



# Youth Development Strategy

2019–2021



City of  
Norwood  
Payneham  
& St Peters

# Contents

|   |    |
|---|----|
| Youth in Context .....  | 2  |
| <i>Community snapshot of Youth in<br/>    Norwood Payneham &amp; St Peters</i> .....                                    | 3  |
| Strategic Intent .....  | 4  |
| Our Commitment to Young People .....  | 5  |
| Strategic Objectives .....  | 7  |
| <i>Objective 1: Young people are<br/>    connected, included and welcome<br/>    in the life of the community</i> ..... | 8  |
| <i>Objective 2: Young people are active<br/>    and healthy</i> .....   | 10 |
| <i>Objective 3: Young people have<br/>    resilient futures</i> .....   | 12 |
| <i>Objective 4: Young people are<br/>    visible and heard</i> .....  | 14 |





# Youth in Context

Young people are integral to the City of Norwood Payneham & St Peters vision of a progressive City which is prosperous, sustainable and socially cohesive with a strong community spirit.

**Supporting young people to engage in their community, lead healthy lifestyles and pursue opportunities for learning and citizenship builds their confidence and capacity—contributing to the prosperity and resilience of the broader community.**

For the purpose of this strategy, the Council defines young people as those aged 10 to 18 years.

This age range reflects an early intervention approach which acknowledges that evidence of vulnerability can emerge in the later years of primary school. The Council also recognises that within this age range, there are three developmental groups with differing needs.

- 10 to 13 years: greater dependence on caregivers, less attachment to social media, transitioning to high school.
- 14 to 17 years: increased independence, a greater attachment to social media, establishing pathways to future interests and careers.
- 18 years: independent young adults transitioning to work and higher education.

The following snapshot indicates that young people in the City of Norwood Payneham & St Peters are slightly better off than their Greater Adelaide peers as they are more likely to complete year 12, be engaged in paid work and education, and volunteer.

It is important to acknowledge that these relatively high levels of engagement across the community can mask pockets of disadvantage and isolation that may be experienced by different groups of young people. Young people who may need extra support to engage in the community include those:

- living in lower income households;
- living with disability or caring for someone with disability;
- from culturally and linguistically diverse backgrounds; and
- with diverse gender or sexual identities.

## Community Snapshot of Youth in the City of Norwood Payneham & St Peters



**6,211**  
young people  
aged 10–24 years



**72**  
young people aged 10–24 years  
identify as Aboriginal



**17.6%**  
of the local population  
are young people



**79%**  
young people aged 15–24 years  
were born in Australia



**25%**  
volunteer



**1.4%**  
require help with  
core activities



**3.6%**  
live alone



**1.3%**  
are married



**37%** dependant students

**63%** completed year 12

**44%** engaged in higher education

**92%** engaged in paid work and education



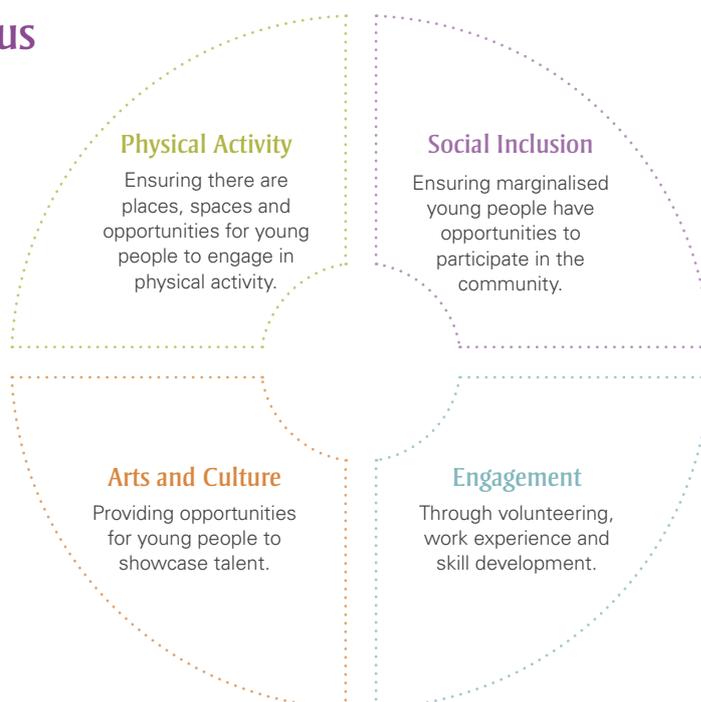
Volunteers

# Strategic Intent

This strategy outlines how the Council will integrate positive outcomes for young people across everything it does. Its objectives support those of *CityPlan 2030: Shaping Our Future* and align with *YouThrive: 2017 Youth Strategy for South Australia*.

This strategy focuses on supporting young people aged 10 to 18 years, as the needs and interests of those aged 19 to 25 are significantly different as they transition into young adulthood.

## Key areas of focus





Local musicians perform at Norwood on Tour

# Our Commitment to Young People

The Council's role is to facilitate the health, well-being and prosperity of the whole community.

Our commitment to young people will:

- ensure diverse young voices are heard through consultation and representation;
- ensure Council facilities and infrastructure are inclusive and accessible to all young people;
- deliver a range of Council programs that meet the needs of young people aged 10 to 18 years; and
- provide opportunities for **learning, training and work experience**.

We will:

- **partner** with local schools and service providers to build on local strengths in youth development;
- **communicate** effectively to keep young people connected to the community;
- **promote** positive and diverse images of young people; and
- **advocate** for young people.

Figure 1

## Engagement process and key themes

The following diagram outlines how the Council has engaged with different groups to develop the key themes of this strategy.

| Group                                 | Key themes  |
|---------------------------------------|---|
| Schools' Forum                        | Be active, hang out safely, supported transitions, fitting in, connect my way   |
| Marden Senior College Pop-up          | No reason to hang around, money, career pathways, safe places, public transport   |
| Service Provider Workshop             | Reach out, support mental health, positive images, connect their way  |
| Council Staff Workshop                | Facilitate engagement, understand gaps, identify opportunity, build partnerships, communicate effectively                     |
| Elected Members' Information Sessions | Listen, facilitate others to support youth well-being, help fill gaps, apply a youth lens, maximise current Council resources |



# Strategic Objectives

The City of Norwood Payneham & St Peters is committed to providing opportunities for young people to be visible, valued and involved in the community. The Council values the contribution of young people to shape the future direction of our community.

Through our infrastructure, services, programs and events, the Council will continue to find ways to support our young people to thrive.

This strategy outlines four Council objectives for youth development and engagement. These objectives are informed by consultation with young people and those who support them. They align with *YouThrive: 2017 Youth Strategy for South Australia* and are integral to achieving the goals of *CityPlan 2030: Shaping our Future*.

Figure 2

## Integrating youth outcomes with CityPlan 2030





Poolside

## Objective 1

*Young people are connected, included and welcome in the life of the community*

The Council provides a range of places, programs and events for young people to engage with each other and participate in the community.

Libraries, swimming centres and other sport and recreation facilities are well used by young people. Main streets and green spaces offer opportunities for young people to come together with each other and with the community.

Community events such as the Norwood Christmas Pageant and St Peters Fair provide opportunities for intergenerational interaction.

### What we heard

Young people want to be able to hang out with friends in safe and interesting places. They want more opportunities to enjoy activities and events as part of the community. They want their main streets and areas around their schools to offer more relevant retail options.

### Key opportunity

The City of Norwood Payneham & St Peters is a well connected and thriving community. There is opportunity to build on existing strengths to be more inclusive of young people, particularly those aged between 14 and 17 years and those from groups more likely to experience isolation.

Applying a youth lens over Council activities will identify where value can be achieved for young people and how the participation of young people can add value to community.



Brick+Mortar Creative workshop

*“I wish there was a communal area where kids could hang out after school with games etc. Or more cafes with a games arcade so that I could catch up with friends and have a place to meet new people”  
Joe (age 12)*

**CityPlan 2030 Alignment**

**Strategies**

**Measures of Success**

|            |  |   |
|------------|--|---|
| <p>● ●</p> | <p>Develop communication guidelines and practices that resonate with young people.</p> <p>To continue to effectively promote and provide information to local young people about:</p> <ul style="list-style-type: none"> <li>• Council facilities and parks;</li> <li>• civic participation activities and opportunities; and</li> <li>• programs which are available for local young people through the Council and other service providers.</li> </ul> <p>Facilitate connections and promote volunteering opportunities for young people in local community groups.</p> <p>Connect marginalised youth to opportunities to engage in community life (including Aboriginal, CALD, LGBTI, young people disengaged from education and work).</p> | <p>Increased numbers of marginalised youth participating in Council events and programs.</p>  |
| <p>● ●</p> | <p>Tailor a range of Council programs and activities to young people aged 14 to 17 years to maximise participation.</p> <p>Continue to offer arts and culture focused programs and events.</p> <p>Increase opportunities for intergenerational interaction through community events and programs that apply a youth lens.</p>  | <p>Increased numbers of young people attending community events.</p> <p>Increased numbers of young people aged 14 to 17 years participating in Council events and programs.</p> |
| <p>● ●</p> | <p>Work with main streets and businesses to attract young people to shop, eat and hang out.</p> <p>Apply a youth lens across all Council business.</p>   | <p>Decreased incidence of antisocial behaviour.</p>   |



Felixstow Reserve

## Objective 2

### *Young people are active and healthy*

The City of Norwood Payneham & St Peters has more than 180 hectares of open space including 69 parks, 28 playgrounds and part of the 35 kilometre cycling and walking path along the River Torrens. The Council also provides a range of sport and recreation facilities including swimming centres, tennis courts, football ovals, cricket pitches and indoor facilities for sporting clubs, gyms, yoga and other activities.

#### **What we heard**

Young people want more opportunities to be active. They recognise a range of options for structured activity but desire more opportunities for safe, unstructured physical activity and play (across all age brackets).

Some young people need better access to services that respond to difficult life circumstances and mental health.

#### **Key opportunity**

The Council does not provide mental health services, however opportunities exist to support community and local service providers to deliver activities that enhance the well-being of young people and contribute to positive mental health. The Council provides and maintains significant built and natural infrastructure designed to contribute to the health and well-being of the whole community. Applying a youth lens over asset renewal and new infrastructure projects will increase opportunities for safe, unstructured physical activity.



Poolside

*“I wish there was an adventure tree climb park in this area so that I could hang out with friends and be active.”*

*Mia (age 12)*

#### CityPlan 2030 Alignment

#### Strategies

#### Measures of Success



Support community and local service providers to deliver activities that enhance well-being and mental health in young people (e.g. venues, promotion and funding).

Increased numbers of young people using Council parks, reserves and outdoor spaces.

Increase opportunities for unstructured physical activity and play for young people aged 10 to 18 years, including Linear Park, parks and ovals, around existing playgrounds and nature areas.



Facilitate connection of young people to local sport and recreation opportunities.

Increase number of young people engaged in sporting and recreation clubs.

Promote existing opportunities for unstructured physical activity and play, including Linear Park, sporting facilities, parks and ovals and nature areas.



Youth FM participants

## Objective 3

### *Young people have resilient futures*

The Council recognises that a resilient community is built on social equity and cohesion, broad economic participation and a capacity to adapt to emerging needs and challenges associated with social, economic and environmental change.

In addition to programs available to the whole community, the Council provides several targeted opportunities for young people to be visible, valued and involved. YouthFM, CANVAS Youth Art & Design Exhibition, the Young Achievers Program and youth volunteering opportunities are all designed to celebrate young people, build confidence and provide opportunities to develop skills and capacity that will contribute to resilient futures.

#### **What we heard**

Young people are concerned about transitions to high school, year 12, further education and meaningful work. They are concerned about what the future will look like and how they fit into it. Fitting in socially, economically and professionally was linked to ideas about being the person they want to be and being successful.

Young people are aware of the changing nature of work as a result of technology. They worry about climate change and want to live in a more equitable society where there is no homelessness. Organisations supporting young people highlight the need to continue to engage families to achieve the greatest outcomes for young people.

#### **Key opportunity**

There is an opportunity to build on the strengths of the Council's Youth Development Programs by considering how to embrace new technologies and apply existing resources to more diverse programs.

Partnerships and funding can support activities that harness the enthusiasm of young people to contribute to community building activities focussed on environmental sustainability. Opportunities exist to facilitate local schools and service providers to support the aspirations of young people to successfully navigate a range of transitions.



Artist at George Street Piazza

*“Will I be financially stable when I grow up? Will I ever achieve my goals? What do I need to do to become the best person, sister, friends, netballer and dancer I can be?”*  
 Claudia (age 12)

*“Will all this study be worth it? Will I even be able to progress into my chosen career?”*  
 Will (older teen)

**CityPlan 2030 Alignment**

**Strategies**

**Measures of Success**

|   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>● ● ●</li> </ul> | <p>Facilitate connections between local schools and service providers to support the aspirations of young people to successfully navigate a range of transitions.</p>   | <p>Increased numbers of local students participating in work experience at the Council.</p>                   |
| <ul style="list-style-type: none"> <li>● ● ●</li> </ul> | <p>Facilitate community participation by connecting young people to volunteering opportunities or work experience with local community groups or organisations.</p> <p>Build on the strengths of current youth development programs to expand learning opportunities and career pathways, and to increase diversity of participants.</p> <p>Create pathways to employment for local young people through the Council’s volunteer program, work experience program, internships, part-time and full-time employment.</p> | <p>Increased number of young Council Volunteers.</p> <p>Young people feel more confident in their future.</p> |
| <ul style="list-style-type: none"> <li>● ● ●</li> </ul> | <p>Maximise career opportunities for young employees through targeted workplace professional development opportunities.</p>   | <p>Increased retention rates of young employees.</p>  |



CANVAS Youth Art and Design Exhibition

## Objective 4

### *Young people are visible and heard*

The Council is committed to effective consultation with the community because it improves decision-making. Open communication and consultation build community capacity and contribute to the development of cooperative partnerships which deliver more for the community.

#### **What we heard**

Young people want to be heard and they appreciate the opportunity to share their experience and ideas. Young people find out what's going on in various ways, most commonly through social media, word of mouth and signage. They often do not know what is going on in the local area or how to find out. While they are unlikely to visit the Council's website, they notice posters and signage that are visible in the places where they spend time.

#### **Key opportunity**

There is an opportunity to tailor communications and consultation processes to the needs and communication styles of young people. The Council has existing programs, resources and networks which could be used to maximise engagement with young people.



Youth FM participant

*“Let us know what’s going on through posters in the places we hang out, like Marden.”*

*Samir (older teen)*

*“Find young champions who can connect with their peers on social media.”*

*Lena (service provider)*

**CityPlan 2030 Alignment**

**Strategies**

**Measures of Success**

|       |  |   |
|-------|--|---|
| ● ●   | Develop youth consultation guidelines to be used for all relevant Council consultation.  | Young people are represented in relevant Council consultations.   |
| ● ●   | Develop youth advisory capacity within the Council and a strong connection with a small number of young people who are widely connected to young people in the community.  | Council’s youth programming and activities increase in attendance and satisfaction year on year.                                |
| ● ● ● | Maximise the potential of current youth development programs (such as Youth FM) to contribute as a youth advisory function.  | Young people increasingly report that they know how to have their say on Council matters.                                       |
| ● ● ● | Maximise the potential of current youth development programs (such as Youth FM) to contribute to youth promotion and communication.  | Young people increasingly report that they are satisfied they are being heard.  |
| ● ● ● | Continue to maximise volunteering opportunities for young people that provide opportunities to develop capabilities and demonstrate leadership within the community.   | Young people increasingly report they feel respected and part of the community.   |
| ● ●   | Promote youth diversity, capacity and potential through all relevant Council publications and promotions, including text and images.<br><br>Continue to explore ways of communicating effectively with young people. | Relevant Council publications and promotions include diverse representations of youth and young people through images and text. |

● Social Equity

● Cultural Vitality

● Economic Prosperity

● Environmental Sustainability



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## Further Information

**For information on the Council's Youth Development Programs, please visit [www.npsp.sa.gov.au/youth](http://www.npsp.sa.gov.au/youth) or phone 8366 4555.**

You can also visit the Council's Customer Service Centre at the Norwood Town Hall, 175 The Parade, Norwood.

## Additional Copies

The Youth Development Strategy 2019–2021 can be viewed online at [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)

Additional copies may also be obtained by:

- visiting Norwood Town Hall
- visiting any of the Council's Libraries
- emailing [townhall@npsp.sa.gov.au](mailto:townhall@npsp.sa.gov.au)
- contacting the Council on 8366 4555
- writing to the Council at PO Box 204, Kent Town SA 5074

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