



**CITY OF  
MANDURAH**

**Youth Strategy  
2021-2026**





## Acknowledgement of Country

*The City of Mandurah acknowledges and pays respect to the Bindjareb people, who are the Traditional Owners and First Peoples of this land. We pay respect to the Elders past, present and emerging and acknowledge the continuing contribution they make to the life of this City and this region.*

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# Message from the Mayor

We often hear various commentators describe young people as the 'leaders of tomorrow'. Here, in our community, our young people are leading the way today. Mandurah's youth advisory group is providing advice and insight to Council on a huge variety of issues to help inform our decision making and our Junior Council is thriving, helping to develop the skills and confidence they need to succeed in the face of future challenges and opportunities.

This Youth Strategy is the product of extensive input and real-world guidance from our Youth Advisory Group, from people working directly with our youths and from young people across our community. The result is a clear commitment to support our young people to live a life in Mandurah that is connected, inspired, safe and filled with opportunity.

This strategy shines a spotlight on the aspiration for meaningful participation, empowerment and optimism across four key pillars: Local Places and Spaces; Learning and Working; Connection and Wellbeing; and Leading and Creating. Together with our partners, we will implement initiatives that respect the meaningful contributions of young people and create a strong sense of belonging.

Significantly, this strategy will lay the foundations to create a landmark collective commitment to improving the lives of young people in Mandurah. This preparatory work will create a way forward for a focused united, collective effort across community, to positively impact the lives of young people in Mandurah in the years to follow.

It's our sincere hope that every young person in Mandurah - the leaders of today - has the courage, skills and confidence to positively shape their futures, and is proud to call Mandurah home.



**Mayor Rhys Williams**  
City of Mandurah





# Introduction

Mandurah, known to the Bindjareb people for thousands of years as Mandjoogoordap, is located in a beautiful natural environment with world class waterways on the coast of Western Australia, 72 km south of the state's capital, Perth. The City's estimated current population (as at March 2021) is 95,000 and is forecast to grow to 120,000 by 2036<sup>1</sup>. This continued expansion will mean engaging and supporting young people in the years to come will be important.

This beautiful natural environment supports an active lifestyle through walking, fishing and other water and land recreation, which enables people to connect and engage with the environment and each other as a community. The City of Mandurah is passionate about creating infrastructure and services that allow people to experience connection to the landscape, feel like they belong in the community and are supported to find ways to thrive.

The City provides a range of community facilities and recreation spaces to support community participation and belonging. The Falcon and Mandurah Skate Parks are important outdoor community spaces for young people. The three libraries across Falcon, Mandurah and Lakelands are local community facilities that provide spaces to belong and opportunities to learn. The Billy Dower Youth Centre hosts a range of programs that support the health and wellbeing of young people.

Future plans for community infrastructure that relate to young people include the Dawesville Community Centre, further enhancements to the Western Foreshore and the Mandurah North Skate facility.

Mandurah is home to a diverse range of young people from different cultural, family and living backgrounds. A rapidly changing environment, such as a global pandemic, affects the story for many young people and their families and naturally this has influenced the focus of this strategy. This strategy sets a clear intention of working with young people and other valued community partners to ensure that young people feel a sense of belonging, feel proud of where they live, access the spaces and services available to them and feel like they can shape their own lives.

Source: <sup>1</sup> City of Mandurah Population Forecast, .idcommunity

# Our vision

Young people in Mandurah feel connected with and proud of their community and see it as a place where they can participate, influence and inspire.



# Key achievements

Key achievements during the period of the Youth Strategy 2014 -2018 have been:

- Increased involvement of young people in the delivery and design of events, programs and health messages and health messages including Beats Under the Bridge and the 'no alcohol under 18' message
- Development of a Youth Advisory Group as a formal body
- Implementation of the RYDE program to increase access for young people to get their drivers licence
- Increased delivery of pop up youth and community programs across a range of suburbs
- Increased quality pathways to enable pedestrian and cycle access throughout Mandurah
- Upgrade of the Billy Dower Youth Centre artwork and outdoor area
- Upgrades to Falcon and Mandurah Skate Parks
- Peel Health Hub established with support from the 3 tiers of government supporting a premier health service for young people in Mandurah
- Increase in partnership with youth services in Mandurah to deliver programs and support to young people
- Increased support of sporting clubs through delivery of mental health awareness and other club development opportunities

# Youth demographics

Youth population in the City of Mandurah in 2016: **12,006**

Young people 12-24 years living in the City<sup>1</sup>

Estimated population for 2021<sup>2</sup>:



**8,000**

5-11 years



**6,600**

12-17 years



**7,200**

18-24 years

Estimated 12 - 24 population in 2036<sup>2</sup>: **17,000**

## Education<sup>1</sup>

Young people enrolled in educational institutions



**5,000**

Secondary school



**1,300**

TAFE



**2,000**

University



**565**

Other institutions

*Of 15 - 24 year-olds, 15.8% were disengaged with education and employment, compared with 10.5% in WA. A similar proportion (15.7%) were only partially engaged compared with 12.3% in WA as a whole.<sup>1</sup>*

## Climate change<sup>3</sup>

**43%**

of young people nationally, identified that Climate Change was the most pressing issue of their generation<sup>3</sup>



## Employment<sup>1</sup>

**52%** of 4,755 young people (15-24 years) were employed

Sectors of employment:



Food



Retail



Accommodation



Construction

## Biggest personal issue<sup>4</sup>



**34.2%**

Education



**17.2%**

Mental health



**9.3%**

COVID-19

## Most important concern<sup>4</sup>

**40%**



Equity and discrimination

## Sources

<sup>1</sup> Australian Bureau of Statistics, Census 2016

<sup>2</sup> City of Mandurah Population Forecast, .idcommunity

<sup>3</sup> Triple J Whats Up In Your World Youth Survey, 2019

<sup>4</sup> Mission Australia Youth Survey 2020

# What did the research tell us?

## Young people's concerns

Youth consultation undertaken in 2018 told us that young people love Mandurah and where they live but they are concerned about:

- **Transport** – and the lack of ready transport options after hours particularly in more remote suburbs, making it difficult to get around
- **Natural environment and sustainability** – the degradation of the natural environment, the amount of rubbish in the environment and climate change
- **Mental health** – stigma and the lack of access to services
- **Finding work / unemployment** – limited job and study opportunities in Mandurah
- **Crime & personal safety** – feeling safe in Mandurah and the amount of graffiti, vandalism and theft
- **Substance use** – concerned they were not informed enough about the risks of use and the normalisation of drug use by adults in their lives
- **Youth events and facilities** – having places and events where young people can have fun and feel safe in Mandurah
- **Specific social issues** – homelessness, access for young people with disabilities, LGBTQI+ inclusion, and improving Mandurah's reputation were other concerns identified

## The youth sector

Common trends across the youth and community sector include: involving young people in design and delivery of youth programs and spaces, providing youth leadership opportunities and celebrating the achievements of young people, engaging young people in schools and where they already go outside school hours, to prevent disengagement and designing spaces that are inclusive for all ages and abilities to create safe, interesting spaces for all.

The youth sector in Mandurah has become increasingly committed to collaboration for the benefit of young people. Through consulting youth services in 2021 they reported a 30 – 50 % increase in the number of young people being referred for counselling and support. Services largely attribute this to increased pressures related to social and economic concerns related to the Covid-19 pandemic and lock downs during 2020 and 2021. This indicates a dramatic increase in young people who have challenges, are struggling due to family conflict and are more worried about their mental health. The youth sector is committed to supporting the youth strategy outcomes and collaborating as much as possible to achieve them.

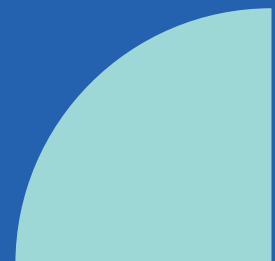
## Emerging themes

While drawing conclusions from the data is challenging there are some key themes that emerge. The SEIFA scores<sup>1</sup> show that there are areas of both higher and lower social and economic disadvantage across Mandurah creating a significant diversity of experience in the same community. There is a higher proportion of Aboriginal young people living in Mandurah compared to the national average for the same age. Young people are less likely to attend tertiary education than the state average and the youth unemployment rate, despite its fluctuation tends to be higher than the state and national averages.

The concerns of young people locally reflect those expressed across the country; they are concerned about their mental health, education and future employment and climate change. Young people appreciate living close to nature and being surrounded by beautiful waterways and natural bushland.

Source:

<sup>1</sup> Australian Bureau of Statistics, Census 2016



# Why a Youth Strategy?



The City of Mandurah Strategic Community Plan 2020 – 2040 developed from the voices of our community, clearly outlines that supporting and providing for young people is important to the community. The Youth Strategy provides a framework for ensuring that the City has a clear pathway for achieving this in areas that young people say are important to them. A Youth Strategy enables the City to be clear in its direction in engaging young people and ensuring that this is front and centre when designing and delivering projects, places and services.

## How the Youth Strategy was developed

This strategy has been developed through reviewing and assessing information gained from:

- Young Engagement and Consultation Process (Mandurah Youth Consultation 2018 Report)
  - Over 120 young people were engaged in a 5 month process to mentor youth leaders and gain young people's views. Fifteen sessions were held across all local high schools, and a session for those not engaged in education
  - A Youth Forum was held as the culmination of this engagement period with representatives from all local high schools, guest speakers and World Café style conversations.
- Consultation with the Youth Advisory Group 2020
- Consultation with over 8 Local Governments in Australia
- Consultation with over 10 services in Mandurah that work with young people locally and represent local, state and national youth services
- Australian Bureau of Statistics 2016 Census
- Young Minds Matter Report 2017
- Better Choices: Youth in WA report, 2017
- Triple J Youth Census 2019
- Beyond 2020: WA Youth Action Plan
- Mission Australia Youth Survey Report 2020
- Australian Government Labour Market Information Portal
- Catalyse Survey 2020
- City of Mandurah:
  - Strategic Community Plan 2020 - 2040
  - Corporate Business Plan 2020 - 2024
  - Reconciliation Action Plan October 2019 – October 2022
  - Access and Inclusion Plan 2021 – 2026
  - Public Health and Wellbeing Plan 2020 – 2023
  - Skate and BMX Strategy 2012 – 2022
  - Mandurah Active Recreation Strategy 2015 – 2026
  - Mandurah Homelessness & Street Presence Strategy 2021-2023





# Foundations of this strategy

This Strategy is based on four principles that are embedded in the way we work with young people.

1. Young people feel empowered to speak up about what concerns them and have opportunities to design and influence decisions on projects and programs.
2. Collaboration and partnerships with youth-focused organisations creates stronger and more holistic outcomes.
3. Inclusion is important and therefore programs and activities should always consider transport, accessibility and diversity.
4. Effective communication is critical to foster connection between and participation by young people.

An Annual Implementation Plan will be developed that will outline actions associated with each element of this strategy as an internal working document for City of Mandurah staff.

All strategic objectives and initiatives outlined in the Youth Strategy are designed to be delivered within existing budgets keeping in mind the Long-Term Financial Plan as approved by Council. Any initiatives that would require additional funding will be outlined in the internal Annual Implementation Plan and will aim to seek external funding.

This Strategy has four key **Priority Areas** that will provide a framework for the next 5 years:

## **1. Local Spaces and Places:**

Our City's spaces and places are buzzing with activities and events for young people.

## **2. Learning and Working:**

Young people feel equipped, ready and excited about the transition from school to work.

## **3. Connection and Wellbeing:**

Young People feel happy, healthy, safe and 'at home', here in Mandurah.

## **4. Leading and Creating:**

Young people have the skills and passion to shape their lives and contribute to the community and the future of our City.





# 1. Local Spaces & Places

| Strategic Objectives  | Initiatives   |
|---|---|
| <p>1.1 Create avenues for young people to connect with nature and be involved in conserving our natural environment</p> | <ul style="list-style-type: none"> <li>• Work with local environment organisations and groups to foster youth participation in environmental initiatives</li> <li>• Involve young people in tackling local environmental challenges</li> <li>• Provide opportunities for young people to learn from industry experts around climate change and environmental issues</li> </ul>  |
| <p>1.2 Provide accessible places and spaces for young people to participate and belong</p>                              | <ul style="list-style-type: none"> <li>• Provide infrastructure that promotes a youth friendly environment</li> <li>• Activate places with pop-up events and programs for young people where they live, work and study</li> <li>• Actively encourage non-vehicular transport in local areas (walk, ride) to create facilitate access to local facilities and events</li> <li>• Increase activation of the Billy Dower Youth Centre through creative use of space, diverse programming and service delivery</li> </ul> |

**Goal:** *Our City's spaces and places are buzzing with activities and events for young people*

This priority area has the following alignment with the Strategic Community Plan 2020-2040 focus areas: Social (Driver), with Economic, Health and Environment outcomes.

**Community Partners:**

- Community centres
- Community and neighbourhood associations
- Peel Harvey Catchment Council
- Local environmental groups
- Schools
- Youth Services

**Impact measures:**

- Number of programs and events delivered in various locations across the City of Mandurah
- Number of young people attending programs and events

*“We should have more campaigns on why the environment is important and how you can cut down on your waste”*

## 2. Learning & Working

| Strategic Objectives   | Initiatives   |
|--|---|
| 2.1 Support improved educational and training outcomes in Mandurah     | <ul style="list-style-type: none"> <li>• Support improved pathways to education and learning outcomes in Mandurah</li> <li>• Facilitate programs that enhance work-readiness</li> <li>• Facilitate programs that increase retention of disengaged young people in the school environment</li> <li>• Support initiatives that build capability in STEM (Science, Technology, Engineering, Maths)</li> <li>• Advocate for training relevant to current and future local employment opportunities</li> <li>• Strengthen support for employment outcomes for young Aboriginal and Torres Strait Islander peoples</li> </ul> |
| 2.2 Support entrepreneurship and innovative approaches to job creation | <ul style="list-style-type: none"> <li>• Understand the demand for jobs of the future and provide innovative pathways for young people to access</li> <li>• Encourage and support youth entrepreneur</li> </ul>   |
| 2.3 Link to industry and local networks                                | <ul style="list-style-type: none"> <li>• Provide links to services, programs and activities that support education, training and employment</li> <li>• Establish relationship with industry and develop partnerships to increase training and employment opportunities</li> <li>• Monitor potential opportunities that emerge from industry and support pathways to access employment</li> <li>• Foster opportunities for young people to connect with local employers and mentors</li> </ul>   |

**Goal:** *Young people are equipped, ready and excited about the transition from school to work*

This priority area has the following alignment with the Strategic Community Plan 2020-2040 focus areas - Economic (Driver), with Social outcomes.

### Community partners:

- Regional Development Australia Peel
- Peel Development Commission
- Employment Facilitator
- Peel Chamber of Commerce and Industry
- Mandurah businesses
- Employment agencies and Job actives
- Peel Jobs and Skills Centre
- Peel Bright Minds
- Education providers

### Community indicators to monitor:

- Changes in Mandurah's youth unemployment rate\*

*\*Aligns with Strategic Community Plan 2020 – 2040 Measures of Success*

*“We need young people to feel like they don't have to leave to get a good job”*

# 3. Connection & Wellbeing

| Strategic Objectives  | Initiatives  |
|---|--|
| 3.1 Support young people to have access to the information and services they need                     | <ul style="list-style-type: none"> <li>• Support the provision of diversionary programs for young people at risk of disengaging from education</li> <li>• Collaborate with local youth services to increase awareness of mental health and wellbeing services for youth</li> <li>• Collaborate with strategic partners to enable programs that increase the protective factors and minimise harm for young people eg; resilience, alcohol awareness, physical activity</li> <li>• Work with community partners to provide consistent positive messaging around health and wellbeing eg; sexual health, relationships</li> </ul>                                |
| 3.2 Enhance cultural cohesion and respect for diversity amongst young people                          | <ul style="list-style-type: none"> <li>• Support delivery of programs that increase awareness and inclusion of diversity eg: LGBTIQ+, disability, culture and specific youth 'sub cultures'</li> <li>• Increase support to young people new to Mandurah from other cultures</li> <li>• Promote Aboriginal cultural awareness through increasing visibility of art, language and history</li> </ul>   |
| 3.3 Deliver and enable programs that foster a sense of belonging and promote wellbeing and resilience | <ul style="list-style-type: none"> <li>• Develop quality evaluation methods to assess impact of programs</li> <li>• Develop creative ways to involve young people in the review and design of Youth programs</li> <li>• Consider strategic partnerships and projects to increase young people's resilience</li> <li>• Use arts and culture to build inclusion and a more cohesive youth community</li> <li>• Support clubs and groups to increase participation and build healthy connections and wellbeing of young people</li> <li>• Collaborate with the youth sector to support initiatives that promote youth wellbeing and youth achievements</li> </ul> |

**Goal:** *Young people feel healthy, happy and at home, here in Mandurah.*

This priority area has the following alignment with the Strategic Community Plan 2020-2040 focus areas - Social (Driver) with Economic, Health and Environment outcomes.

**Community partners:**

- Youth service providers
- Local schools
- Aboriginal leaders and Elders
- Act-Belong-Commit
- Disability Service
- Sporting clubs and groups

**Impact measures:**

- Number of young people attending programs
- Youth evaluation of their sense of belonging / connection

*“We need to break down the stigma of talking about feelings or experiences”*

## 4. Leading & Creating

| Strategic Objectives   | Initiatives   |
|--|---|
| 4.1 Upskill young people by involving them in co-designing programs and events             | <ul style="list-style-type: none"> <li>Collaborate with young people to co-design a range of youth programs and events</li> <li>Involve young people in addressing crime and safety</li> </ul>  |
| 4.2 Create opportunities for young people to have a voice in the future of our City        | <ul style="list-style-type: none"> <li>Increase opportunities for youth consultation in the development of City of Mandurah projects eg: Youth Advisory Group, Junior Council</li> <li>Encourage young people to actively volunteer in our community organisations</li> <li>Involve young people in decision making around environmental issues</li> </ul>  |
| 4.3 Increase opportunities for young people to undertake leadership roles in our community | <ul style="list-style-type: none"> <li>Provide young people with youth leadership development opportunities</li> <li>Provide access to programs that build capacity for young leaders in co-design, innovation and critical thinking</li> <li>Support young people to create innovative solutions to social challenges</li> <li>Provide an environmental volunteer capacity building forum</li> </ul>   |
| 4.4 Identify and celebrate youth achievements and community champions                      | <ul style="list-style-type: none"> <li>Explore 'peer to peer' and mentoring models that support young people's development</li> <li>Showcase the contributions of Mandurah's young people in our community eg; positive news stories in the media</li> <li>Facilitate opportunities to celebrate the positive contributions of young people eg; Collaborate with local youth services to showcase young people through WA Youth Week</li> </ul> |

**Goal:** *Young people have the skills and passion to shape their lives and contribute to the community and the future of our City.*

This priority area has the following alignment with the Strategic Community Plan 2020-2040 focus areas - Social (Driver) with Economic outcomes.

### Community partners:

- Local schools
- Peel Volunteer Resource Centre
- YACWA
- Foundation for Young Australians
- Local youth services
- Commissioner for Children and Young People
- Youth Disability Advocacy Network (YDAN)

### Impact measures:

- Number of young people attending youth forums and events
- Number of consultations with Youth Advisory Group by City of Mandurah project teams
- Number of positive media stories celebrating youth achievements

*“Be great if Mandurah led the way on renewable energy research”*

# Future focus for youth impact

Over the course of the 2021-2026 Youth Strategy, the City intends to plan for the transition to a bold new strategy in 2026 that commits to generating a positive influence that is far reaching and impactful for the Mandurah community.

The City will harness the whole community to generate significant, longitudinal, and sustainable change that supports and empowers young people to seize opportunity and create a life they value. It will be informed through rigorous data, broad engagement and development of a robust outcomes measurement framework to quantify impact.

In partnership with stakeholders, we will unite around collective vision, collective accountability and collective impact. Creating change on this scale takes years of intentional preparation and we are making a commitment for this to happen so we can make the biggest difference possible in the lives of young people in Mandurah. This will form the basis for community action and inform the subsequent Youth Strategy.

## Implementation plan actions

- Develop a project framework and methodology for stakeholder identification and engagement
- Collate and understand the relevant data pertaining to the needs of youth in Mandurah (e.g. School attendance rates, educational attainment, youth unemployment rate, SEIFA score, youth smoking, obesity etc.)
- Undertake a comprehensive youth and community engagement process, including signature youth forums events. Ensure the engagement is of a ground-breaking scale with extensive reach to inform the plan and create universal buy-in
- Collaborate with the youth sector, education and training industry, business and commercial sectors and other key government and non-government stakeholders to gain a collective commitment for
- Generating landmark positive impact. Determine how stakeholders can unite to create trailblazing global best practice in making a positive difference in supporting young people in the City of Mandurah
- Develop an outcomes measurement framework to gauge impact of the Youth Strategy during implementation 2026-2031
- Interpret community engagement and research findings into a draft Youth Strategy for presentation to Council

*“Mandurah is more of a tourist destination and there’s no incentive to stay in Mandurah”*





**CITY OF  
MANDURAH**

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