



Speak Out Youth Forum
Friday 17th September 2010
FINAL REPORT





Report on:

SPEAK OUT YOUTH FORUM

17th September 2010

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Executive Summary

On Friday 17th September 2010, 68 young people from nine high schools and one alternative education program in the City of Joondalup were given the chance to 'have their say' at the City's second "Speak Out" Youth Forum held at the Craigie Leisure Centre.

The forum was aimed at gathering the ideas and perspectives of young people within the City in order to strengthen the services being provided and allow for new initiatives for youth in the community to be identified.

Participants joined in breakout sessions where they brainstormed on pre-chosen topics, facilitated by City staff. The breakout sessions were Think Green, Out and About, My Life, Community Safety and Communicating with Generation Z. During these sessions young people were asked five questions which have provided the framework for the discussion in this report.

From key findings, staff members have collaborated to develop themes, strategies and finally recommendations for the City to consider in order to better meet the needs of young people and provide services and programs in line with their feedback. The forum is an invaluable tool in allowing the City to connect with and receive feedback from young people living within the City of Joondalup and has again this year hosted a successful event enjoyed by a variety of young people.

Recommendations Summary

Further explained and expanded recommendations with Key Performance Indicators are available on page 13.

Recommendation One: Create, in collaboration with young people, an accessible, interactive and informative youth website developed by a specialist website company.

Recommendation Two: Develop, in collaboration with young people, a Facebook page detailing events and programs offered to the City's young people.

Recommendation Three: Creation of marketing campaign to promote the services of City Watch and make them more accessible to young people.

Recommendation Four: Listing in the 2011/2012 budget for consideration, the establishment of a new role in the Youth Services team to liaise with young people in schools to raise awareness of the programs and services offered by the City of Joondalup to increase participation by young people.

Recommendation Five: Research the need to offer a holistic health service that promotes the mental, physical and emotional needs of young people aged 12 to 25 years.

Background

Since disbanding the Youth Advisory Council in 2006, the City decided to hold regular Youth Forums. These forums are aimed at gathering a wider range of young people together, in a conference style arrangement, from schools within the City of Joondalup. This enabled them to give feedback to the City on the programs they run with a focus on future planning for a variety of services across the City. Additionally, young people were given the opportunity to discuss issues that they face and the types of resources that they would like available.

The last Youth Forum was run in 2007. It was a successful event with 110 young people from 13 secondary schools attending. The 2010 Youth Forum was held on 17 September. It was attended by 68 young people from nine secondary schools and one alternative education program. The Youth Services team collaborated to further develop the original concept, implement and run the event.

Link to Annual Priorities:

The City's Youth Plan has prioritised leadership and governance to be implemented in the form of a Youth Forum to be held in September 2010. This is a twostep plan broken into two outcomes as below:

1. Preparation and conduct of a forum. *Desired Outcome: Forum held in September 2010.*
2. Evaluation and presentation of recommendations to Council. *Desired Outcome: Report prepared for Council with recommendations.*

This report is aimed at providing appropriate and measurable recommendations for Council to consider, demonstrating to young people that their input has been listened to and valued.

Event Overview

Planning

This event was planned as a collaborative task among all of the Youth Services team. They brainstormed together about issues they felt were affecting young people. These ideas came from speaking with young people in public spaces, through drop-in centres, liaison and term based programs.

Budget

A budget of \$7,500 was allocated for the implementation of 2010 Youth Forum.

Implementation

The Forum was held on the 17th September 2010. Mayor Pickard opened the event, Councillor Gobbert was a guest speaker and Councillor Hamilton-Prime participated in the event. Elected Members were kept up to date about the Forum through articles in the Desk of the CEO publication.

Location

Due to the suitability of the 2007 venue, the 2010 forum was held at Craigie Leisure Centre. By holding the forum at the Leisure Centre, one of the key hubs of community activity in the City was able to be profiled. Additionally, young people were able to see the facility and become aware of its programs firsthand.

Schedule

The schedule ran as below:

Time	Description
9.00 – 9.30	Arrive and registration (30 min)
9.30 – 9.40	MC - Introduction (10 min)
9.40 – 9.45	Mayor Speech (5 min)
9.45 – 9.55	Cr Liam Gobbert Speech (10 min)
9.55 – 10.00	MC - Introduce Keynote Speaker (5 min)
10.00 – 10.50	Keynote Speaker (50 min) (EQUIPE INDUSTRIES)
10.50 – 11.00	MC - Instructions on breakout session process (10 min)
11.00 – 11.05	Move to breakout session 1 (5 min)
11.05 – 11.30	Breakout Session 1
11.30 – 11.35	Move to breakout session 2 (5 min)
11.35 -12.00	Breakout Session 2
12.00 – 1.00	Lunch and Youth Services Expo (60 min)
1.00 – 1.10	MC – to introduce panel discussion (10 min)
1.10 – 1.50	Expert Panel Discussion (40 min)
1.50 – 1.55	MC – Introduce entertainment (5 min)
1.55 – 2.15	Entertainment (20 min)
2.15 – 2.30	MC - Close (15 min) Distribute prizes for surveys

The breakout sessions available on the day were Think Green presented by Environmental Development Co-ordinator, Out and About presented by Recreation Services Co-ordinator, My Life presented by Manager Community Development and Library Services, Community Safety presented by Community Safety Coordinator and Communicating with Generation Z presented by Youth Services Team Leader. Prior to the event schools were sent a letter with a small description of each of these sessions. Students were then given the opportunity to nominate which session they wanted to participate in.

Below is a short synopsis on each session:

Think Green: Land, water, biodiversity, air quality and waste management and 'Acting locally' by 'thinking globally'.

Out and About: Providing information about the youth programs, leisure, culture and recreation facilities and activities offered by the City of Joondalup.

My Life: What matters to young people, with an emphasis on understanding that it's sometime really hard to be a young person.

Community Safety: How fear and crime are key concerns for young people with the message that the City of Joondalup is committed to implementing crime prevention and safety initiatives.

Communicating with Generation Z: Had a focus on how young people's lives are shaped by technology and social networks such as mobile phones, computer games, MySpace and Facebook. Discussions centred on how the City can communicate more effectively with Generation Z.

Participants were asked five questions in each of the breakout sessions.

They were:

- What are your key areas of concern?
- What do you think the City is already doing?
- Can you identify any gaps in this?
- What are the top three gaps you see?
- What can we do on (i) an individual level; (ii) a community level; (iii) local government level?

Additionally, there was a Youth Expo run during the lunch break of the Forum. This Expo provided stalls with information on the various services, programs and activities available to young people within the City of Joondalup.

Master of Ceremonies

The MC for the event was Tim Kenworthy from Youth Tree, a not-for-profit, volunteer driven organisation.

Participants:

Invitations to participate in the Youth Forum were sent to all secondary schools in the City of Joondalup. Schools were asked to nominate a wide range of students, from those considered 'at risk', to more academic students. This was to enable the City to gain feedback from a wide variety of young people rather than just targeting one demographic.

Carine Senior High was included in the forum because of their close proximity to the border of the City. Although they are not officially within the boundaries, their students are generally residents of the City and as such the decision was made to include them. Invitations were also extended to alternative education programs to participate in the Forum to gain a perspective from young people who may be considered at risk.

The participating schools and number of attendees were as listed below:

School	Number of Students
Belridge Senior High	10
Carine Senior High	2
COMET (Youth Futures WA)	3
Greenwood Senior High	9
Kinross College	11
Mater Dei College	5
Padbury Senior High	8
Sacred Heart College	8
St Stephens School	8
Woodvale Senior High	9

Facilitators:

A team of City staff assisted at the Forum. Staff members were provided with a run sheet outlining their specific duties on the day. Presenters were briefed before their breakout session began as to how the process of timing, interaction and their section was to take place.

Participant Feedback

Participants were given a survey to complete after the Forum to provide feedback on their thoughts. Generally feedback was positive, with young people commenting that they enjoyed ‘the opportunity to make a difference to my community’. Students were asked their enjoyment of the breakout sessions, the guest speaker, MC, expo, and the Forum as a whole. They also provided feedback on each of these areas. Below are some of the comments received from students for each of the areas aforementioned:

Did you like the opportunity to select which topics should be discussed at the Forum? / Were you happy with the final list of topics chosen?

Participants answered mostly yes to these questions. One young person stated ‘I like how our opinions are included’. In regards to the final topics given one young person stated ‘they were realistic and topics that needed to be resolved to help the community’.

Were you happy with the guest (inspirational) speaker?

Overwhelmingly, young people responded that they were happy with the inspirational speaker. Comments such as ‘very inspirational’, ‘he got everyone involved’, and ‘he mentioned various things that really helped me a lot’ were given.

Were you happy with the MC?

One young person commented ‘he was extremely funny and I enjoyed everything he did. He captivated the audience’s attention like myself (sic) and he was a great MC’, another mentioned ‘he had fun games’. The only negative comment was ‘he was rather annoying, but he did a good job’.

Did you enjoy the expo?

Participants answered positively to this question. One young person stated ‘the games were fun and the food was awesome(sic)...the activities and info(sic) after the eating was very good too’.

Did you enjoy the breakout sessions?

Participants responded positively, one stated, ‘Yes as we got to have our say and work with other students from other schools’.

What did you like most about the Youth Forum?

Participants stated: ‘the Mama BoyzWaht! Performance’, ‘the breakout sessions and being able to input our ideas’, ‘discussing our input and have (sic) our input’, ‘the dance crew and the guest speaker who was a chaplain from some school’ and ‘the chance for me as a member of the community to express my perspective of the Council work and offer my opinion for changes to be made’.

Is there anything we could do differently to improve the forum?

Participants answered ‘more peer to peer interaction and maybe even selected members of the Youth Leaders to present our findings’, ‘have less time listening to speakers and more time in break out sessions’, and ‘that the presentation of the event should be made bigger’.

This feedback highlights how the Youth Forum allows young people in the City to feel valued and have a sense of contribution. The feedback given and improvement tips will be useful for planning the next Youth Forum and in the analysis of this one.

Breakout Sessions Overview

Analysis of the sessions of the Forum is summarised as follows:

Think Green

Key Concerns

In this session young people highlighted their concern about the conservation and saving of the City's water sources. They were keen to make sure it was sustainable and that as a community the City began to look into the use of alternative water sources. Additionally, they were concerned about greenhouse gases and biodiversity (in the form of mining). The young people involved in the forum were generally unaware of what the City was doing in regards to the environment and as such much of their feedback was focused around an increase in the promotion of these events.

Gaps

Participants suggested that the current gaps in the service provision of the City were:

- Schools needed to learn to conserve their water and obtain alternative energy sources. This could be done via the use of solar panels and rain water tanks.
- Public transport needs to be more regular and effective in order to encourage more people to use it. This in turn allows more people to be active and will reduce pollution being created. Young people felt that the current transport being offered did not really allow them to get to the majority of places that desired to travel to, and as a result they did not always regularly utilise it.
- Increasing the use of recycling across the whole community and the awareness amongst community members as to how to do this.

Strategies

The strategies identified by the participants involved the idea of using the City's resources more effectively. There were suggestions of rainwater tanks, community vegetable gardens, solar panels and shower timers. Young people strongly gave the impression that they desired to be involved with what the City was doing about environmental conservation. They suggested an increase in visits to schools discussing what the City offers and offering them the opportunity to be involved.

A key outcome of the Think Green session in particular, was the suggestion for the City to begin to utilise social media, namely Facebook, to communicate with young people about environmental issues and promote ways in which to live a green lifestyle. The participants were interested in 'green' issues however they rarely found an outlet to express their passion for this arena. As such, they felt a Facebook page would open up an avenue for discussion to begin and their ideas to be expressed and brought into reality.

My Life

Key Concerns

Participants identified that they were concerned about bullying (at school, in the community, and via social networking), self image, their relationships with parents and families, youth employment, health issues affecting young people such as their sexual health, and handling and dealing with stress related to pressure from parents and peers.

Gaps

The top three gaps identified by young people were:

- A lack of awareness of what the City was doing and the kinds of activities that they offered. They named this as one of the biggest issues for them in the service provision from the City as a whole.
- A lack of awareness of the interaction between schools and the City of Joondalup, which would allow them to receive promotional information about upcoming events and programs.
- Publicity needed to be more youth-friendly. This could be achieved via the use of Facebook (to invite them to events) and a sms and email invite service.
- Young people identified a lack of coping mechanisms and ways to respond to pressure.

Strategies

Young people suggested that the City should advertise and give talks to schools about the kinds of program and events being offered to them. In addition to this, they suggested the City create a Facebook page that would allow young people to interact with the City and what they were doing. They also felt an email newsletter that was send out on a regular basis would be an effective way to continue to communicate with young people on a regular basis. These methods would also be in conjunction with a youth website that would hold information about the upcoming events/programs and how to get involved.

Another strategy identified was to provide a youth clinic for young people to get free access to advice and support for a range of health issues including their sexual health. Access to care for sexual health, that young people feel safe to obtain, seemed to something they felt they were missing. It is an interesting area in which the City could possibly advocate for more youth-friendly services rather than changing the focus of the City's role.

Community Safety

Key Concerns

This session held similar themes to previous sessions discussed and there was a high level of congruency with the other areas where the participants felt the City was could provide an improved and more youth friendly service. This was particularly seen in the discussion about the City Watch service.

City Watch was identified as one of the key concerns young people had in regards to Community Safety. Participants suggested that they were unsure of why City Watch was there and how much

power they had. They felt that they were 'not responsive' and had 'no power to do anything'. They also felt the community needed more City Watch officers to ensure that there was more of a sense of safety.

Another area of concern was late night shopping and the dangers associated with being involved in this activity. Participants identified that there were hotspots of negative activity and a high use of drugs and alcohol happening on the premises. Graffiti was also acknowledged as a key concern to the young people involved. Participants felt that urban art and murals were a positive outlet for graffiti artists but tagging and uninvited additions to buildings were not acceptable forms of art in the community. Indeed these kinds of behaviours added to a feeling of fear and lack of safety in certain areas of the City of Joondalup.

Gaps

The identified gaps in the service the City offers were:

- More surveillance of the City via cameras, CCTV, alarms and an increase in the service of City watch. This would enable there to be less 'scary areas' as lighting was identified to be inadequate.
- Participants felt that City Watch's timing was too predictable and needed to be more efficient. As such it did not provide the safety it intended to and young people did not find it to be 'youth-friendly'.

Strategies

Community Safety was an area that young people really cared about and desired to see change in. They were continuously stating the lack of safety they felt, so much so that some would not go on public transport late at night for fear of being attacked or violated. This fear then impacted on participant's ability to live an environmentally friendly lifestyle.

Participants suggested educating the community about the problems that were occurring. Participants hoped that this would force the community to become responsible for one another and begin to take ownership over community safety. Participants also suggested that City Watch make clear their power to young people so they knew what they could and could not do. Furthermore, they felt it would be useful (and reduce crime) if they changed their schedules and made them less predictable. They also needed to be more reliable.

They felt that if they were to report to City Watch they would also be seen as the perpetrator of the crime, rather than the one needing help. This deterred many from actually utilising the City Watch service. In order to overcome this, participants suggested that reporting be made anonymous with the offer of a reward for information.

Another suggested strategy was urban art programs to advance the artistry of young offenders and move their skills into a more appropriate arena. This was a key suggestion as young people are often seen as offenders and promoters of graffiti. However, the participants of the Youth Forum, whilst acknowledging that those involved did have some level of skill were ultimately offended by graffiti. Instead they wanted those involved to channel their abilities into more productive, community-based projects.

Communicating with Generation Z

Key Concerns

Participants were extremely vocal in this session stating that they did not know what the City was or what it did in the community. Young people were concerned that the way the City was advertising lacked relevance, as there was too much text, and the colours and pictures were not attractive to them. This session was very much a wakeup call for Youth Workers involved as many felt that our advertising was 'cool' and 'relevant'. Youth Workers reported being surprised when the participants stated that they thought the materials were irrelevant and did not capture their attention.

Gaps

Participants identified two major gaps in our efforts at relating with them:

- They do not know what was going on. They were largely unaware of the programs and events that the City was already running. Often when informed of existing programs and events they stated that they would want to attend, however, they had no idea they existed.
- They stated that they did not like the City's advertising. Participants repeatedly stated that the form of advertising the City is currently using was not relevant. Posters and flyers are currently sent to schools on a regular basis. However, participants said that the City's current designs did not capture their attention.

Strategies

Participants brainstormed several ideas on how the City could improve its information and service provision. The majority of their suggestions involved social networking, namely Facebook, as an effective way to inform them of upcoming events, existing programs and stay connected with the young people among the City's demographic. Comments such as 'it's the only way to communicate' and 'everyone is on there' were consistently repeated. Participants stated that many large organisations were advertising to them in this way and communicating with them on a regular basis. As a result they were able to keep informed via this method. This was a consensus across the entire forum that this was a method that the City needed to employ if it was to effectively communicate with young people.

Other methods that participants thought would be useful were an interactive and informative website, aimed at their demographic with engaging and eye catching pictures. They stated that this website had to be 'fun' and 'appealing' for them. The City's hard copy advertisements needed to have more colours and pictures to make it engaging to young people. There was also a suggestion that young people be allowed to be involved in and help design the promotional material that the City sends out.

Out and About

Key Concerns

Participants restated that they were unaware of what the City was doing as a whole and were not aware of the varied programs, activities and services offered. They were concerned that there was not enough promotion and advertising of what was available in the community.

Cost and ease of accessibility were also an issue that impacted on their decisions. Participants wanted more community events, more music events and more equipment and recreation centres.

Gaps

The gaps identified by participants were:

- Not knowing that facilities or services exist. This was a huge barrier to participants being able to access services or be involved in a positive community event.
- The location of the Leisure Centres. Participants stated that the City's Leisure Centres are not close to train lines or public transport. This meant that even if the Leisure Centre was holding a major event young people would be unlikely to attend, because they would not be able to get there or would find it too difficult.
- Cost. Participants stated that they could not afford to always pay for programs and activities or could only pay a small amount to be involved.
- Advertising being irrelevant. Participants re-iterated what they stated in the 'Communicating with Generation Z' that they did not relate with the promotional material being released by the City nor did it capture their attention.

Strategies

To overcome these gaps participants suggested that the City engaged in more youth-friendly advertising and promotion. The main vehicle they saw through which this could be achieved was Facebook. They felt that this was the most effective mode of communication through which they could hear about events and programs. There was also the suggestion of more advertising in 'youth friendly' magazines like Dolly and Girlfriend, TV advertising, posters in schools and the creation of a youth-friendly website. All these avenues were seen to be more effective than the current ways employed by the City.

Participants identified that they would like to get more involved with what the City is doing. They envisaged that this could occur through school visits and the City's Youth Workers being more involved with the community. Additionally, they desired that there would be free bus services from train stations in order to make youth events more accessible. In turn, making events and programs cost effective and affordable for a wide range of young people would increase participation.

Furthermore, participants suggested an increased bus service around the City. In consultation with staff involved it was also suggested that the City could advocate for more bus services for young people to transperth. Participants also suggested that more CAT buses be provided around the City of Joondalup to help them get to Leisure Centres and other specified locations.

Themes across all sessions

The most evident theme was the lack of knowledge young people had about what the City of Joondalup was doing. This was seen most startlingly when a participant wrote on a brainstorming sheet "who the hell are you?" This captures clearly the theme in the responses among young people. The Youth Services team is active in the community, running drop-in programs at local schools, promoting services through posters and flyers in local newspaper and specific type magazines.

The Youth-Mobile goes to several sites on a regular basis and Youth Outreach Workers are present on the streets and also at Lake Joondalup Shopping Centre. However, these services reach only small portions of the youth market and it is evident from the information given at the Forum that whilst these services exist, their promotion is inadequate. Some participants even suggested that the City begin to run programs that were already in existence. As such it is clearly evident that young people are not being informed effectively enough about the programs that the City of Joondalup offers.

Furthermore, young people expressed in almost every topic their desire to be informed through their educational setting. They asked repeatedly for staff from the City to come into their schools on a regular basis to tell them about what different departments were doing and how they could be involved. Many also stated they would be more likely to attend events and programs if they felt like they would know someone there. This indicates that young people still find the sense of a personal invitation and connection one of the most important factors in their involvement in programs and activities.

Another theme throughout the sessions was the suggestion that the City of Joondalup begin to use Facebook in a youth friendly way in order to promote the services and activities available. This was seen in the 'Think Green' session as a forum for promoting environmental conscious and in other sessions as an information/advertising tool about what was going on around the City of Joondalup.

Participants continuously expressed their desire to be involved with what was going on in their community. The barrier to this occurring was a lack of information provision. In the 'Community Safety' session this was seen clearly with participants stating that they wanted the community to care about one another and begin to work as a team to prevent crime. However, participants felt excluded from this because they did not find the City Watch service to be approachable or "youth-friendly".

This problem was clear, with a huge disparity evident between how successful the City felt they were in promoting events and programs and how informed young people actually were. Participants either stated that the promotional material did not reach them or if it did, they did not find it interesting or relatable.

Recommendations

Each of the following recommendations was created in conjunction with the Youth Services team. There was a general consensus that the recommendations from the forum needed to be concise and measurable in order to ensure that they were achievable. As such each recommendation is followed by strategies, justification of their need and finally key performance indicators.

Recommendation One: Create, in collaboration with young people, an accessible, interactive and informative youth website developed by a specialist website company.

Strategies:

- Create a working group of young people to provide feedback on the creation of a new youth friendly website and give feedback on its continued update. This group would be involved in the conception, implementation and evaluation of such a website.
- Use of an external company to create the webpage.

- Website would have the ability for young people to 'sign up' in order to receive a future youth e-newsletter.
- Website would have information about programs and events being run by Youth Services, Leisure and Cultural Services, Environmental Services and any other areas of the City relevant to young people.
- Website would be specific to the needs of young people. It would also have links to external agencies and act as a resource for young people.
- Website would be updated regularly by the City Youth Projects Officer in order to make sure it was up to date, relevant and interactive.
- Effective marketing of website and creation to take place using the existing budget for youth technology.

Justification:

Looking at the feedback provided by young people, it is evident that the City needs to change the way in which it markets its programs. Participants did not know who/what the City of Joondalup was and what programs and events they offered. With the introduction of a youth-focused website, which could have links from the main website, young people would be able to be informed about what was happening, and the City's service would become more accessible and youth-friendly. Recent research conducted by Youth Services found that by utilising a youth website, local governments were able to grow their database and promote more effectively the service that they offered the community.

Key Performance Indicator	Target
Involvement of young people in the development of a youth focused website	The involvement of a least eight young people in the implementation of a youth website. Young people would have a say in the look, feel and information provided on such a website. This group would meet informally in the lead up to the creation of a website. Once implemented they would be involved in the review of such a website on a six monthly basis.
Website running	Website is to be implemented, running and effective within one year of recommendation being approved by Council.
Review Website	The involvement of a minimum of five hundred young people aged between 12 -25 years in the review of said website every two years, in order that it remains up to date and relevant.
Website used as an effective marketing tool	Effectiveness of website and usage to be reviewed on a six-monthly basis. Once benchmarked, statistics to be taken from amount of hits on website and new users signing up on a monthly basis.

Youth Projects Officer to monitor website	Youth Projects Officer to assign a weekly time to review and update the website to ensure it is up to date.
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Recommendation Two: Develop, in collaboration with young people, a Facebook page detailing events and programs offered to the City’s young people.

Strategies:

- Access to be granted for the Youth Services and any other relevant teams to have a separate Facebook page to display upcoming programs and invite young people to events.
- A working group of young people to be set up to help create this page. This working group would be involved in continuing to update and relate information about the City of Joondalup under the moderation of the Youth Projects Officer.
- Photos/video of other past and upcoming events to be displayed, as well as photos of current programs to increase interaction.
- Links to youth website on page to allow young people to further explore our youth services and access further information.

Justification:

Recent research conducted by Youth Services shows that in just nine months Facebook had achieved 100 million users. This far exceeds even basic internet use, which took four years to achieve 50 million users. Furthermore, 96% of young people are signed up to a social networking website. Facebook has also received further promotion with the movie “Social Network” looking at the story behind its creation. This will further increase its notoriety and usage among young people. Research on Melbourne, Sydney and London local governments also shows that the majority of Councils are utilising social networking to interact with young people.

Overwhelmingly in each Forum breakout session young people commented that the best way to interact with them was through social media, namely Facebook. With comments also to the effect that young people did not know who the City was or what the City was doing, but wanted to be informed, it is evident that we need to employ more youth-friendly tools. Facebook is an effective tool of communication with young people that will allow our marketing to move forward and really engage with our target audience.

Key Performance Indicator	Target
Involvement of young people in the creation of a Facebook page	The involvement of at least eight young people in the creation and implementation of a Facebook page. The young people would help monitor content on the site.

<p>Youth Projects Officer should be regularly logging in and updating Facebook page.</p>	<p>Youth Projects Officer to have a constant presence on the Facebook page, logging in at minimum, daily, in order to promote the service and update information on there. They also would be able to respond to any queries or comments. Facebook page would be completely updated at a minimum of once a week with a status update (a way of communicating with followers or those who have 'liked' the page). Youth Projects Officer to liaise with other Business Units within the City to provide a comprehensive overview of what is available to young people in the City.</p>
<p>Facebook page implemented.</p>	<p>Facebook page to be implemented, uploaded and functioning within one year of recommendation being approved.</p>
<p>Facebook page to be an effective marketing tool.</p>	<p>Facebook page to have a minimum of 300 likes/followers, and grow by ten per cent yearly after that, within the first year of running.</p>

Recommendation Three: Creation of marketing campaign to promote the services of City Watch and make them more accessible to young people.

Strategies:

- Training for City Watch staff on youth inclusion and interaction.
- Online forum that enables young people to report incidents and areas of concern; this could be added as a feature to a youth specific website.
- Youth Outreach team to set up a working group of young people who use the City Watch service.
- SMS services provided by City Watch that allows people to voice safety concerns. A response to the SMS should be received within an hour of the SMS being sent.
- City Watch and the youth team to create in collaboration a presentation for Youth Workers to take to schools promoting the service to young people.

Justification:

Young people identified throughout the Forum that they found that City Watch needed to be more accessible, responsive and youth-friendly. As such, the implementation of an SMS report service would allow the service to be more youth-friendly and would allow a wider access point for young people to confidentially report activity they felt to be unsafe. If City Watch also began to go to high schools there would be less confusion as to their role and their service would appear more youth friendly. If this service was also improved in collaboration with a working group of young people it would ensure that young people felt that they had an ownership over the service and would be more likely to use it.

Key Performance Indicator	Target
Young people involved with revision of City Watch processes.	Working group of a minimum of eight young people to be set up within six months of the recommendation being approved. Minimum of 500 young people to assess City Watch's service every two years.
Youth Workers and young people to work together to create training for City Watch	City Watch youth-friendly training to be created in a collaborative effort between young people and Youth Outreach Workers within six months.
Web forum created and running.	Website forum to be in place within one year of the recommendation being approved. Website would need a name and contact number to prevent 'prank' reporting. The forum would be created as a subpage on a youth specific webpage for youth services, with an automatic email being sent to City Watch once reported. Young people to be sent a response within 24 hours of their report.
City Watch presentation created	Presentation to be created within six months of the recommendation being approved in collaboration with the original working group. Presentation to go to five different schools per semester and a minimum of ten annually within the City of Joondalup.
SMS service created and reporting effective	SMS service to be set up within one year of being approved. Once running SMS service should be used annually by 100 young people, with an increase of ten percent each year.

Recommendation Four: Listing in the 2011/2012 budget for consideration, the establishment of a new role in the Youth Services team to liaise with young people in schools to raise awareness of the programs and services offered by the City of Joondalup to increase participation by young people.

Strategies:

- Officer to visit schools presenting information on services and programs offered by the City of Joondalup.
- Would work in conjunction with other business units in order to educate school students and provide opportunities for them to be involved in helping care for the environment, community safety and provide a vehicle through which to further promote the programs and events being offered by the City of Joondalup.

- Creation of an interactive program, which would also meet the needs of schools. For example, providing an informative talk on youth depression or positive friendships.
- Would be run in conjunction with existing school liaison role, extending the service into high schools so that young people could be informed of the work the City does.

Justification:

Participants consistently mentioned that they did not know what the City was doing, nor how they could become more involved. Although a liaison officer role exists it is evident that this role needs to expand to provide more information to schools. If a worker was to specifically liaise with high schools about presenting on different business units of the City it would allow information provision to be more effective. Ideally, this person would gather information from each business unit, plan a youth-friendly presentation and then implement said presentation. As such they would operate autonomously within the team to create these presentations whilst also working alongside other business units to gather and hone their information to ensure it was youth friendly. This would allow a more effective means of promotion and information sharing with the wider community. Additionally, as young people would begin to get to know the ‘face’ of our promotion over time they would feel a greater connection to the City of Joondalup.

Key Performance Indicator	Target
Position description outlined	Position would be drafted and ready for either restructuring or recruitment by Management within six months of the recommendation being approved.
Budget allocated	Budget to be allocated within this time frame to fund these extended or new services.
New role to gather, create and implement presentation	New role would be involved with a minimum of four school presentations every six months, speaking with a minimum of 70 young people in each setting.
Business Units to provide information	Each business unit to provide information and work with officer annually.
Presentations up to date and relevant	Presentations to be updated annually to ensure they are up to date and relevant.
Presentations to be an effective communication tool	Effectiveness to be evaluated after every presentation.

Recommendation Five: Research the need to offer a holistic health service that promotes the mental, physical and emotional need of young people aged 12 to 25 years.

Strategies:

- Conduct a needs assessment of young people in the City.
- Conduct an audit of youth-friendly health services in the City.
- Work with other stakeholders in the development of a youth-specific health service if there is an identified need.
- Community health groups encouraged to work in partnership to provide service.

Justification:

Participants in the forum identified a need for youth clinic specifically to focus on sexual health in the Joondalup area. This could be extended to general health services for young people. Whilst mainstream services might be provided in the region, young people have expressed a reluctance to use them as they might be embarrassed about their issues. A youth-specific health service could be provided from Anchors Youth Centre – which is already known to young people and is considered a safe and positive environment – and staffed by health professionals of various disciplines.

Key Performance Indicator	Target
Conduct needs assessment.	Engage appropriate personnel to conduct needs assessment with young people. Work to be completed in conjunction with the Youth Services team. At least 300 young people surveyed by June 2011.
Conduct audit of health services.	Conduct desktop research to ascertain services in the region. Tap into existing knowledge-bases. Audit completed by June 2011.
Facilitate partnerships with health services providers.	Act as facilitator to develop youth-specific health service should there be an identified need. Action taken on completion of needs assessment and audit.
Using a Community Development model work to provide support to the development of the service.	Support the partnerships in grant seeking and other administrative tasks.