



## **Council Strategy**

### ***Youth Strategy 2010-2014***

**Approved by:** City Strategy Committee on 8/02/2010

**Next Review Date:** - December 2014

**Responsible Officer**

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# Youth Strategy 2010-2014

## 1. Introduction

The Youth Strategy establishes an important set of initiatives to help achieve the vision and outcomes of Council's *Creating Our Future*, City of Adelaide Strategic Plan 2008-2012 by engaging effectively with young people and ensuring that the City is a good place for young people to live, study, work and play.

Young people are vital drivers of change. They are partners in Council's vision of a vibrant, populous and sustainable Capital City. They are co-creators of City life and are an invaluable resource in promoting, activating and enlivening Adelaide. Young people know best what will attract them to the City. Their input is vital to the development of policy and projects.

Young people have driven the majority of residential and student growth in the City and will continue to do so.

As the population of young people in the City grows, Council faces challenges in helping them engage fully in City life. Social cohesion is important and Council has a role in welcoming new young residents and ensuring that they have opportunities to be involved in their local community.

Young people seek a vibrant lifestyle as well as a reasonable income. While the availability of career pathways is an important factor in retaining young people in Adelaide, they also want to know what is available locally for entertainment, recreation, artistic and social activities. Young people are increasingly interested in self-employment and creating their own niche enterprises in the City.

Young people lead the way in use of mobile and flexible digital communications technology for instant communication. They expect ready access to current information and resources. Never before have there been so many new ways to engage with young people.

Many marginalised and unemployed young people are drawn to the City. Council has a role to play in assisting disadvantaged young people to access opportunities and assistance in the City.

The number of young visitors to the City from metropolitan Adelaide has been declining. At the same time the growing daily population of young students, residents and workers need opportunities to engage more fully in the cultural and social life of the City. Ensuring the City is a safe place is important in attracting young visitors and new students.

Many young people have little disposable income. Low cost and accessible activities are needed and the City needs spaces and places that young people can access with limited funds in a safe and welcoming environment.

Young people are keen to help shape the future of the City and contribute to its vitality. This Youth Strategy aims to activate and nurture the relationship between Council and young people. It commits to a range of ways to communicate with, and get the best advice from, young people to deliver better outcomes for both young people and the City.

## 2. Legislative Requirements

The relevant legislative framework for this Strategy is provided by the:

- *Local Government Act 1999*
- *City of Adelaide Act 1998*

## 3 Strategic Context

*Creating our Future*, the City of Adelaide Strategic Plan 2008-2012, sets the following vision for the City.

*“A vibrant, populous and sustainable Capital City built upon Adelaide’s heritage and lifestyle.”*

While the Youth Strategy contributes across each of the outcomes targeted for the City in 'Creating our Future' it is especially relevant to the following:

### **OUTCOME 4: Culturally Vibrant City**

- *The State’s hub for creativity, recreation, cultural and artistic activity and exciting events.*
- *People of all ages, cultures and means form strong communities in a safe City.*
- *A Council that effectively engages with its communities and stakeholders.*

### **Strategic Directions**

- *Foster creativity, recreation, cultural and artistic activities and events.*
- *Promote participation, volunteering and strong community life.*
- *Effectively engage and communicate with communities.*

### **Strategies**

- *Provide opportunities for the community to contribute to the social, recreational and creative life of the City through events, activities, arts and cultural initiatives and recreation and sport programs.*
- *Increase participation in City life through community facilities and services.*
- *Engage disabled, aged and Aboriginal and Torres Strait Islanders, youth and varied cultures in the life of the City through events and programs.*
- *Engage communities and stakeholders in the decisions and activities of Council.*

The Youth Strategy and Action Plan will also contribute significantly towards Council's targeted outcomes for a 'Populous Capital City', an 'Accessible and Connected Capital City' and an 'Economically Prosperous City'.

It will also contribute towards achievement of the following targets set by the State Government in *South Australia's Strategic Plan*:

- **Affordable housing:** *increase affordable home purchase and rental opportunities by 5 percentage points by 2014.*
- **Share of overseas students:** *double South Australia's share of overseas students by 2014.*
- **Higher education:** *increase South Australia's proportion of higher education students to 7.5% of the national total by 2014.*
- **Cultural engagement – arts activities:** *increase the number of attendances at selected arts activities by 40% by 2014.*
- **Volunteering:** *maintain the high level of volunteering in South Australia at 50% participation rate or higher*
- **Sport and recreation:** *exceed the Australian average for participation in sport and physical activity by 2014*

#### 4 Principles

The strategy is underpinned by the principles that:

- Young people are **drivers** for change;
- Young people respond best to **communication** channels that are developed and endorsed by their peers;
- Integration with local communities enhances the **student experience** of Adelaide;
- It is important to young people to feel **safe** in the City;
- Live music, public art and free entertainment **attract** young people to the City;
- Young people require **support** to do business with Council; and
- The best outcomes are achieved through Council working in **partnership** with young people and other stakeholders.

These principles are supported by identified trends and key issues for young people in the City. Significant trends in the numbers of young people using the City include the following:

- The majority of new residents in the City since 2001 have been young people, particularly international students;
- Student numbers have increased markedly and continue to do so with growth especially in the number of overseas students;
- Young worker numbers in the City increased by 1% overall between 2001 and 2006, while the total City workforce increased by 6%. An estimated 30,000 young workers are in the City each day; and
- The number of young people coming into the City for reasons other than work or study has decreased markedly since 2004.

From the research and consultation undertaken in preparation of this strategy the following key issues have been identified:

- Young people want to live in the City and are the main drivers of residential growth. However affordability is an issue in the current market and Council initiatives to increase the availability of affordable housing for young people will be important.
- The decrease in young people coming to the City from the suburbs for visitation purposes only (i.e. to shop or for leisure) needs to be addressed.
- Young people living in the City, especially international students, seek opportunities to be involved in local community life.
- Free or cheap music events and entertainment and safe places to socialise were identified in consultation as priorities to draw young people to the City.
- Young people do not always respond to or identify with the communication channels used to access the broader community.
- A higher level of engagement with young people and youth organisations is desirable, using youth-friendly communication methods.
- By involving young people in planning, decision-making and implementation of projects affecting them, better outcomes can be achieved for the City.

## **5 Outcomes and Strategies:**

The Youth Strategy aims to achieve the following outcomes:

- The City will be a safe, affordable and vibrant place for young people to LIVE.
- The City will offer young people opportunities to LEARN in a friendly, central hub.
- The City will be a place where young people can EARN, and young workers are attracted and retained.
- The City will be a place to PLAY, where young people co-create and participate in vibrant activities throughout the year.
- The City will be a place where young people's VOICE is heard and acted upon, as part of effective communication.

These outcomes provide the framework to guide development of specific strategies to support young people in the City.

**Outcome 1: The City will be a safe, affordable and vibrant place for young people to LIVE.**

While young people are especially attracted to living in the City, and many require a central location for study and / or work, they are typically on relatively low incomes and largely priced out of the current housing market. Extending access to affordable housing that meets the needs of young people in the City, including purpose built student accommodation, will be essential for future growth and vitality.

It will also be important that young people moving into the City have opportunities to engage fully in the life of their local community and that they feel safe. Overseas students especially need support, with many living away from home for the first time, in a different culture with English as a second language.

Good mixed-use design with adequate noise attenuation can help ensure that a vibrant local night-life need not cause unreasonable disturbance to residents.

Strategic Direction		Strategies	Increase resident density & activity	Promote housing choice	Promote strong community life	Create a safer City
Increase resident population density and activity in the central City.	1.1	Support access to affordable and social housing in the City that meets the needs of young people.	✓	✓		
	1.2	Encourage the development of purpose built student accommodation in the City.	✓	✓		
Promote housing choice	1.3	Engage young people, particularly young residents and international students, in community development initiatives to build relationships within the local City community.			✓	
Promote participation, volunteering and strong community life	1.4	Engage young people in City safety initiatives, in cooperation with SAPOL and other relevant organisations.				✓
Create a safer City	1.5	Support mixed use development which incorporates appropriate noise attenuation in its design and construction to enable live music and events to occur in the City without causing unreasonable disturbance.	✓			

**Outcome 2: The City will offer young people opportunities to LEARN in a friendly, central hub.**

Council initiatives to help bring more students to the City are set out in the *Student Growth Plan 2005-2010*. Successful attraction of overseas students to City educational institutions has been a major driver of growth bringing cultural diversity and vitality.

Welcoming and orientating new students to the City and providing opportunities for involvement in the local community are important strategies to help ensure that students enjoy their time here.

Council's libraries and community centres provide learning resources for students and opportunities for involvement in community activities. The City Classroom at the Grote Street Library supports visits by local school students to the City while Council's *'Footprints Guide'* sets out trails for school excursions to learn about the City.

Adelaide's role as an 'education city' will be supported by further extension of free internet access across the central area for portable communication and entertainment devices.

Strategic Direction		Strategies	Support education & training	Promote strong community life
Support education and training providers	2.1	Support access to and use of portable communication and entertainment devices and promote free internet access in the City.	✓	
	2.2	Seek to attract new rural and interstate students to the City.	✓	
Promote participation, volunteering and strong community life	2.3	Welcome and support new rural, interstate and international students to the City.	✓	✓
	2.4	Maintain and promote a classroom space as a base for schools and provide resources for students to learn about the City.	✓	
	2.5	Provide youth specific items in the library lending collection to cater for young people aged 12-30 years.	✓	
	2.6	Offer Council based student and volunteer placements for young people.		✓

**Outcome 3: The City will be a place where young people can EARN, and young workers are attracted and retained.**

Adelaide's future prosperity and vitality depends to a large extent on its capacity to provide satisfying work opportunities and career paths for its young people. Council's *Workforce Growth Plan 2005-2010* and *Economic Development Strategy (under development)* address the overall conditions and supporting initiatives required for sustained employment growth.

Adelaide City Council itself has a role to play, as a large City employer and leading Local Government Authority, in providing employment pathways for young people and career development opportunities for its own young staff.

Enterprise Adelaide will continue to support young people who wish to start a business in the City. The City's Precinct Groups can also encourage the successful engagement of young people in the local economy.

Strategic Direction		Strategies	Promote employment	Support education & training
Promote conditions for employment and economic prosperity	3.1	Provide advisory support for young people who wish to start a business in the City.	✓	
	3.2	Encourage Precinct Groups to increase involvement of young people.	✓	
Support education and training providers	3.3	Promote employment pathways for young people as a large city employer and Capital City Council.	✓	✓
	3.4	Provide development opportunities for young Council staff.		✓

**Outcome 4: The City will be a place to PLAY, where young people co-create and participate in vibrant activities throughout the year.**

The rising numbers of young people living, studying and working in the City have added to its social vitality and created new demand for leisure and recreational activities. They represent a major opportunity for City cafes, restaurants, bars and entertainment providers.

Offsetting this, however, the number of young people from the suburbs coming into the City for reasons other than work or study has fallen markedly since 2004. The loss of commercial cinemas in the City centre may have been a significant factor. ABS (2005-2006) data indicates that cinemas attract the highest attendance of all cultural venues and events. The growth of cinemas, alternative leisure and entertainment venues in the suburbs including the expansion of shopping centres outside the City including Harbour Town, West Lakes and Elizabeth may have contributed to the fall in numbers of young people visiting the City.

The Aquatic Centre and Golf Links provide Council with facilities that can further attract young people to engage in recreation in the City. The review of the Aquatic Centre is an opportunity to engage with young people and provide recreation that meets identified needs.

Consultation with young people has highlighted live music events, cinemas, festivals and a big screen for live events as attractions that would entice them to visit the City more. They also highlighted that the cost of attending such activities is a significant issue. Free or cheap events, and places to socialise are important. Young people would like to be provided with more opportunities to organise and promote events and entertainment activities and in the planning of recreation programs and facilities.

Public art by young artists will enliven City streets and can help reduce vandalism on public buildings.

Strategic Direction		Strategies	Activate Park Lands and Squares	Enliven City spaces and streets	Foster creativity, recreation and events
Activate the City's Park Lands and Squares.	4.1	Support young artists to enliven city streets and reduce vandalism on public buildings.		✓	✓
	4.2	Encourage young people and youth organisations to run free events for young people in the City.	✓	✓	✓
Enliven City spaces and streets.	4.3	Consult with young people in the investigation, upgrade and development of new recreation facilities and programs.			✓
Foster creativity, recreation, cultural and artistic activities and events.	4.4	Promote entertainment activities in the City to young people, including live music, festivals and arts events.	✓	✓	✓
	4.5	Facilitate increased physical activity by young people in the City and Park Lands.	✓	✓	✓
	4.6	Support businesses looking to establish in the City that offer entertainment for young people.			✓

**Outcome 5: The City will be a place where young people’s VOICE is heard and acted upon, as part of effective communication.**

Improved communication and engagement with young people is fundamental to the longer term success of Council’s *Creating Our Future*, City of Adelaide Strategic Plan 2008-2012.

If young people have an effective voice in the development of Council policy and projects, better outcomes can be achieved and young people can build a commitment to contribute to the future of the City. A mechanism such as a Young Adelaide Network will facilitate communication with Council and provide an opportunity for young people to be ambassadors for the City.

Research and networking with other cities can help keep in touch with developing trends and best practice elsewhere will help to maintain the effectiveness of Council's Youth Strategy.

Strategic Direction		Strategies	Promote participation and community life.	Effectively engage and communicate.
Promote participation, volunteering and strong community life.	5.1	Develop mechanisms for young people and youth organisations to be engaged in the development of Council policy and projects.	✓	✓
	5.2	Keep informed on local, national and international youth issues through research and information sharing.		✓
Effectively engage and communicate with communities	5.3	Support marginalised young people in the City through facilitating and resourcing the provision of services to young people.	✓	

## 6. Definitions

For the purposes of this Strategy '**young people**' refers to people aged between 12 and 30 years inclusive. The term '**City**' refers to both the built form and Park Lands within the City of Adelaide Local Government boundary.

## 7. Roles and Responsibilities

Young people are diverse and therefore contribute to, and interact with, the City in a variety of ways. Council has a role to play in fostering a City environment in which young people can fully participate, through working with the private, non-government and Government sectors.

The provision of housing, employment and entertainment for young people in the City is primarily the role of the **private sector**.

**Non-government agencies** play a significant role in providing youth development and case work services in the City.

The **State Government** has the primary responsibility for the provision of services for young people who are homeless or in acute housing need. Health and education services also fall into the realm of governments, both State and Australian, and are increasingly, as in the case of education, being provided by the private sector.

The Council plays a range of roles in supporting young people in the City which include:

- **Leader** – through supporting peak bodies and networks such as the Central Workers with Youth Action Network, by providing policy direction and seeking strategic partnerships to address issues.
- **Owner** – as the owner and manager of the public realm Council can influence young people's safety and use of public space as well as their use of Council facilities and venues for events.
- **Facilitator / Part Funder / Partner** – Council plays a role in facilitating youth activities in the City through project development and funding activities and programs. Council engages in partnerships with providers who are best placed to deliver services for young people. Through engaging young people in policy and planning Council has a role in enabling active young community members to implement their ideas and activities.
- **Information provider** – Council operates websites and facilities used by prospective students, tourists and visitors to access information about the City, such as entertainment, events, recreation opportunities and education options. Council has a role to play in promoting the initiatives and achievements of young people in the City as well as with linking young people in the City with services providers.
- **Advocate** – Council has a role to play in ensuring that Adelaide is viewed as a City for young people and that their needs are met. This includes Council's role in advocating to the relevant Internet Service Provider for the expansion of the wireless network across the City.
- **Regulator** – Council administers by-laws and regulations to ensure the City is a safe and orderly environment for young people. In this role Council also has the power to review regulations and reduce red tape in order to assist the participation of young people in City life.

## 8. Restrictions / Limitations

The Youth Strategy does not address every aspect of Council's work for young people. They also benefit from Council programs and services in the same way as any other user of the City.

The Youth Strategy does not address families and young children. It targets young people, primarily young adults, who visit, study, work and live in the City.

This Strategy is focused on current issues, such as communication between young people and Council, and provides the mandate for young people to participate in relevant programs of Council such as affordable housing. Other Council Strategies, Policies and Plans directly address issues relevant to young people in the City. For example the attraction of international students to Adelaide is addressed by Council's *Student Growth Plan 2006-2010*. Relevant Council documents include:

- *Aboriginal Employment Policy 2008*
- *Affordable Housing Policy 2009-2012*
- *Arts and Culture Strategy 2010-2014 (in development)*
- *City Recreation and Sport Plan 2001-2005*
- *Community Safety Strategy 2009-2012*
- *Disability Policy and Action Plan 2006-2010*
- *Economic Development Strategy (in development)*
- *Public Art Policy 2008*
- *Social Development Strategy 2006-2010*
- *Visitor Growth Plan 2006-2010*

Council has limited influence over Government and State policies that have an impact on our outcomes. For example recent Australian Government changes to Youth Allowance may contribute to a decrease in the number of rural students able to move to Adelaide.

## 9. Key Performance Indicators

Outcome	Key Performance Indicators
The City will be a safe, affordable and vibrant place for young people to LIVE.	<ul style="list-style-type: none"> <li>Affordable housing for young people in the city information campaign.</li> <li>Two new purpose built student accommodation developments per year.</li> <li>At least four public safety messages delivered to young people per year.</li> </ul>
The City will offer young people opportunities to LEARN in a friendly, central hub.	<ul style="list-style-type: none"> <li>50 new Wi-Fi hotspots installed in the city.</li> <li>At least 500 international students welcomed to the city per year.</li> <li>At least 150 new rural and interstate students welcomed and orientated to the city per year.</li> </ul>
The City will be a place where young people can EARN, and young workers are attracted and retained.	<ul style="list-style-type: none"> <li>Three training programs a year delivered for young business owners.</li> <li>At least 40 young people registered with the A-List Youth Employment Program per year.</li> </ul>
The City will be a place to PLAY, where young people co-create and participate in vibrant activities throughout the year.	<ul style="list-style-type: none"> <li>Two Council endorsed public art pieces by young artists in the City per year.</li> <li>Six Council facilitated youth-led live music events in the City per year.</li> <li>One Grants and Project Development Workshop delivered to at least 20 participants (young people and youth organisations) each year.</li> </ul>
The City will be a place where young people's VOICE is heard and acted upon, as part of effective communication.	<ul style="list-style-type: none"> <li>One Youth Strategy Review Forum held with at least 30 young people per year.</li> <li>At least 50 young people or representatives of youth organisations engaged in a Young Adelaide Network.</li> <li>Annual research conducted to measure the impact of the Youth Action Plan.</li> </ul>

## 10. Monitoring and Implementation

The City Community Program will be responsible for monitoring and coordinating the implementation of actions by the relevant Programs.

## 11. Review

Council's Annual Report will include information on achievements of the Youth Action Plan.

The Youth Strategy will be formally reviewed in 2013-14. Annual Youth Action Plan audits will be undertaken through Annual Youth Strategy Forums with young people, organisations working with young people and elected members.

## 12. Revision History

Revision #	Approval Date	Council or Committee	Decision #	TRIM Reference	Related policy documents