500) of which 17 year olds made up the largest age group with 988 (8.2%) and 24 year olds the smallest totalling 740, (6.1%). Current reporting data ABS 2011 shows a decline in youth living in Mandurah aged 19 to 25 years old. Children aged 0 to 14 years made up 18.8% of the population of Mandurah, so it is clear that over time this youth population will grow.



The largest population growth area for young people 12 – 25 years is forecast to be located in the Mandurah Island District (Halls Head, Falcon, Erskine, Dawesville, Wannanup, Bouvard and Herron) totalling 5051 young people and the Mandurah Central District (totalling 4539 young people as the second highest youth populated area Mandurah, Greenfields, Dudley Park and Coodanup). Halls Head stands as the suburb with the highest percentage of youth in Mandurah, holding 20% of the total young people in the Mandurah region. Greenfields has the second with 15.4%. The long and narrow configuration of Mandurah and its unique geographic layout provide challenges in ensuring that youth across all of Mandurah receive access to the same opportunities.

Mandurah is also known as a feeder City to the surrounding areas covering Boddington, Serpentine/Jarrahdale, Waroona, Murray, Golden Bay, Singleton and Rockingham, with young people aged 12 – 25 years old totalling 18,741 across these areas (ABS 2011) which impacts on increasing demands of local youth and community services that are specific to Mandurah and may not be available in other areas i.e. crisis accommodation services, counselling services, youth specific programs and activities, entertainment etc. Local youth services also acknowledge that young people from Perth and other metropolitan areas do try to access their services especially if they are homeless or in need of food assistance.

Employment Education and Training

Mandurah's youth unemployment in 2014 was approximately 16.5% compared to the Western Australian average of around 13.5%. Mandurah's main employment industries are construction, retail, manufacturing, accommodation and food services. However while these sectors are still Mandurah's largest employers and are growing in terms of number of the people employed in percentage terms, these industries have experienced some decline. The 2011 ABS Census also shows that professional occupations make up 12.8% of Mandurah's employment as opposed to 19.9% of Western Australian's or 21.3% of the Australian wide employment, a difference of 7.1 – 8.5%.

Mandurah's highest rate of employment lies within the Technicians and Trades industries which hold 20.6% of Mandurah's workforce, compared to only 16.7% in Western Australia and 14.2% in Australia as a whole. This shows strength in limited industries (Technicians and Trades) and a weakness in others (Professionals). Although unemployment rates in 2014 increased from the 2006 census of 9.8%, unemployment was generally significantly lower at the time across Australia, and it is an improvement in earlier results e.g. over 20% at both 1996 and 2001 census. Recent data from the Peel Development Commission puts youth unemployment in the Peel Region (2014) at 19.3% with around 25% 15 – 19 year olds currently unemployed.

The National report 'How Young People are Faring 2012' highlights the youth labour market changing over the last 3 decades with opportunities for teenagers to undertake full time work declining over the last 25 years. Opportunities for training in the workplace have also deteriorated for teenagers. Apprenticeships are becoming harder to get, although the outlook is slightly higher for 20 – 24 years old. Positive gains in youth employment have been made mainly in part time work, reflecting greater fluidity and uncertainty in the working lives of many teenagers.

Following engagement with local employment education and training services they reported similar findings for the youth of Mandurah, indicating that young people are mainly employed in part time or casual positions, with other trends including:

- Some youth lacking professional career advice and adequate pathways to cater for the varying skill and educational levels.
- A lack of support mechanisms (i.e. family, parental support) and guidance that form the basis of life skills.
- Lack of affordable training in the area with a reported increase in TAFE and University fees.
- Mental health issues, which although believed to affect only a small percentage of youth, were frequently cited as an area of need within Mandurah.
- A lack of aspiration amongst youth, parents and/or support networks in terms of what youth can attain in career choice.

Research indicates that job networks in Mandurah link young people to hospitality (part time jobs), retail (casual employment), warehousing, aged care, children services and teacher assistance employment.

The Chamber of Commerce and Industry of Western Australia's (Inc) 'Environmental Scan Review 2013' identified Mandurah as having a high proportion of both males and females not in the labour force and not studying, with a higher rate of disengaged females than males.

One of the key areas for the City and its education provider partners to focus on is to improve youth employment rates. This was highlighted by the Department of Training and Workforce Development Western Australia, in their 'Employment Trends and Prospects December 2012' report, which showed the following qualifications and expected growth industries for 2015 – 2016 as:

- Qualifications (leading future growth – collectively accounting for 85% of the States total employment): Certificate III or IV, Bachelor Degree and Diploma. Note: Persons with Certificate I or II fell by 17,700 over the 2011– 2012 period within the State.
- Expected growth areas (40% of job growth) in the State coming from:
 - (1) Health care and social care
 - (2) Professional, scientific and technical services
 - (3) Education and training

With nearly a third of all people employed in the State working in the three biggest industry sectors as (1) Health Care and Social Assistance (2) Retail – Trade (3) Construction.

Finally the 2011 Census show that 7.2% of Mandurah's population studied at University or tertiary institutions compared to 13.5% in WA and 14.3% Australia wide and strategies within this plan aim to improve this outcome. Mandurah is fortunate to have excellent schooling, with an enviable mix of quality private and state primary and high schools, and with plans for new schools in emerging areas such as Lakelands, and a TAFE Campus shared with Murdoch University, which has a small campus with potential for growth to create a broader mix of unit and course availability.

Health and Wellbeing

Young residents of the City have access to a number of medical centres, as well as to the full spectrum of health providers (i.e physiotherapy, podiatry, counselling etc.). Youth in Mandurah also have access to high quality sporting facilities which will be improved over the life of this plan with the completion of the City of Mandurah Aquatic and Recreation Centre and planning for active reserves in Mandurah South (Dawesville locality) and Mandurah North (Lakelands locality). Youth also have a wide access to many structured sporting clubs and associations and unstructured recreational activities that keep many active and healthy. In the Mandurah 'Have Your Say' survey, youth said that they wanted, 'structured sporting clubs and associations, and unstructured recreational activities that keep many active and healthy.' Although as with many communities in Australia today, there continues to be challenges associated with increasing rates of youth obesity and unhealthy living. This plan will deliver a mix of strategies aimed at creating a more vibrant and healthy Mandurah for its youth.

The National Strategy for Young Australians highlights the

importance of health and wellbeing in the lives of young people. A particular concern over mental health, body image, sexual health, drug and alcohol problems and the importance of accessing youth friendly health services were identified by young people and were also quite apparent in the youth engagement undertaken for this plan.

In Mandurah there have been reported increases in the volume of young people presenting with mental health issues, particularly within the last three to five years. It was reported that there has also been a growing need among Mandurah's youth, placing strain on mental health resources at a regional level. The City acknowledges it will continue to support Youth Services within Mandurah and be a strong advocate for increased services into the City. Incidents of self-harm have also been cited in a small but important group of Mandurah youth, generally woman, and this emerging issue will be addressed holistically via strategies within this plan and programs supported across the City's Billy Dower Youth Centre and its partners.

Youth homelessness while apparent for some time, is an emerging issue in Mandurah. Five key not for profit youth specific agencies provide accommodation and/or support to young people. Calvary Youth, Passages Youth Resource Centre (St Vincent de Paul/Rotary), Peel Youth Medical Services, Palmerston and Peel Youth Services.

Youth wellness can also be affected by bullying and cyber bullying, which was evident as an issue for some and is an increasing issue in Australia. As technology evolves, the bullying levels appear to have risen. A youth forum held in Mandurah with key stakeholders and the Commissioner for Children and Young People in 2014 considered bullying in the Mandurah youth community as a key issue of concern as identified by service providers. It showed an opportunity arising to upskill professionals in approaches to better manage cyber bullying. The City of Mandurah recognises that bullying and in particular cyber bullying requires a whole of community approach.

Action Plan 2014 – 2018

Youth Opportunities and Action

While there are certainly challenges with a growing youth population; a mix of ever improving technology, heightened social awareness among young people (evident through the consultation process) and with youth wanting to live in a community with quality facilities, greater connection and pride in itself; there are a range of unique opportunities for the city. The Mandurah Youth Strategy 2014 – 2018 provides new avenues to engage youth across a range of strategies and actions over the next five year period.



Key Area 1: Education Training and Employment Opportunities

Key Focus Area:

Economic – A prosperous community with an innovative and skilled workforce that has accessible education and employment opportunities for all.

Leadership – An organisation that creates and delivers on a vision for the future which strengthens the community's capacity to sustain and improve the quality of life for future generations.

Framework:

(Facilitation and Coordination, Capacity Building, Connectivity)

<p>Provide, support and advocate for employment and educational opportunities, services and activities that engage Mandurah youth.</p>	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> • Advocate for and facilitate improved educational and training outcomes in Mandurah. • Implement and review the Better Start, Better Future – Early Childhood Strategy 2012 – 2016. • Support the development of Mandurah's future community leaders. • Identify, target and attract industry sectors that diversify Mandurah's economy. • Implement and review the e-Mandurah Strategy, enhancing the city's electronic service delivery and enabling new business and employment opportunities. • Facilitate and advocate for the relocation of government and NGO agencies to Mandurah, that provide services to youth. • Facilitate ongoing dialogue with university, TAFE and other tertiary providers in Mandurah. • Facilitate the provision of infrastructure that supports electronic and distance learning.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
1.1	Maintain co-facilitation and influence the direction of the Peel Regional Youth Services Network (PRYS) ensuring ongoing networking and promotion of information to local service providers in partnership with the PRYS Reference Group.	Youth Development	✓	✓	✓	✓	✓
1.2	City participate as a leader in youth employment and education forums; providing a positive interface with youth and promoting the City of Mandurah.	Youth Development, Human Resources and Economic Development	✓	✓	✓	✓	✓
1.3	Provide venue space and learning opportunities for alternative education and training programs within the Billy Dower Youth Centre (BDYC); ensuring that the City maintains ongoing dialogue to assist with a range of external youth organisations program growth and capacity.	Youth Development, Lands	✓	✓	✓	✓	✓
1.4	Support student placements from secondary schools, TAFE and tertiary institutions across the city to ensure support of local young professionals.	Human Resources, Management Team	✓	✓	✓	✓	✓

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
1.5	In line with the City's Reconciliation Action Plan, support an annual program for Aboriginal trainees across city business units.	Chief Executive Officer and Organisational Development	✓	✓	✓	✓	✓
1.6	Maintain involvement in a broad range of programs across Mandurah schools, such as the FlexiLink Working Group program at the Coodanup College.	Youth Development	✓	✓	✓	✓	✓
1.7	Strengthen the 'youth co-location model' by identifying program opportunities relating to employment/education and training for youth at City facilities (BDYC, Libraries, Recreation Centres) and more broadly with NGO partners.	Youth Development, Libraries Learning Arts and Culture, Recreation and key partners	✓	✓			✓
1.8	Deliver leadership programs (including the MadSkills Mentoring and Life Skills program, Young Men's and Women's program, Junior Council). <ul style="list-style-type: none"> Identify NGOs, schools and service groups that could support mentoring programs to partner and or assist with new growth and directions. Expand program, subject to need, to include off-site locations and partners, with a view to establishing similar programs external and independent of the City. 	Youth Development	✓	✓	✓		
1.9	Increase Information Technology access within Mandurah for youth to access computers and improved technology for training and general access. This includes WiFi in City facilities, Mandurah city centre, libraries and advocating for increased technology access and training across education and training sectors. <ul style="list-style-type: none"> Use new and emerging technology to improve access and service delivery, in order to reach audiences – new and established. Encourage the use of technology as a vehicle for creative innovation, cultural expression, knowledge and creative industry development. 	Youth Development, Infrastructure, Communications and Technology, Economic Development and key partners	✓	✓	✓		
1.10	Use social media as a tool to engage with a broader youth market with regards to employment, education and training. <ul style="list-style-type: none"> Engage in dialogue regarding opportunities. Provide links to external sites and help guide and direct Mandurah youth to alternative education and employment pathways. 	Marketing and Communications, Youth Development	✓	✓	✓	✓	✓
1.11	Be seen as a leader in providing opportunities for Aboriginal youth to be engaged and participate in Local Government processes and issues (including the Reconciliation Action Plan), to increase skills, knowledge and to influence community issues.	Community and Social Development, Youth Development	✓	✓	✓	✓	✓

Key Area 2: Safety

Key Focus Area: Social – A city centre that is vibrant and a community that is safe, healthy and engaged.

Framework: (Facilitation and Coordination, Capacity Building, Connectivity)

Build our community's confidence in Mandurah as a safe and secure city for Youth.	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> • Lead in the implementation of the Community Safety and Crime Prevention Plan 2011 – 2016, especially to provide a safe community for Mandurah's youth. • Work collaboratively with State Government agencies particularly policing, child protection, communities and employment/ education – to deliver whole of community approaches. • Ensure that the City's planning design and infrastructure provision enhances community safety, by providing safe and accessible places for youth. • Enhance Mandurah's night time economy and provide opportunities for older youth to socialise in safety, especially within entertainment precincts. • Provide and support a broad range of programs, projects and opportunities that engage youth and support social cohesion and community connection.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
2.1	Create opportunities for youth to have a voice regarding safety and engage broadly to understand the perceptions of crime as well as the realities (youth crime statistics) to ensure a collaborative and targeted approach.	Community and Social Development and key partners	✓	✓	✓	✓	✓
2.2	Be seen as a leader in promoting events and activities that have a focus on children, or with a strong youth patronage – as alcohol free.	Youth Development, Recreation Services, Community and Social Development	✓	✓	✓	✓	✓
2.3	Provide leadership in cyber safety by facilitating awareness training across the community, providing positive commentary and understanding of issues and actively engaging with a broad range of youth on the trends in cyber safety and support available.	Community Safety, Youth Development, Marketing and Communications, Libraries Learning Arts and Culture	✓	✓	✓		
2.4	Develop a strategy to provide and support smoke free events, including marketing, signage and engagement; to reduce tobacco related harm and provide positive environments for youth.	City Events, Environmental Health		✓			

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
2.5	City to deliver, partner and facilitate a broad range of activities, programs and events that engage youth positively (along the lines of Act-Belong-Commit) to create greater community connection and self-awareness; associated with a safer Mandurah.	Community and Social Development, Recreation Services, City Events	✓	✓	✓	✓	✓
2.6	<p>Work in partnerships with non-government organisations, targeted government agencies and the private sector, to deliver events that target a broader cross section of youth in Mandurah's community.</p> <ul style="list-style-type: none"> Includes events such as the annual Gnoonie Youth Football Cup; promoting road safety education messages. <p><i>Evaluation of events occur annually, focus in 2015 on Gnoonie Cup and through consultation with the working group, young people (participants) and community participants on the day, ascertain sustainability of event and future direction.</i></p>	Youth Development	✓	✓			
2.7	<p>Deliver an Integrated youth social media communication plan; to pro-actively promote positive youth stories, engage with youth on social issues and broadly with issues of the day (with a focus on youth safety, wellness and connection);</p> <ul style="list-style-type: none"> Promotion of refreshed Youth Development marketing material. Strengthening of the Mandurah youth Facebook and social media to engage youth more broadly across all of Council initiatives and issues. Use of social media to respond to youth trends and provide connection to a broad range of services. Provide training and support to city youth, Recreation and Community and Social Development staff in social media. 	Marketing and Communications, Youth Development, Recreation Services and Community and Social Development	✓	✓	✓		
2.8	Deliver a broad mix of programs at the City's BDYC, that engage with a broader demographic of youth across lifestyle choices and pathways; providing avenues to education and training and community connection.	Youth Development		✓	✓	✓	✓
2.9	Actively support youth and alcohol workshops to discuss and prioritise alcohol abuse issues and impact on the community in partnership with Department of Health.	Youth Development	✓	✓			
2.10	Take a leadership role in advocating for youth accommodation and at a strategic level participate and support the Peel Homelessness Network Group in delivering the Peel Regional Homelessness Plan 2013 – 2015 strategies; providing an evidence based approach to youth needs and trends.	Community and Social Development	✓	✓	✓		
2.11	<p>Support a Drop In Centre at the City's BDYC operating Wednesday – Friday.</p> <ul style="list-style-type: none"> Develop partnerships and look for opportunities to resource share. Deliver a program based approach and consider pathways for participants. Investigate alternative models and external approaches. 	Youth Development	✓	✓	✓		

Key Area 3: Public Transport and Infrastructure

Key Focus Area: Infrastructure – A community that is welcoming and accessible, where infrastructure meets the needs of a growing and diverse population.

Framework: (Access and Participation)

Facilitate the provision of an integrated and expanded public transport network.	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> • Expand the reach of public transport to encourage people to switch from car use. • Actively encourage the use of non-vehicular transport e.g. bicycles and walking.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
3.1	Pilot distribution of SMART Rider Cards for young people at risk from the BDYC. Promotion to co-locators at BDYC, Passages and key youth service providers.	Youth Development	✓	✓			
3.2	Develop an integrated approach/strategy that considers youth transport needs; <ul style="list-style-type: none"> • Improved marketing and use of social media to heighten knowledge of available transport. • Engage and consult youth to better understand the transport needs of a growing population, to guide transport and engineering decision makers. • Consider impacts on education and employment; provide a strategic direction. 	Youth Development, Marketing and Communications			✓	✓	
3.3	Activate the city's youth bus fleet (transit van and coaster bus) across uses that build the capacity of the youth sector and provide greater opportunities for youth.	Youth Development, Marketing and Communications		✓	✓		
3.4	Provide and influence positive activation of public spaces for youth and families in key city infrastructure development, with a focus on; <ul style="list-style-type: none"> • Mandurah foreshores, city centre and central shopping precinct. • Lakelands town centre future development. • Dawesville town centre future development. • Halls Head central and • Falcon town centre. 	Youth Development, Recreation Services, Community and Social Development, Libraries Learning Arts and Culture		✓	✓	✓	✓
3.5	Improve connection to facilities and locations frequented by youth (i.e. pathways from schools to public open space/beaches etc).	Works and Services	✓	✓	✓	✓	✓

Key Area 4: Facilities and Events for Young People

Key Focus Area:

Economic – A prosperous community with an innovative and skilled workforce that has accessible education and employment opportunities for all.

Infrastructure – A community that is welcoming and accessible, where infrastructure meets the needs of a growing and diverse population.

Social – A city centre that is vibrant and a community that is safe, healthy and engaged.

Organisational Excellence – An organisation with the determination, leadership, resources and processes to create an outstanding and sustainable quality of life for Mandurah residents.

Framework:

(Facilitation and Coordination, Access and Participation, Capacity Building, Engagement, Connectivity, Community Youth Development)

<p>Facilitate the provision of multi-purpose facilities and infrastructure that meet the needs of a growing population and provide a range of social, retail, recreational and entertainment experience for youth.</p>	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> • Activation of the redeveloped Mandurah Aquatic and Recreation Centre (MARC), ensure community and infrastructure assets are managed and maintained with the broad needs of youth as a primary purpose. • Actively promote community arts, music and entertainment programs, activities and events, with a view to increasing activity and building greater capacity. • Improve the retail and entertainment experience in Mandurah, focusing on creating a city centre with a vibrant and safe evening economy for youth. • Implement and review a Mandurah Active Recreation Strategy, with a focus on engaging youth and also supporting club development. • Assist with growing the capacity of Mandurah’s community, recreation and volunteer organisations, to attract younger volunteers that provide services to youth. • Maximise the use of technology to enhance social inclusion. • Facilitate opportunities for sport, leisure and recreational participation. • Implement the Mandurah Skate and BMX Strategy 2012 – 2022. • Strengthen and actively participate in the BDYC co-location model.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
4.1	<p>Coordinate and lead in the delivery of a co-locators model at the BDYC and work in partnership with co-locators to maximise the benefits to youth. Outcomes expected include:</p> <ul style="list-style-type: none"> • Maintain best practice. • Address issues and gaps. • Improve service delivery. • Maximise funding opportunities. • Provide quality services for youth. 	Youth Development, City Events and partners	✓	✓	✓	✓	✓

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
4.2	<p>Conduct a youth program evaluation review across the City's numerous business units that either provide services to youth or deliver infrastructure to youth, to ensure best practice and integration with broader programs and need;</p> <ul style="list-style-type: none"> Identify gaps. Align programs. Maximise spend and resourcing. Ensure a collaborative approach. 	Youth Development, Community and all City business units		✓	✓		
4.3	<p>Explore options to provide external youth programs, activities and events for young people in partnership with key providers to enhance capacity building, engagement opportunities and in some cases utilisation of public space. Youth identified a particular interest and need at;</p> <ul style="list-style-type: none"> Halls Head Beach. Falcon Bay. Town Beach. 	Youth Development, Works and Services, Recreation Services, Libraries Learning Arts and Culture		✓	✓	✓	✓
4.4	<p>Coordinate a number of skate, scooter and BMX workshops and events to activate Falcon and Mandurah Skate Parks and link events with specific awareness days i.e. Alcohol and Drug Awareness, National Youth Week and survey young people to establish feedback on activities provided to improve delivery of activities.</p>	Youth Development and YMCA	✓	✓	✓		
4.5	<p>Develop and deliver a structured approach to youth engagement around significant future City infrastructure projects and proposals (with a focus on Lakelands and Dawesville community spaces).</p>	Youth Development, Community and Social Development, Libraries Learning Arts and Culture				✓	✓
4.6	<p>Provide support and assistance in attracting youth infrastructure specific funding to Mandurah; including to City facilities such as the BDYC and more broadly to NGO, State Government agencies and sporting facilities to cater for a growing population.</p>	Youth Development, Recreation Services, Community and Social Development	✓	✓	✓	✓	✓
4.7	<p>Develop a concept plan for the BDYC to increase facility usage and cater for future needs, including to courtyard/recreation space, hall/foyer and co-located spaces.</p> <p><i>Budget allocation required, work to be undertaken externally</i></p>	Youth Development		✓	✓		
4.8	<p>Working in partnership with Mandurah's youth and relevant partners to create a Youth Culture Action Plan that identifies appropriate and engaging programs, which address their specific needs, interests and aspirations. Aligned to the City's: Arts, Culture and Heritage Strategy including</p> <ul style="list-style-type: none"> A Cultural Youth Advisory Group to support the development and implementation of the Youth Culture Action Plan. 	Libraries Learning Arts and Culture, Youth Development		✓	✓	✓	

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
4.9	Continue to support and develop the Mandurah Performing Arts Centre (MPAC) in its ambition to build its position as a regional theatre, which presents a variety of high quality contemporary performing and visual arts programs; <ul style="list-style-type: none"> MPAC have a strong youth program. Opportunity to further develop partnership programs and/or cross promote activity to enable young people to see what is already available to them. 	Youth Development, Libraries Learning Arts and Culture		✓	✓		
4.10	Support a broad range of annual events; by providing an environment whereby youth can participate as volunteers, add their voice to planning concepts and attend and be connected to the Mandurah community. Key outcomes; <ul style="list-style-type: none"> Increase awareness and participation. Increase volunteering. Market and promote to develop a sense of pride. Recognise youth achievements and connect to community. 	Community and Social Development, Libraries Learning Arts and Culture, Recreation Services, City Events	✓	✓	✓	✓	✓
4.11	Provide new opportunities and space for youth to develop computer programming skills and participate in digital multi-media art; including gaming.	Youth Development, Libraries Learning Arts and Culture		✓	✓		
4.12	Provide four end of school term alcohol and drug free dance parties; internally at the BDYC and externally in partnership where possible with community organisations and NGOs. <ul style="list-style-type: none"> Evaluate effectiveness and need in 2014/2015. 	Youth Development and partners	✓	✓			
4.13	Strengthen the capacity of the City's Youth Development Team by undertaking a Youth Programs Feasibility Study to inform the future development of activities that meet the needs of 11 – 25 year olds in; <ul style="list-style-type: none"> Dawesville, Wannanup, Bouvard, Herron. Lakelands, Madora Bay. 	Youth Development			✓	✓	✓
4.14	Strengthen the capacity of Youth Development by exploring the needs of young people and funding opportunities to pilot the delivery of weekend Saturday activities at the BDYC.	Youth Development		✓			
4.15	Develop capacity of Libraries to extend youth activities/workshops.	Youth Development and Falcon eLibrary		✓			
4.16	Encourage and facilitate youth participation in the City's Stretch Festival through; <ul style="list-style-type: none"> Youth volunteering. Engage youth from the BDYC to participate and develop a project. Youth workshops based on increasing skill and knowledge development. 	Youth Development, Libraries Learning Arts and Culture		✓	✓	✓	

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
4.17	Investigate the possibility of outreaching of a 'fun bus' and or 'activities trailer' (externally provided and supported); <ul style="list-style-type: none"> • Grant funding for project. • Staffing of project. • Locations for project. • Operational functions of project. • Partnerships of project. 	Youth Development			✓		
4.18	Identify and provide opportunities for externally provided music festivals (targeting youth) in Mandurah; promote Mandurah's local youth talent via social media and ensure awareness.	Youth Development			✓	✓	✓
4.19	City to maintain involvement and promote a growing range of annual youth-community and recreation events and celebrations (such as Bike Week WA, Community Safety Week, Mental Health Week, Book Week, National Tree Day etc.) to ensure opportunities for youth to participate and create awareness of important community issues.	Youth Development, Recreation Services, Libraries Learning Arts and Culture and Community and Social Development	✓	✓	✓	✓	✓

Key Area 5: Health and Wellbeing

Key Focus Area: Social – A city centre that is vibrant, and a community that is safe, healthy and engaged.

Framework: (Facilitation and Coordination, Access and Participation, Capacity Building, Engagement, Community Youth Development, Connectivity)

Ensure the provision of quality health services, facilities and programs – creating a healthy community for youth.	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> Define the key youth health needs of our community and create ongoing dialogue with State and Federal Government's for the delivery of required facilities and services. Provide a healthy community and a broad range of lifestyle options.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
5.1	Use a range of marketing and media approaches (including social media) to promote key youth health services and options in Mandurah; <ul style="list-style-type: none"> Create a broader awareness and acceptance of key youth health issues. Increase access and attendance. 	Youth Development, Marketing and Communications		✓	✓	✓	
5.2	City to broaden its networks with specific Aboriginal youth community services; to increase awareness, community engagement and partner for occasional events.	Youth Development, Community and Social Development and partners		✓	✓		
5.3	Advocate for youth health services that support a growing population and need; <ul style="list-style-type: none"> Support for Peel Youth Medical Service (PYMS) as a co-locator of the BDYC. Partner PYMS to hold youth health forums at the BDYC. City is a leader in advocating for State and Federal funding in youth health services. 	Youth Development and partners, City of Mandurah	✓	✓	✓		

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
5.4	City providing support for youth programs and environments that promote wellbeing and social connection, these include; <ul style="list-style-type: none"> • Keys for Life program (access Learners Permit). • KidSport initiative. • Drum Beat and Roofs for youth programs. • Physical activities component in youth leadership programs. • Healthy eating initiatives and food associated with youth leadership programs. • Provision and support of outdoor events and sporting activities. • Providing greater avenues and opportunities for youth volunteering. 	Youth Development, Recreation Services	✓	✓	✓	✓	✓
5.5	Provide recreational opportunities for youth by; <ul style="list-style-type: none"> • Developing the capacity of sporting clubs. • Promoting and providing increased awareness of structured and non-structure sport. • Facility and grounds development and management. • Partnerships, networks and opportunities. 	Recreation Services and partners	✓	✓	✓	✓	✓
5.6	Increase capacity of youth to undertake leadership roles in the community; by increasing awareness and access to coaching and leadership courses, such as those made available by the State Government's Department of Sport and Recreation.	Youth Development and partners	✓	✓	✓		

Key Area 6: Sense of Community and Identity

Key Focus Area: Community – A regional community that is diverse yet inclusive, cosmopolitan yet relates with a strong sense of belonging.

Framework: (Community Youth Development, Engagement, Connectivity, Access and Participation, Capacity Building)

<p>Encourage active community participation and engagement of youth, embracing Mandurah’s identity as a unique regional city, with opportunities and a future vision. Engage and involve youth in a broad range of events, arts, heritage and culture and celebrate youth achievements to develop a greater community cohesion and pride.</p>	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> • Integrate youth consultation processes into the City’s decision making. • Engage and provide opportunities for youth to represent the City in a broad range of activities. • Identify and celebrate community champions and high achievers. • Leverage arts, culture and youth events to build a more cohesive community. • Promote community pride in Mandurah and build youth cohesion.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
6.1	<p>City to collaborate with a broader range of youth activities and events; to positively promote to community and youth;</p> <ul style="list-style-type: none"> • Via social and print media, school publications. • Within community facilities. • To local business. <p>Using above inform the City’s events calendar and look for opportunities to cross promote and raise youth awareness in Mandurah.</p>	Youth Development, City Events, Marketing and Communications	✓	✓	✓		
6.2	Promote key youth achievements, youth organisational stories and general good news stories in a targeted approach through local media, social media and across City publications.	Marketing and Communications, Youth Development	✓	✓	✓	✓	✓
6.3	City to provide and promote a Mandurah Youth Services Directory in an electronic format, updated regularly and promoted broadly to youth and youth services in Mandurah.	Youth Development	✓	✓	✓	✓	✓
6.4	Develop a broader awareness of key events and activities for older youth aged 18 – 25 years and look for opportunities to build networks and create greater capacity for the engagement of this group.	Youth Development and Events and other partners		✓	✓	✓	

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
6.5	National Youth Week <ul style="list-style-type: none"> Coordinate young people's involvement to actively participate and develop National Youth Week activities/events within the community and at the BDYC. 	Youth Development	✓	✓	✓	✓	✓
6.6	NAIDOC Week celebrations <ul style="list-style-type: none"> City to work in partnership with Aboriginal communities to assist with NAIDOC Week celebrations, including activities in Mandjar Square and the BDYC. To build and strengthen relationships with Aboriginal youth. 	Youth Development, Community and Social Development	✓	✓	✓	✓	✓
6.7	Harmony Week <ul style="list-style-type: none"> Coordinate a Harmony Week Celebration activity for young people 11 – 25 years old in partnership to increase community belonging, especially for young people from non-english backgrounds, Culturally and Linguistically Diverse Backgrounds (CaLD). Look for partners to develop this concept. 	Youth Development, Community, local business and key youth service providers		✓	✓		
6.8	Develop an event that engages and provides an opportunity for youth in 'sub cultures'; i.e youth that may not otherwise be engaged in more mainstream activities. <ul style="list-style-type: none"> Deliver a pilot 'RahCon' one day comic and animation convention in Mandurah. Look for partners to develop this concept. Continue to support and where practicable partner and build capacity for a range of gaming activities. 	Youth Development, Libraries Learning Arts and Culture	✓	✓			
6.9	Pilot the development of a strategy to celebrate and provide a level of financial support to youth achievements in Mandurah, including; <ul style="list-style-type: none"> Representative attendance outside of Mandurah (non-recreational). State school awards celebrations. Youth professionals support and development. Support academic scholarships. <i>A Budget allocation of \$5,000 (up to \$250 allocations) will be required in 2015/16 to trial this project</i>	Community and Social Development	✓	✓			
6.10	Coordinate Junior Council on an annual basis to promote an understanding of Local Government's role and responsibilities, with key outcomes being; <ul style="list-style-type: none"> Involvement of all Mandurah Primary Schools. Development of an annual initiative that is presented to full Council for endorsement. Electing of a Junior Mayor and Junior Deputy Mayor. Involvement in a diverse calendar of community events and engagements. 	Primary Schools and Youth Development	✓	✓	✓	✓	✓

Key Area 7: Community Participation

Key Focus Area:

Environment – A community that is a leader in environmental sustainability and protection of our waterways.

Leadership – An organisation that creates and delivers on a vision for the future which strengthens the community's capacity to sustain and improve the quality of life for future generations.

Framework:

(Engagement, Capacity Building, Connectivity)

(Facilitation and Coordination, Engagement, Connectivity, Capacity Building)

Encourage active community participation and engagement, encouraging and enabling youth to take ownership of natural assets and to adopt behaviours that assist in developing a sustainable environment.	<p>Strategic Initiatives</p> <ul style="list-style-type: none"> • Educate and engage with youth on the role they can play in conserving our local environment. • Advocate for and continue to build relationships with our diverse cultural community, especially regarding connection to land. • Develop a sustainable approach to youth volunteering in environmental activities. • Provide education and awareness of environmental issues to youth.
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Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
7.1	Coordinate and promote the City of Mandurah's Greener Schools Award to local primary schools and involve the Junior Council in promotions and award presentations on an annual basis.	Youth Development, Primary Schools	✓	✓	✓	✓	✓
7.2	Coordinate 2 specific consultation forums each year to engage with youth in a coordinated approach, to raise local youth issues including; <ul style="list-style-type: none"> • Environmental issues/connected in year 1 with Kids Teaching Kids Conference 2014 • Leadership and mentoring. • Education and training. • Youth attraction and retention. • Community safety. • Topical issues of the day. 	Youth Development	✓	✓	✓	✓	✓
7.3	Formerly consult periodically with youth who participate in skate, BMX, scooter events, to improve future activity needs at local skate parks.	Youth Development		✓		✓	

Action Number	Youth Strategy 2014 – 2018 Initiatives	Action Responsibility	2014	2015	2016	2017	2018
7.4	Build the capacity of youth within environmental, science and climate change programs, strategies and initiatives, by; <ul style="list-style-type: none"> Developing a Youth Engagement Volunteering Strategy. Growing the community awareness of youth participation in environment and Supporting the Green Army initiative. 	Youth Development		✓	✓	✓	
7.5	Continue to promote initiatives and programs that recognise youth achievements, including Volunteering Youth Awards, Rotary Youth Leadership Awards, Australia Day Youth Awards, Leeuwin Voyager Leadership Challenges and pursue other potential youth leadership opportunities to engage youth.	Youth Development	✓	✓	✓	✓	✓
7.6	Developing partnerships with youth service providers such as Mandurah’s churches, scouts, services organisations and environment groups; <ul style="list-style-type: none"> Provide professional advice regards gaps and funding opportunities. Where suitable provide linkages for youth and avenues to participate. Assist with capacity building. 	Community and Social Development, Libraries Learning Arts and Culture	✓	✓	✓	✓	✓



Youth
Development
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Appendices

Have Your Say Mandurah

The City of Mandurah's Have Your Say Mandurah Survey resulted in some of the following suggestions and quotes from residents:

- More education and employment opportunities
- Music festivals and live band venues
- Music/performance rehearsal and recording studio
- Hall dance night
- "Considering the youth of today are the voters and adults of tomorrow, they need guidance. They definitely need somewhere that they can stamp their own mark and hang out, rather than on the streets"
- "Better use of Hall Park for holding high calibre live music, cultural events and movies such as Day On The Green, and events held at Kings Park, the Quarry – City Beach, and Fremantle Arts Centre"
- "What about the potential idea of having an area where teens can go on Saturday and Wednesday nights where we can relax, play music, watch TV, drink and eat and just talk?"
- "The cafés and beaches in Mandurah are lovely but they're not for everyone, more entertainment for youth of all ages is needed, and to attract more tourists"

Youth Service Providers Identified Key Areas for Youth Development

A workshop which consisted of a broad selection of Youth Services and Development professionals held in Mandurah in September 2013 had participants identify what they thought are the key roles and responsibilities of Local Government in youth development.

The results emphasised:

Planning, Policy, Participation, Partnerships, Lobbying and Advocacy, Capacity Building – ensuring services are for Mandurah, Provision of funding opportunities, Engagement of Service Delivery and events for 18 – 25 years, Networking and providing opportunities for services to network, Early intervention and prevention by meeting with schools to promote programs/what's on, collaboration, promotion of information and information sharing, opportunities for engagement for young people as a voice with stakeholders and Local Government, Provision of forums and workshops.

The Youth Strategy endeavours to capture suggested roles and responsibilities to enhance youth development, by working together to meet the needs of young people.

Following on from this and other internal and external consultation, Youth Development's role and responsibilities over the period of this plan will be:

- Policy development
 - Participation
 - Partnerships and capacity building
 - Early intervention and prevention
 - Information provision
 - Advocacy and referrals
 - Capacity building
 - Networking
 - Leadership and facilitation
 - Provision of a co-locators one stop shop facility for youth services
- 

Youth Survey Results*

The Voices of Mandurah's Youth

The aim of the youth survey was to gain feedback relating to six key questions from young people 12 – 25 years old.

1. What do young people think about living in Mandurah?
2. How do young people think Mandurah can be improved?
3. What are the key concerns young people are concerned about?
4. How are young people participating in the community?
5. How can we reach young people with information?
6. What are the most important issues for young people living in Mandurah?

Of those participating:

- 170 were 12 – 14 years old from lower secondary school
- 135 were 15 – 17 years old from upper secondary school
- 89 were 18 – 21 years old from Uni, TAFE and Workforce
- 75 were 22 – 25 years old from Workforce transition

Wards covered:

- North (Meadow Springs, Lakelands, Madora Bay, San Remo, Parklands) – 65 respondents
- Town (Mandurah, Dudley Park) – 87 respondents
- Island (Halls Head, Falcon, Wannanup, Erskine) – 151 respondents
- East (Greenfields, Coodanup) – 92 respondents
- South (Dawesville, Herron, Bouvard) – 32 respondents
- Other (Baldivis, Barragup, Pinjarra, Ravenswood, Rockingham, Secret Harbour, Singleton, South Yunderup, Stake Hill, Waikiki, Yunderup) – 42 respondents

NOTE: Weighting and Analysis of the Youth Survey report of majority findings presented relate to the general population: sample of Mandurah's youth. Where applicable, results from visitors and non visitors of the BDYC were compared. (General Population = 407; Non visitors of the BDYC = 277; Visitors of the BDYC = 192).

Responding to eighteen youth survey questions 469 young people aged 12 – 25 years old participated in the survey of which 270 were females and 199 males, over a seven week period commencing late in September 2013 – November 2013.

* The numbers were statistically aligned to the general population as per census - there was no skew of data (Metrix Consultation - Dec 2013)

Summary Findings: What we wanted to understand

What do young people think about living in Mandurah?

- Love the beach, plenty of things to do, friendly and inclusive community. Relaxed lifestyle, great location, good amenities and services.

How do young people think Mandurah could be improved?

- Increase the level of safety – stemming from drug use, crime and violence
- Improve the reputation of the City, “make me proud to tell others where I live”
- Increased opportunities for education, training and careers
- Upgrade of current facilities, new facilities built and events targeted towards their age groups.

What are the key concerns young people are concerned about?

Very concerned	A little concerned	Not at all concerned
Feeling safe in the community Money/finances Bullying and emotional abuse	Making a difference in the community Opportunities for training Cost of training and body image	Too many friends Arguments with friends Lack of friends and self harm

How are young people participating in the community?

- Informally through spending time with friends, social media, the beach, shopping, reading, gym, parties, sports and photography. Formally through playing sports, volunteering, music, dance, drama, youth groups.

How can we reach young people with information?

Where most time is spent – Schools, workplaces, the home through direct mail.

Activities – Sponsor activities such as events and youth services (e.g. Billy Dower) and non sponsored activities (sports, skate parks, beach, shopping centres, gyms).

Networks – Young people directly, their peers, teachers and media sources.

What are the key issues for young people living in Mandurah?

Education, safety, employment, training, public transport, facilities for young people, type of lifestyle in Mandurah, sense of community, what people think of Mandurah, events.

Other Factors

Males in general participate in:

Computer games
Casual sport
Skate/BMX/scooter

Females in general participate in:

Shopping
Photography
Study/read

In general young people both catch up with friends (76), use social media (55) and go to the beach (54). Seven out of ten Mandurah youth are involved in a club or group. Participating in sport is the most common form of involvement, however being a sport spectator, participating in a youth group, arts and cultural club or a volunteer organisation were also popular. Almost one third of the survey group had visited the BDYC. Of those who had not visited, it was cited that this was mostly due to a lack of awareness about the BDYC and what is on offer.

Reasons for visitation to the BDYC

Counselling Services

Events

Schooling/Study (e.g. PACE, TAFE, SMYL)

Junior Council Meeting

Entertainment ("It's fun")

Recreational Activities (i.e. Boxing, Dance)

Young Women's Program

Reasons for Non-visitation

Haven't heard of it

Not interested in the activities on offer

Not targeted to them (targeted at lower income youth)

Never had a reason to go

Safety issues

Finding about what's on?

Young people obtain information from a range of traditional and digital channels such as:

1. Friends
2. Facebook
3. Word of mouth
4. Internet

The best things about living in Mandurah commonly were reported as:

1. The beach
2. Large number of things to do, such as skate, play sport and shop
3. Friendly and inclusive community. Relaxed lifestyle, location and high quality of facilities and services were frequently reported responses survey.

Making Mandurah a better place to live young people reported the need to:

1. Increase safety "Don't feel safe due to drug use, crime and violence"
2. Improved reputation "Make me proud to tell people where I live"
3. Increased opportunities "More opportunities for education, training and careers"

Suggestions for creating a better Mandurah

Upgraded Facilities and Amenities	New Facilities	Youth Events
Skate park, bike paths, shopping centre, public transport, Swimming pool, library	Paintball field, laser tag centre, theme park, zoo, waterpark, ice skating rink, ten pin bowling, rock climbing wall, Timezone	Music festival, food festival, sporting events, computer game competition
<i>"If upgrades were made to the shopping centre. More bike paths to travel on near the foreshore and around"</i>	<i>"More to do. A new ten pin bowling alley, a theme/ amusement park (or refurbish Kings Carnival, rock climbing etc"</i>	<i>"If there were more events that teenagers could get amongst, e.g. Silent Disco's, party tent, activities that get people involved"</i>

Seeking advice from family and friends are the most common avenues to seek advice if a young person needs help with a personal problem. The priority areas for accessing advice and support were:

- | | | |
|--|----------------------------------|--|
| 1. Immediate family (mum, dad, brother etc) | 6. Teacher | 11. Telephone helpline (Kids Helpline) |
| 2. Friends | 7. Churches | 12. Billy Dower Youth Centre |
| 3. Extended family (cousin, grandparent etc) | 8. School Counsellor or Chaplain | 13. Magazines |
| 4. GP/Health Practitioner | 9. Mobile phone or table apps | 14. Other youth services |
| 5. Website | 10. Social media | 15. Other |

Youth however of different age groups find their support in different ways i.e. **Lower Secondary** (12 – 14 years) – Teacher, School Counsellor or Chaplain; **Upper Secondary** (15 – 17 years) – Teacher, School Counsellor or Chaplain, GP/Health Practitioner at the Billy Dower Youth Centre, social media, mobile phone or tablet apps. **University, TAFE and Workforce** (18 – 21 years) – GP/Health Practitioner; **Workforce Transition** (22 – 25 years) – GP/Health Practitioner, website, mobile phone or tablet apps.

Residing in Mandurah

Over half (56%) of young people are planning to live in Mandurah in five years time. Upper Secondary students (15 – 17 years) are significantly less likely to stay in Mandurah (36%) than lower secondary (55%) and uni students (53%), potentially due to their plans for further study in Perth. Of the 56% of youth who plan to remain in Mandurah, the main factors contributing to this decision are the community, lifestyle and the love they feel for Mandurah.

Youth who see themselves moving out of Mandurah in the next five years are motivated by the perceived lack in education and employment opportunities and the desire to experience new places and lifestyles.

Young people perceived employment in Mandurah as not enough or not the right sort of job opportunities. “Mandurah is nice, but it simply feels too remote from a lot of places”.

Youth see Mandurah as lacking suitable education, particularly at a tertiary level, “I will be at uni and (living in Perth is) easier than public transport”. “I want to live closer to Curtin because of the lack of public transport services in Mandurah and the time it would take to commute on the train and bus”.

New experiences – Seeking new experiences through travel or by living in a “big city” for a while. “I want a change of scenery; I have lived here too long and would like to see the rest of the world”. “(Melbourne) is exciting and would offer a change. It is a vibrant city with lots of events and concerts”.

Key Stakeholders Workshop September 2013 Results

In September 2013 forty five key stakeholders identified seven priority issues they felt were of importance to young people and their agencies as part of the development of the Youth Strategy 2014 – 2018 process. The workshop was facilitated to enable valuable input from service providers in Mandurah, to gain up to date issues and identified gaps and an opportunity to network.

The main key stakeholder’s issues in priority order:

1. Sense of community and identity
2. Health and well being
3. Education, training and employment
4. Accommodation
5. Crime and safety
6. Family and domestic violence/public space
7. Leadership volunteering and community participant

The following table compares these priorities to the main issues raised by young people and their main concerns.

Key Stakeholders ISSUES (Priority Order)	Youth Main ISSUES (Priority Order)	Youth Main CONCERNS (Priority Order)
Sense of Community and Identity Health and wellbeing Education Training and Employment Accommodation Crime and Safety Family Domestic Violence/Public Space Leadership, Volunteering and Community Participation	Education Safety Employment Training Public transport Facilities and events for young people Type of lifestyle in Mandurah	Feeling safe in the community Money/finances Bullying and emotional abuse Cost of training/education Drugs Health and wellbeing Opportunities for training and education

Associated Community Plans

The Youth Development Plan has been developed with assistance and further commitment from the City across numerous integrated community plans, which address young people's needs, these are as follows:

- 20 Year Strategic Community Plan, Social Infrastructure Plan (SIP) 2013 – 2043
- The Better Start Better Future – Early Childhood Strategy 2012 – 2016 for 0 – 12 year olds
- Community Safety and Crime Prevention Partnership Plan 2011 – 2016
- Recreation Services Business Plan 2011 – 2013 (new plan proposed for July 2014)
- Disability Access Inclusion Plan 2011 – 2015
- Reconciliation Action Plan 2012 – 2014
- Arts Heritage and Culture Strategy 2014 – 2020
- Have Your Say Mandurah Dare to Dream
- City Events Strategy 2013 – 2016



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