

# Youth Action Plan 2024–2025

## The framework

This framework has been developed with a focus on practical and achievable actions to guide the Town's delivery of the plan. The content has been informed by robust community engagement and research into current issues and trends for young people in the Town of Victoria Park.

VISION	FOCUS AREAS	ACTIONS
What we want the Town to be like for our young people in the future	The areas we will focus on to move towards achieving the vision	The tangible initiatives we will explore, resource and deliver to achieve the vision

## Our vision for young people

*Our vision is that all young people who live or visit the Town of Victoria Park feel safe, connected, and have opportunities to contribute and thrive.*

## Our strategic direction and actions

The Youth Action Plan 2024-2025 sets out a number of desired outcomes and a set of coordinated actions, each with an identified lead, budget, defined timeframe, and measures for monitoring our progress that will help us achieve our vision for young people in the four defined focus areas.



## Focus area 1: Civic participation

Young people have opportunities to be involved in Town planning and decision making in areas that impact them. These opportunities are delivered in ways that enable a diversity of young people to contribute according to their skills, interests and abilities.

#	ACTIONS	WHO	INDICATORS
1.1	Continue to implement the Vic Park Young Leaders program, including annual recruitment, delivery, training, and evaluation processes.	Community Development / People & Culture	<ul style="list-style-type: none"> <li>80% participant retention rate</li> <li>80% of participants report skill development</li> <li>80% of participants report making a difference to their community</li> </ul>
1.2	Work with local schools and universities to identify opportunities for collaboration and host student consultation sessions.	Community Development	<ul style="list-style-type: none"> <li># of collaborative projects</li> <li>4 student focus groups per year</li> <li>Investigate collaboration with Curtin</li> </ul>
1.3	Research and draft a toolkit/training for Town staff to enhance their engagement with young people within their respective roles.	Community Development / People & Culture	<ul style="list-style-type: none"> <li>Process for engagement with young people investigated and drafted</li> </ul>
1.4	Explore opportunities for Vic Park Young Leaders to have ongoing engagement with Town decision makers.	Community Development	<ul style="list-style-type: none"> <li>1 Elected Member engagement opportunity</li> <li>1 C-Suite engagement opportunity</li> </ul>
1.5	Promote youth donations scheme to support youth-led projects and programs that focus on youth development within the Town.	Community Development/ Events, Arts and Funding	<ul style="list-style-type: none"> <li>80% of donations budget expended</li> </ul>



## Focus area 2: Communication

Young people receive information about initiatives and opportunities in the Town in the most efficient and effective way for them. This information is delivered in youth-friendly formats in places young people go, or from people they connect with.

#	ACTIONS	WHO	INDICATORS
2.1	Develop youth-friendly promotional campaigns for Town facilities, events and initiatives.	Community Development / Communications	<ul style="list-style-type: none"> <li>20% increase of engagement on Town social media pages from young people (age 18-25)</li> <li>60% of attendees who 'discovered' event or initiative</li> <li>promotional campaign efforts (digital, print)</li> </ul>
2.2	Counter negative images of young people by celebrating their achievements through the Town's digital platforms.	Community Development / Communications	<ul style="list-style-type: none"> <li>At least 4 good news stories shared per year (e.g. donations/grants, event wrap up post, young leaders at community events etc.)</li> </ul>
2.3	Support the Vic Park Young Leaders in creating their own digital presence to celebrate the Town's diverse population of young people.	Communications / Community Development	<ul style="list-style-type: none"> <li>2 posts and 3-4 stories per week on the Young Leaders social media</li> <li>Viability of a Young Leaders blog investigated</li> </ul>
2.4	Roll out a digital newsletter aimed at young people to communicate upcoming events, programs and opportunities relevant to them.	Community Development	<ul style="list-style-type: none"> <li>60% open rate on e-newsletters</li> <li>20% click-through to event, program and opportunities webpages</li> </ul>
2.5	Work with Vic Park Young Leaders to develop and promote a youth-friendly digital annual report for the Youth Action Plan 2024/2025	Community Development	<ul style="list-style-type: none"> <li>Report promoted on Town's social media, to schools, youth sector and services.</li> </ul>
2.6	Maintain the Youth Sector Networking Group to connect youth services across Vic Park, Canning and South Perth.	Community Development	<ul style="list-style-type: none"> <li>4 Youth Sector Networking Group meetings held per year</li> </ul>





### Focus area 3: Places, activities and events

Young people visit places and spaces in the Town that are activated, youth-friendly, inclusive and accessible. Young people have a variety of youth focused and youth-friendly activities and events available to them.

#	ACTIONS	WHO	INDICATORS
3.1	Partner with the City of South Perth to co-design and co-deliver an annual youth event in consultation with youth advisory groups.	Community Development	<ul style="list-style-type: none"> <li>Annual youth event held</li> <li>150 young people attending</li> <li>% satisfaction of young people attending event</li> </ul>
3.2	Collaborate with the Vic Park Young Leaders to co-design a leadership and development series tailored for young people.	Community Development	<ul style="list-style-type: none"> <li>Ongoing program planned and delivered</li> <li>75% of young people report a skill or knowledge increase as a result of attending</li> </ul>
3.3	Expand the provision of free or low-cost arts experiences tailored for young people.	Events, Arts and Funding	<ul style="list-style-type: none"> <li>Two arts experiences are delivered during the year</li> <li>5% average capacity attendance across sessions</li> </ul>
3.4	Develop and promote the Town's free/low cost Library programs to encourage young people to meaningfully engage with the space.	Library Services	<ul style="list-style-type: none"> <li>Maintain programming for young people aged 12-17</li> <li>Investigate programming for young people aged 18-25</li> <li>75% average capacity attendance across sessions</li> </ul>
3.5	Further develop and promote youth career development programs at the Library.	Library Services	<ul style="list-style-type: none"> <li>6 activities held per annum</li> <li>75% average capacity attendance at programs</li> <li>75% of young report the program activity developed their skills and knowledge</li> </ul>
3.6	Maintain and promote directory of local businesses that run student discounts or initiatives.	Community Development / Communications	<ul style="list-style-type: none"> <li>Process established for adding businesses to the directory</li> <li>Directory promoted 4 times throughout the year</li> </ul>
3.7	Investigate the feasibility of establishing a dedicated youth centre.	Community Development	<ul style="list-style-type: none"> <li>Feasibility of youth centre investigated and findings recorded</li> </ul>





## Focus area 4: Health and wellbeing

Young people are aware of and have access to programs and services that support their health and wellbeing. They feel safe and included in their community.

#	ACTIONS	WHO	INDICATORS
4.1	Provide and promote opportunities for young people to gain job ready experience at the Town through internships, placements and volunteering.	People & Culture/ Communications	<ul style="list-style-type: none"> <li>At least 4 Town offered placements for young people annually</li> <li>10% of Town volunteers aged 12-25</li> </ul>
4.2	Investigate the development of a mentorship program for disadvantaged or disengaged young people.	Community Development	<ul style="list-style-type: none"> <li>Mentorship program investigated and findings recorded</li> </ul>
4.2	Explore opportunities to partner with mental health service providers to promote youth mental health and support to young people.	Community Development	<ul style="list-style-type: none"> <li>Mental health service providers report increased service attendance by Town residents</li> </ul>
4.3	Work with the Vic Park Young Leaders to develop a youth-focused initiative for Mental Health Week.	Community Development	<ul style="list-style-type: none"> <li>Annual youth initiative for Mental Health Week delivered</li> </ul>
4.4	Investigate the development of safe spaces where marginalized young people can connect and engage in activities.	Community Development	<ul style="list-style-type: none"> <li>Spaces investigated for young people with disability; LGBTQIA+ young people; First Nations young people; and, young people from culturally diverse, refugee and migrant backgrounds.</li> </ul>
4.5	Offer opportunities for young people to participate in environmental conservation and sustainability projects and activities throughout the Town.	Environment / Place Planning	<ul style="list-style-type: none"> <li># of opportunities that young people are involved in</li> </ul>
4.6	Investigate opportunities to support low income young people to access services.	Community Development	<ul style="list-style-type: none"> <li>Opportunities investigated and findings recorded</li> </ul>

