



FULL POTENTIAL: A STRATEGY FOR MORELANDS YOUNG PEOPLE  
**ACTION PLAN 2020 – 2021**

Moreland Youth Services

Adopted 11 December 2019 (DCD31/19)

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## INTRODUCTION

Moreland Youth Services provide services and support for young people aged 12 – 24 years who live, work or play in the City of Moreland.

Team members work from the Oxygen Youth Space, located at 4-8 Gaffney Street, Coburg North and regularly see first-hand the opportunities and challenges young people face on a daily basis.

## BACKGROUND

In 2019, extensive research and consultation was undertaken with young people and community to develop '*Full Potential: A Strategy for Moreland's Young People*'. The Strategy will guide the work of Moreland Youth Services over the coming years and identified five key strategic outcomes:

- (1) Improving our service system;
- (2) Enhancing youth voice and participation;
- (3) Increasing skills and job opportunities;
- (4) Supporting health and resilience; and
- (5) Providing youth friendly spaces and places.

This **Action Plan 2020 – 2021** will be implemented over a two-year period and aligned to available resources and funding.

## TRACKING AND REPORTING ON PROGRESS

This Action Plan 2020 – 2021 will be continually monitored, reviewed and reported on at regular intervals, including a 12-month review process to evaluate progress and drive continuous improvement. A full 'Report Card' will be prepared and submitted for review at the end of 2021. This will be followed by the preparation of a new Action Plan which will continue to advance our strategic outcomes and incorporate any new or emerging social issues or technological changes, to maximise impact.

## HOW TO READ THE ACTION PLAN

<b>Outcomes</b>	Description of the end result.
<b>Priorities</b>	High level objectives required to achieve outcomes.
<b>Action</b>	What we will achieve.
<b>Activities</b>	How we get there.
<b>Measure</b>	How we will assess the actions.
<b>Target</b>	Our performance indicators. ( <b>over two years</b> where applicable)
<b>Timeline</b>	Implement: Carry out the activities within a prescribed timeframe. Ongoing: Business as usual with no prescribed start and finish date. Completed: No further action required.
<b>Councils Role in delivery of priorities.</b>	<p><b>Engage:</b> Directly engage and listen to our young people and community.</p> <p><b>Coordinate:</b> Collectively plan, advocate and share information.</p> <p><b>Partner:</b> Connect and partner across Moreland and beyond.</p> <p><b>Provide:</b> Provide services, spaces and grants.</p>

## Outcome 1: Service System

Moreland services are working together to plan, design and deliver needed services that have the greatest collective impact and establish improved transitions between primary and secondary years. Services will be supported to share information, with the collective goal to simplify the service system so that it is easy to navigate, seamless and easily accessible.

**Priority 1.1** - Take a leadership role to partner and work strategically with all stakeholders to improve collective impact responses drawing from a strengths-based approach.

Councils Role			
Engage	Coordinate	Partner	Provide
		X	

#	Action	Activities	Measure	Target	Timeline	
					2020	2021
1.1.1	Establish Moreland Youth Services as the <b>first point of contact</b> for young people and community.	Develop and implement a 'first contact point' campaign across the community to raise the profile of Youth Services; and in year one start logging Service Request entries into the Moreland Youth Services - Service Record System (SRS).	Number of Service Request entries logged in SRS.	Year 1: Establish baseline target.  Year 2: 10 % Increase from Year 1 target.	Ongoing	Ongoing
1.1.2	Establish, monitor and update an efficient online system which <b>identifies current service offerings</b> across the municipality.	Research new and emerging technological solutions to inform the development of an on-line system to improve access to information.	Proposal Developed.		<b>Subject to Resources</b>	<b>Subject to Resources</b>
1.1.3	<b>Advocate</b> with stakeholders to meet the ongoing needs of young people and community.	Lead the Moreland Youth Commitment Network. Monitor local, state and federal youth issues and develop cross sector partnerships to identify opportunities for joint advocacy.	Number of advocacy actions.	4	Ongoing	Ongoing

1.1.4	Improve <b>service awareness and collaboration</b> opportunities between local agencies.	Facilitate annual service sector bus tours for school and agency staff, to improve connection and provide opportunities for collaboration.	Number of agency staff participating.	25	Implement	Implement		
			Number of agencies visited.	20				
<b>Priority 1.2</b> - Diversify and coordinate Council's digital platforms to make information more engaging and accessible.					Councils Role			
					Engage	Coordinate	Partner	Provide
						X		
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
1.2.1	Moreland Youth Services webpage will be <b>easy to navigate and more engaging</b> to young people and community.	Upgrade the existing Council Moreland Youth Services webpage	New webpage developed.	Completed by 2020	Implement	Completed		
		Develop and implement a user satisfaction survey with young people and act on the results.	Satisfaction Survey Completed.	Completed by 2020	Implement	Completed		
1.2.2	Enhance the use of <b>social media to promote</b> content and information to young people and community.	Identify social media trends and utilise Facebook, Instagram and any other platforms to promote and engage with young people.	Number of new Facebook page likes.	500	Ongoing	Ongoing		
			Number of new Instagram followers	800				

1.2.3	Provide information on current Moreland Youth Service offerings in hard copy print format utilising sustainable resources.	Develop, maintain and update a service information brochure and ensure availability at youth spaces, leisure facilities, libraries, schools and other community spaces.	Number of brochures disseminated.	1000	Ongoing	Ongoing		
<b>Priority 1.3</b> - Partner with stakeholders to develop an Early Years and Youth Framework and enhance collaboration.					Councils Role			
					Engage	Coordinate	Partner	Provide
							X	
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
1.3.1	Enhance collaboration across the Early Years and Youth Branch.	Staff will participate in co-designed initiatives, develop a branch vision and cross promote service offerings.	Number of collaborations.	10	Ongoing	Ongoing		
1.3.2	Participate in the development of a 0 -24 years policy continuum framework.	Support research and engage stakeholders to identify best practice and guide the development of the framework.	Framework developed.	Completed by 2021.	Implement	Implement		
<b>Priority 1.4</b> - Provide community grants to organisations best placed to respond to the needs of young people.					Councils Role			
					Engage	Coordinate	Partner	Provide
								X
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
1.4.1	Young people, schools and community are provided access	Promote the uptake of the Moreland Community Grants Program and support agencies,	Number of grants applications received.	50	Ongoing	Ongoing		

	to the Moreland Community <b>Grants Program.</b>	schools and young people to develop grant proposals where possible and appropriate.	Number of grant applications approved.	30		
1.4.2	Advocate for additional criteria and categories with the aim of broadening the scope for more young people to <b>access grant funds.</b>	Participate in the review of the Moreland Community Grants Program.	New criteria developed.	Completed by 2021	Implement	Implement

## Outcome 2: Voice and Participation

Moreland's young people will be heard and connected to Council, active in the community and provided opportunities to influence decision making. They will be supported to care about the issues they are passionate about, the city they live in and the world around them.

Priority 2.1 - Engage directly with young people through activities, events and having a physical presence in schools.					Councils Role			
					Engage	Coordinate	Partner	Provide
					X			
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
2.1.1	<b>Build stronger connections</b> with primary and secondary schools across Moreland.	Plan and implement activities, presentations, workshops and seminars facilitated in schools across Moreland.	Number of schools engaged.	30	Ongoing	Ongoing		
2.1.2	Young people will be connected with <b>engagement activities</b> in a safe and supervised space.	Activate the Oxygen Youth Space with a mix of art, craft and recreational engagement activities.	Number of activities and programs offered.	20	Ongoing	Ongoing		
Priority 2.2 - Provide leadership opportunities and avenues for young people to participate in Council and community decision-making.					Councils Role			
					Engage	Coordinate	Partner	Provide
							X	
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
2.2.1	Young people are <b>engaged when decisions are made</b> that affect them across Council and community.	Facilitate the Oxygen Youth Committee and support young people to participate in civic life.	Number of young people participating on committee.	24	Ongoing	Ongoing		
			Number of youth-led actions.	8				

2.2.2	Transition from the existing Oxygen Committee Model to a <b>Youth Jury Model</b> .	Develop a proposal for the establishment of a Youth Jury in Moreland which will be resourced appropriately to enhance Council and community decision-making and youth leadership.	Number of young people participating on Jury.	24	Subject to Resources	Subject to Resources		
			Number of youth-led actions.	14				
<b>Priority 2.3</b> - Engage with young people to connect them with volunteering opportunities they are passionate about.					Councils Role			
					Engage	Coordinate	Partner	Provide
					X			
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
2.3.1	Young people will plan and <b>deliver performing arts</b> and music events across Moreland.	Recruit volunteers and facilitate the Freeza Youth Music Committee and Program.	Number of young people on the Freeza committee.  Number of performing arts events held.	10	Ongoing	Ongoing		
2.3.2	Young people's achievements will be <b>recognised and celebrated</b> .	Nominate young people for Awards and Recognition at local, state and federal level where appropriate. Celebrate the achievements of local young people at various forums and events.	Number of young people nominated.	4	Ongoing	Ongoing		
2.3.3	Young people will participate in the implementation of the <b>Zero Carbon Moreland Strategy</b> .	Engage young people in the co-design of a pilot 'Sustainability Leadership Youth Event' in partnership with City Change and CERES.	Number of young people engaged in the co-design	5	Implement	Completed		

			Number of young people who attend event.	50				
<b>Priority 2.4</b> - Support opportunities for young people to engage, co-design, plan and participate in community activities and events.					Councils Role			
					Engage	Coordinate	Partner	Provide
					X			
#	Action	Activities	Measure	Target	Timeline			
					2020		2021	
2.4.1	Young people will be <b>active in the community</b> with a strong sense of belonging and pride.	Develop an annual calendar and engage young people to support key Moreland events and celebrations. (E.g. Glenroy Festival, Fawkner Festa and Sydney Road Street Party)	Number of community events.	6	Implement	Implement		
2.4.2	Young people will be supported to plan and deliver a <b>key youth focused event</b> to discuss and advocate on issues they are passionate about.	Engage young people and schools to promote, plan and deliver a youth-led Youth Summit.	Number of young people involved in the planning and co-design of the Youth Summit.	5	<b>Subject to Resources</b>	<b>Subject to Resources</b>		
			Number of young people attending summit.	80				
2.4.3	Young people will be supported to <b>implement any ideas or actions</b> post the key youth focused event.	Engage young people and promote, plan and deliver a series of workshops to implement Youth Summit actions.	Number of young people involved in the planning and co-design of initiatives responses.	12	<b>Subject to Resources</b>	<b>Subject to Resources</b>		
			Number of actions completed.	2				

### Outcome 3: Skills and Jobs

Moreland's employers, training providers and industries are working together to ensure Moreland's young people are supported, prepared and connected with real employment, internships, training and entrepreneurship opportunities. Moreland's young people are supported to find work, so they can be independent.

**Priority 3.1** - Strengthen private sector partnerships to improve employment pathways (especially at entry level and with industry).

Councils Role			
Engage	Coordinate	Partner	Provide
		X	

#	Action	Activities	Measure	Target	Timeline	
					2020	2021
3.1.1	Young people will be offered <b>employment pathway programs</b> in partnership with industry-based training providers.	Partner with Life Saving Victoria and deliver the Pool Lifeguard Program with the aim of participants securing employment across Moreland's leisure facilities and beyond.	Number of young people who completed program	36	Implement	Implement
			Number of young people employed.	22		
3.1.2	Moreland Youth Services will participate and support <b>regional employment focused</b> initiatives.	Participate and support the Inner Northern Youth Employment Taskforce; promote the Jobs for Youth Campaign; and continue to partner across the region as opportunities arise (such as the Level Crossing Removal Project).	Number of initiatives supported.	4	Ongoing	Ongoing
			Number of young people engaged in initiatives.	200		

3.1.3	Young people will be <b>connected to local entry level employment</b> opportunities.	Develop and implement an annual 'Jobs Fair' in partnership with Barkly Square Shopping Complex (or other) with the aim of securing employment for young people.	Number of young people who attend the jobs fair.	125	<b>Subject to Resources</b>	<b>Subject to Resources</b>		
			Number of young people employed.	12				
<b>Priority 3.2</b> - Provide opportunities for young people to gain work experience, internships and employment through Council.					Councils Role			
					Engage	Coordinate	Partner	Provide
								X
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
3.2.1	Provide and advocate for increased opportunity for young people to undertake <b>internships, apprenticeships and traineeships</b> across Council.	Support the progress and development of the Inclusive Employment Initiative and continue to connect young people with opportunities across Council.	Number of Young People undertaking traineeships, partnerships and internships.	Year 1: Establish baseline target.	Ongoing	Ongoing		
				Year 2: 10 % Increase from year 1 target.				

3.2.2	Provide <b>suitably skilled young people</b> into one-off paid work opportunities where possible and appropriate.	Identify opportunities for young performers, artists, facilitators and guest speakers to carry out work for Council, where appropriate.	Number of young people contracted.	10	Ongoing	Ongoing		
3.2.3	Young people will have opportunity to <b>gain work experience</b> with Moreland Youth Services.	Provide a structured school placement program for Secondary, Tafe and Tertiary students.	Number of young people completing a placement.	24	Ongoing	Ongoing		
			Number of placement hours provided.	3000				
3.2.4	Explore opportunities to <b>pathway higher education graduates</b> or soon to be graduates into a career in youth work or community services.	Develop a proposal in partnerships with a university(s) to enable higher education students to program and co-supervise drop-in service at Oxygen Youth Space.	Proposal developed.	Completed by 2020	Implement	Completed.		
<b>Priority 3.3</b> - Coordinate access to certified training, skill development, entrepreneurship and job readiness programs.					Councils Role			
					Engage	Coordinate	Partner	Provide
						X		
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
3.3.1	Young people will be connected with <b>skill development</b> programs.	Support the L2P Learner Driver Mentor Program and promote skill development programs when they become available.	Number of young people referred to the program.	20	Ongoing	Ongoing		

3.3.2	Young people will be connected with <b>job readiness</b> programs.	Participate and support the annual Real Industry Job Interviews (RIJI) Program and promote job readiness programs when they become available.	Number of Moreland Staff volunteering to support the RIJI program.	20	Implement	Implement
<b>Priority 3.4</b> - Support the delivery of a collective impact approach to improving employment outcomes for young people in Moreland, which will include monitoring and evaluation of the work					Councils Role	
					Engage	Coordinate
						X
#	Action	Activities	Measure	Target	Timeline	
					2020	2021
3.4.1	Establish a <b>collective impact framework</b> to improve employment outcomes for young people in partnership with key stakeholders.	Lead the development of a collective impact approach to an identified issue or problem. Plan and conduct a facilitated workshop to agree on the criteria, structure and membership, to determine: (1) Shared vision; (2) Measurement systems; (3) Reinforcing activities; (4) Continuous communication; (5) Identification of backbone organisation.	Framework developed.	Completed by 2020	<b>Subject to Resources</b>	<b>Subject to Resources</b>

## Outcome 4: Health and Resilience

Moreland's young people will be physically, mentally and emotionally supported to live happy and healthy lives and will be well prepared to thrive in an ever-changing world, both as adolescents and as they transition to adulthood.

**Priority 4.1** - Research the health and resilience of young people in Moreland, and support schools and other partners to respond to research findings.

Councils Role			
Engage	Coordinate	Partner	Provide
	X		

#	Action	Activities	Measure	Target	Timeline	
					2020	2021
4.1.1	Schools and community will have access to an <b>accurate measure of resilience</b> and wellbeing of young people benchmarked against national data sets.	Implement the Moreland Youth Resilience Survey (or similar) across primary and secondary schools in 2020, then every second year commencing in 2022.	Number of young people completing survey.	2500	Implement	Completed.
			Number of schools participating	23		
4.1.2	Schools and community will be connected with <b>funding options</b> to respond to resilience survey findings.	Promote the uptake of the Moreland Youth Initiatives Grants and any additional funding opportunities.	Number of grants secured for resilience survey actions.	10	Ongoing	Ongoing
4.1.3	Schools will be <b>offered in-school support</b> to respond to resilience survey findings.	Coordinate collective responses and provide tailored actions and professional development and training to teachers and students to help build resilience.	Number of schools supported.	15	<b>Subject to Resources</b>	<b>Subject to Resources</b>

**Priority 4.2** - Connect and partner young people to access health services, positive role models and recreational opportunities.

Councils Role			
Engage	Coordinate	Partner	Provide
		X	

#	Action	Activities	Measure	Target	Timeline			
					2020		2021	
4.2.1	Young people are connected with organisations that <b>offer health services</b> and support.	Provide short term information and referral support to local young people	Number of young people referred.	40	Ongoing		Ongoing	
<b>Priority 4.3</b> - Coordinate and promote the importance of healthy behaviours, including sleep, emotional intelligence and responsible online behaviour.					Councils Role			
					Engage	Coordinate	Partner	Provide
					Timeline			
					2020		2021	
4.3.1	Raise <b>awareness and support</b> positive social movements and campaigns which impact young people.	Produce an annual calendar of events and coordinate resources to promote and implement awareness raising campaigns on a range of issues that impact young people. (E.g. Mental Health Week, Sleep Awareness Week, National Day of Action against Bullying and Violence, RU OK Day)	Number of activity/events held.	12	Implement		Implement	
4.3.2	<b>Healthier food choices</b> will be promoted and available to young people attending Moreland Youth Service events and activities.	Develop and implement 'healthy eating' guidelines that will govern the supply of food and beverage to young people attending youth events and activities.	Guidelines developed and implemented.	Completed by 2020	Ongoing		Ongoing	

Priority 4.4 - Coordinate advocacy for funding for services and programs that improve mental health outcomes for young people.					Councils Role					
					Engage	Coordinate	Partner	Provide		
						X				
#	Action	Activities	Measure	Target	Timeline					
					2020	2021				
4.4.1	Identify <b>funding opportunities</b> that will improve and support mental health outcomes for young people	Contribute to a coordinated submission process with key stakeholders as appropriate and when opportunities arise.	Number of funding applications submitted.	2	Ongoing	Ongoing				

## Outcome 5: Spaces and Places

Moreland's young people will be provided with digital and physical spaces and places to learn, socialise, engage and play. The Moreland community will be youth friendly - where all young people feel welcomed, embraced, celebrated and considered in shaping the

**Priority 5.1** - Provide access and maximise utilisation of the Oxygen Youth Space.

Councils Role

Engage	Coordinate	Partner	Provide
--------	------------	---------	---------

X

#	Action	Activities	Measure	Target	Timeline	
					2020	2021
5.1.1	Oxygen Youth Space will increase the utilisation and total number of <b>young people attending</b> the facility.	Raise the profile of Oxygen Youth Space with outreach activities, increase online content and stronger connections with schools and community.	Number of total attendance.	30000	Ongoing	Ongoing
			Number of young people attending drop-in service at Oxygen Youth Space.			
5.1.2	Oxygen Youth Space will increase the total number of <b>external group bookings</b> utilising the facility.	Develop a revised Oxygen Youth Space 'community use guidelines policy' and transition all bookings to online format. Continue to promote and build connections with community groups and provide industry.	Number of external bookings.	320	Ongoing	Ongoing
5.1.3		Display markers of respect and appreciation for diversity; and	Number of audits completed.	10	Ongoing	Ongoing

	Oxygen Youth Space will be <b>welcoming, accessible and safe</b> for all young people.	undertake compliance audits focused on improved access for people with all abilities and specific needs to promote inclusion and safety.	Number of actions implemented.	8				
5.1.4	Oxygen Youth Space will be <b>responsive and flexible</b> to enable improved access for diverse groups of young people.	Pilot the use of alternate operating hours during Drop-In Service at Oxygen Youth Space on an annual basis and monitor attendance trends. (Alternate hours many include day light saving hours and school holiday periods)	Number of alternate days offered.	25	Implement	Implement		
<b>Priority 5.2</b> - Advocate with our partners for transport options for young people to access safe spaces and places across the municipality.					Councils Role			
					Engage	Coordinate	Partner	Provide
							X	
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
5.2.1	<b>Advocate to state government</b> for improved public transport.	Involve young people in the implementation of the Moreland Integrated Transport Strategy.	Number of youth related actions.	2	Ongoing	Ongoing		
<b>Priority 5.3</b> - Centralise and coordinate access to data and information about youth services and places through the Oxygen Youth Space.					Councils Role			
					Engage	Coordinate	Partner	Provide
						X		
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		

5.3.1	<b>Information</b> about places, spaces and services for young people will be available at the Oxygen Youth Space.	Collect, update and maintain an existing data base of available opportunities for young people in Moreland.	Number of listings in database.	100	Ongoing	Ongoing		
<b>Priority 5.4 - Plan for and provide youth-friendly community spaces in collaboration with young people.</b>					Councils Role			
					Engage	Coordinate	Partner	Provide
								X
#	Action	Activities	Measure	Target	Timeline			
					2020	2021		
5.4.1	Continue to <b>invest in youth friendly spaces</b> and places across Moreland.	Engage young people to participate in community engagement activities around the development of community facilities, open space projects and place making and urban design projects.	Number of young people engaged.	50	Ongoing	Ongoing		
		Develop a 'youth-friendly' criteria for spaces and places and undertake an asset mapping process to identify gaps and opportunities.	Criteria and Asset Map developed.	Completed by 2020	Implement	Completed.		

5.4.2	<b>Reduce cost and participation barriers</b> for young people seeking access to Council services, spaces and places.	Promote the uptake of the Active Moreland Participation Support Memberships and other low-cost memberships; and continue to internally advocate for lower cost access to Council owned assets for young people.	Number of Active Moreland Participation Support Memberships approved.	200	Ongoing	Ongoing
			Number fees or charges lowered.	2	Ongoing	Ongoing
5.4.3	<b>Investigate</b> the program and service needs of young people in the northern region of Moreland.	Engage young people, schools and local service agencies to understand the issues and opportunities and develop proposals that respond to identified needs.	Number of proposals developed.	4	Implement	Completed
5.4.4	Provide targeted program support for young people in Fawkner and Glenroy	As priority, identify and utilise suitable spaces at the Fawkner Leisure Centre and the new Wheatsheaf Community Hub in Glenroy for youth outreach activities and programs.	Number of young people accessing outreach activities in Council Facilities in Fawkner and Glenroy	80	Implement	Completed
5.4.5	<b>Provide targeted program support</b> and outreach for young people residing in the northern region of Moreland.	Provide programs and activities that respond to the needs in the northern region of Moreland.	Number of programs delivered.	2	<b>Subject to Resources</b>	<b>Subject to Resources</b>
			Number of young people participating in programs.	50		

## CONTACT INFORMATION

### **To contact Moreland City Council**

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Accessible options

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