



# Youth Development Strategy

2022 – 2025



City of  
Norwood  
Payneham  
& St Peters



2022–2025

# Youth Development Strategy

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.

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# Youth in Context



Come and Try Program, FiitKids, Norwood

Young people are integral to the Council’s vision of a progressive City which is prosperous, sustainable and socially cohesive, with a strong community spirit.

**For the purpose of this Strategy, the Council does not assign a specific age range. Instead the Council recognises that each age group of young people has varying needs.**

The Council will therefore provide a range of programs for young people aged 25 years and under that meet the objectives set out in this Strategy and that are suited to the relevant age group.

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.



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

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

**6,211**  
young people aged 10–24 years  
72 of those young people years identify as Aboriginal

**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

2016 Census data

# Strategic Objectives

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 the State Government’s Strong Futures: SA Youth Action Plan.

**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 young people make 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 objectives for youth development and engagement. These objectives are informed by consultation with young people and those who support them. They align with the State Government’s Strong Futures: SA Youth Action Plan and are integral to achieving the goals of *CityPlan 2030: Shaping our Future*.

Figure 1: *CityPlan 2030*



Figure 2: Key areas of focus

## Physical Activity

Ensuring there are places, spaces and opportunities for young people to engage in physical activity.

## Arts and Culture

Providing opportunities for young people to showcase talent.







## Social Inclusion

Ensuring marginalised young people have opportunities to participate in the community.

## Engagement

Through volunteering, work experience and skill development.

## Integrating youth outcomes with *CityPlan 2030*

-  Young people are connected, included and welcome.
-  Young people are active and healthy.
-  Young people have resilient futures.
-  Young people are visible and heard.

# Our commitment to young people

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 under 25 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 community;
- **promote** positive and diverse images of young people; and
- **advocate** for young people.



Come and Try Program, FiitKids, Norwood

# 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 life of 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 an opportunity to build on existing strengths to be more

“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)

inclusive of young people, particularly those aged between 14–17 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.

Strategies	CityPlan 2030 Alignment	Measures of Success
1.1 Develop communication practices that resonate with young people. 1.2 To continue to effectively promote and provide information to local young people about: <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>	<b>Cultural Vitality</b> <b>Social Equity</b>	Increased numbers of young people attending and participating in Council events and programs.  Young people participating in Council programs and events are from a variety of age groups.
1.3 Connect marginalised youth to opportunities to engage in community life (including young people with disabilities, Aboriginal, CALD, LGBTIQ+, young people disengaged from education and work). 1.4 Increase diversity of participants in Council programs.		Young people in attendance at Council programs rate the program at least a 4 out of 5.
1.5 Tailor a range of Council programs and activities aimed at a variety of ages to maximise participation. 1.6 Continue to offer arts and culture focused programs and events.		Young people report community inclusion as high.
1.7 Increase opportunities for intergenerational interaction through community events and programs. 1.8 Work with main streets and businesses to attract young people to shop, eat and hangout.		
1.9 Apply a youth lens across all Council business.		

# 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 cycling and walking paths 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.

Strategies	CityPlan 2030 Alignment	Measures of Success
2.1 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).	<b>Cultural Vitality</b> <b>Social Equity</b> <b>Economic Prosperity</b>	Young people report that they see themselves as physically and mentally fit.
2.2 Include mental health information in current and new programs where appropriate.		Increased numbers of sporting and recreation clubs involved in Council programs.
2.3 Encourage and promote unstructured physical activity and play for young people by promoting spaces to young people.		Increase in the number of learn to ride participants.
2.4 Add physical activities to Council events to increase incidental physical activity.		
2.5 Facilitate connection of young people to local sport and recreation opportunities.		
2.6 Promote and encourage sustainable transport options for young people (cycling, walking and public transport).		

# Objective 3

## Young people have resilient futures

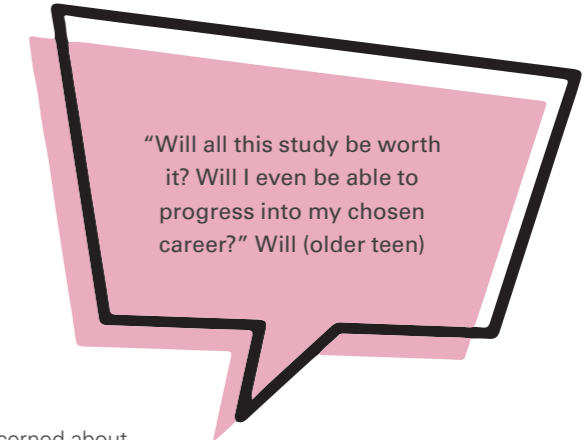
The Council recognises that a resilient community is built on social equity and cohesion, broad economic participation and a capacity to adapt to emerging needs and challenges associated with social, economic and environmental change.

In addition to programs available to the whole community, the Council provides several targeted opportunities for young people to be visible, valued and involved. New Vibes, CANVAS Youth Art & Design Exhibition, the Young Achievers Program, Skills Sessions 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.

Strategies	CityPlan 2030 Alignment	Measures of Success
3.1 Facilitate connections between local schools and service providers to support the aspirations of young people to successfully navigate a range of transitions.	<b>Cultural Vitality</b> <b>Economic Prosperity</b> <b>Environmental Sustainability</b>	Increased numbers of local students participating in work experience at the Council.
3.2 Facilitate community participation by connecting young people to volunteering opportunities or work experience with local community groups or organisations.		Increased number of young Council Volunteers.
3.3 Build on the strengths of current youth development programs to expand learning opportunities and career pathways.		Young people report they feel confident in their future working prospects.
3.4 Create pathways to employment for local young people through the creation of work experience and volunteer programs.		Increased number of young people attending job related skill development programs.
3.5 Support young people in entry to work.		
3.6 Encourage and support young people with environmental initiatives.		At least one environmental initiative is held each year.



# 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 builds community capacity and contributes 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.

"Let us know what's going on through posters in the places we hang out, like Marden." Samir (older teen)

### 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.

Strategies	CityPlan 2030 Alignment	Measures of Success
4.1 Encourage young people to have their say in all relevant Council consultation.	<b>Cultural Vitality</b> <b>Social Equity</b> <b>Economic Prosperity</b>	Young people are represented in relevant Council consultations.
4.2 Develop a network with a small number of young people who are widely connected to young people in the community.		Young people report that they know how to have their say on Council matters.
4.3 Maximise the potential of current youth programs to contribute a youth advisory and promotional function.		Young people report that they are satisfied they are being heard.
4.4 Promote youth diversity, capacity and potential through all relevant Council publications and promotions, including text and images.		Relevant Council publications and promotions include diverse representations of youth through images and text.
4.5 Continue to explore ways of communicating effectively with young people.		



### Further Information

For information on the Council's Youth Development Strategy 2022–2025, please visit [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au) 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 2022–2025 can be viewed online at [www.npsp.sa.gov.au](http://www.npsp.sa.gov.au)

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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