STRATEGIC PLANNING

YOUTH STRATEGY

Why plan for a young population?

The City of Swan can be regarded as a ‘young’, culturally diverse local government area with approximately 19% of the City residents aged from 12 to 25 years at 2016 and expected to remain at a similar proportion by 2036. The City recognises that young people are an integral and highly important part of the community and with the ability to contribute to, and influence, all aspects of society. Young people are the future of the City.

The City’s Youth Strategy aims to guide the future planning for the provision of fundamental services and infrastructure. The Strategy also highlights matters requiring a direct approach, facilitation and advocacy by the City to foster positive youth development and build the capacity of young people to actively engage in, contribute to, and influence the decision-making process within the community over the next twenty years.

The City has developed the Strategy in partnership with young people, key agencies and service providers. The Strategy identifies key issues and values to facilitate and support the development of a young person. The Strategy has also been built upon emerging trends and best-practices in community youth development to increase resilience, develop protective factors and engage young people with adults in the community to foster positive community development.

The City of Swan Youth Strategy provides the City and its communities with an exciting vision for supporting its young population now and into the future.

OUR VISION: YOUNG PEOPLE MATTER.

The Youth Strategy creates a shared vision for the City and young people to continue to work together, to embrace and build on the knowledge and capacity of young people, to support active involvement and contribution to society, and to ensure young people have a voice and the pathways to lead the community.

For further information on the Youth Strategy please visit the City’s website at www.swan.wa.gov.au/Our_City/Corporate_Publications/City_Plans_and_Strategies or contact the City’s Strategic Land Use Planning team on 9267 9267.
An inclusive, equitable and innovative approach

The Youth Strategy builds upon a strong foundation of international, national and regional policies which recognise the importance and rights of young people in the community.

At a local level the City holds a reputable history as an innovative and professional provider and facilitator of youth development, particularly through the formation of community hubs and place management. The City facilitates the delivery of youth services to its communities and ensures they are tailored to suit their needs.

Through the development and implementation of the Youth Strategy, the City aims to continue and strengthen support for young people to grow up safe, healthy, happy and resilient and to have opportunities and skills they need to learn, work, engage in community life and influence the decisions that affect them.

Capturing young people’s perceptions and experiences of youth development has been critical in the development of the strategy. The City is a leader in youth engagement and consultation.

The commitments, strategies and actions contained in the Youth Strategy build upon the feedback received from young people, service providers and the City’s Business Units through the extensive consultation and engagement process the City has conducted.

What the City can do for Young People

The provision of youth services within the City of Swan will be underpinned by the following guiding principles. These five principles represent the role and function of the City in fulfilling the strategies and responding to the City’s commitment to young people through the strategic decision-making process.

**PLANNING**

Work with service providers, community stakeholders and young people to support an integrated service at various levels of planning (Strategic, Place-based/Local Area Plan, Infrastructure and Business) to identify and respond to service and facility gaps and opportunities.

**SERVICE PROVISION**

Deliver services and programs directly to young people that focus on promoting positive participation in community and civic life and provide prevention and early intervention services to enhance young people’s health and wellbeing.

**FACILITY PROVISION**

Provision of hard infrastructure, in accordance with policy standards and requirements, to deliver services and programs to young people that focus on promoting positive participation in community and civic life and provide prevention and early intervention services to enhance young people’s health and wellbeing.

**FACILITATION**

Collaborate with all levels of government and service providers in the youth sector in coordinating services and developing partnerships to respond to identified gaps and opportunities by others.

**ADVOCACY**

Represent the needs and priority areas of concern that affect young people to all levels of government and within the service sector.
Young People in Swan

The highest proportion of the youth population in Swan has traditionally been concentrated in Midland as it is an established centre. However, the recent growth of new suburbs to the west and north of Midland represents a major shift in population distribution. The proportion of the City’s youth population in Ballajura, Altone and Ellenbrook is now twice that of Midland. Furthermore, Ellenbrook’s future proportion of youth population is forecast to be three times greater than Midland by 2036.

In comparison with Greater Perth, the City is a culturally and linguistically diverse place with a greater proportion of young people from overseas non English speaking backgrounds and young Aboriginal and Torres Strait Islander people.

This population growth and distribution presents the following opportunities and challenges for the City:

- Diversity of housing stock and tenure to meet the needs of a young population and young families.
- Providing a diverse range of sport, recreation, leisure and cultural options to provide for a spectrum of needs and abilities.
- Meeting the needs of culturally and linguistically diverse young people.
- Ensuring young people have the ability to contribute to the community through employment and volunteering.
- Meeting the public transport needs of a widely distributed young community.
- Ensuring a safe and secure environment for young people.
- Providing access to information and opportunities to shape the future.
Achieving the Vision

The Youth Strategy is aligned with the City’s Strategic Community Plan key result areas - Economic, Natural Environment, Built Environment, Social and Governance. The Youth Strategy is supported by an internal Resource Forecasting Document that identifies actions which the City’s business units will be responsible for implementing.

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<th>ECONOMIC YOUTH OBJECTIVES</th>
<th>ECONOMIC YOUTH STRATEGIES</th>
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| 1. Support and promote sustainable and innovative businesses within the City to enhance employment opportunities for young people | • Sustainable business practices  
• The roll-out of National Broadband Network (NBN)  
• Access to City-owned data for use in local businesses |
| 2. Facilitate increased training and employment opportunities for young people | • Promote traineeships, apprenticeships and work experience opportunities  
• Development of job seeking skills |
| 3. Remove barriers, and provide support, to new and existing businesses | • Mentoring and skill development between young people and the business community  
• New business land uses, infrastructure and technology opportunities  
• Opportunities for young people to showcase creative ideas |
| 4. Involve and support young people in the promotion and future development of the City | • Partnerships to support voluntary opportunities  
• Promote City as a great place to live, work and visit |

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<th>NATURAL ENVIRONMENT YOUTH OBJECTIVES</th>
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| 5. Provide and facilitate the education and interaction of young people in understanding environmentally sustainable practices and biodiversity | • Sustainable education programs  
• Support environmental volunteering / traineeships  
• Support environmental leadership groups |
| 6. Ensure that young people are positively engaged in the planning, design and implementation of public space and community facilities responding to demographics | • Engage young people in development of public places  
• Involve young people in place making and place activation |
| 7. Facilitate and improve access to digital infrastructure and innovative technologies within the City | • Access to innovative learning technologies, interactive play  
• Increased access to internet/WiFi |
| 8. Facilitate and provide for youth-friendly, age-appropriate development of City managed reserves, facilities and assets | • Continue to improve asset management practices  
• Provide for nature play opportunities  
• Facilitate use of space for programs |
| 9. Create a connected city, improving movement links for young people to community facilities and key services | • Improved access for young people to public transport to key employment and educational areas  
• Transport planning for transition of rural areas  
• The outreach of services where transport for young people isn’t available |

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| 10. Facilitate and support personal development of young people living in the City, particularly concerning life choices | • Training in general life skills to prepare for adulthood  
• Effective pathways to engage young people into specialist services |
| 11. Enhance the inclusiveness of recreation facilities and programs for young people in the City | • Collaborate to expand sporting and recreational opportunities  
• Collaborate with local sporting and recreational clubs to cater for demand |
| 12. Promote further opportunities for flexible learning for young people | • Partnerships to provide flexible learning |
| 13. Support and foster partnerships with other service providers to assist in minimising youth homelessness | • Collaborate with service providers to research appropriate service access |
| 14. Facilitate and promote the artistic expression of young people within the City | • Support programs to enable young people to express themselves artistically |
| 15. Support and advocate for cultural continuity in young Indigenous people | • Participation and foster leadership in Indigenous young people  
• Ongoing Cultural Awareness sessions  
• Integrate learning into community programs |
| 16. Strengthen internal knowledge of culturally and linguistically diverse (CALD) populations | • Up-skilling and capacity building training of City staff |
| 17. Promote, improve knowledge of and support the health and wellbeing of young people in the City | • Health and wellbeing through cross functional initiatives  
• Support service providers, schools and parents to create awareness, reduce prevalence of drug and alcohol use  
• Partnerships with key youth services  
• Direct service provision to young people living in the City (where no other option exists)  
• Programs to provide mental health support for early intervention  
• Research into the health and wellbeing of young people  
• Increase awareness of services |
| 18. Promote and celebrate the diversity of young people in the City | • Strengthen relationships with our diverse youth community |
| 19. Support the creation of youth-friendly safe environments | • Improvement of community safety  
• Intergenerational projects to increase respect and understanding |

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| 20. Support the ongoing involvement of young people in the decision-making processes of the City | • Young people needs and views are considered in planning and policy processes  
• Support youth committees, advisory groups and leadership programs |
| 21. Promote and support the involvement of young people in governance/advocacy roles | • Promote involvement in democratic processes and city projects  
• Support young people at relevant forums to provide advice on issues relevant to young people living in the City |
| 22. Improve direct online communication within the City to enhance effective engagement with young people | • Improve organisational systems and online communication platforms |
| 23. Respond to the City’s vision for young people | • Prepare and implement the recommendations of the Youth Strategy and Resource Forecasting Document |