



This
Is Us!



Shire of
Serpentine
Jarrahdale

Youth Plan
2025–2028



This Is Us!

Youth, as defined by the Australian Institute of Health and Welfare, refers to people aged 12 to 24. This life stage includes early, middle, and late adolescence—a time of big changes physically, emotionally, socially, and intellectually as young people grow, explore, and find their place in the world.



Contents

Message from the Shire President	3
Developing the plan.....	4
Our approach to developing the plan.....	4
Strategic context.....	4
Community engagement.....	5
Who we heard from	5
Issues and trends.....	5
What we learned	6
Youth Plan 2025–2028	7
The framework	7
Our vision for young people.....	7
Our focus areas and priority actions	7
Implementation plan.....	8
Reporting and evaluation.....	13

A message from the Shire President

Shaping a Brighter Future, Together

The Shire of Serpentine Jarrahdale (SJ) is growing fast – and at the heart of that growth are our young people. We know that today's youth are more than just tomorrow's leaders, business owners, and changemakers. They're already shaping our community with fresh ideas, bold creativity and genuine passion, and we're committed to supporting them to grow, lead and thrive in a future they help create.

The Youth Plan 2025-2028 has been developed to support the mental and physical wellbeing of our young people, to champion their values, and help create safe, supportive spaces where they can shine.

We haven't predicted what our young people want, instead we engaged and collaborated with them to understand their current and future needs and desires. This plan reflects those needs, aspirations and experiences.

Together with young people, the community and key partners, the Youth Plan 2025-2028 will focus on three key areas:

- **Inform:** Making sure young people have access to the right support and information
- **Empower:** Giving our youth a seat at the table and encouraging their leadership
- **Expand:** Building on what works and creating even more opportunities

Supporting our youth means striking the right balance – being there when they need us, and stepping back when it's their time to lead. The Youth Plan 2025-2028 is only the beginning of a shared journey towards something great and I can't wait to see what we'll achieve, together.



Rob Coales

Our approach to developing the plan

July – September 2024

Desktop research
and planning

**October 2024
– January 2025**

Community
and Stakeholder
engagement

February 2025

Review feedback and
develop focus areas

March 2025

Develop draft plan

April – May 2025

Receive feedback on
draft plan from
stakeholders,
EMG and Council

June 2025

Finalise the Youth
Plan 2025 – 2028

Strategic context

The Youth Plan 2025–2028 was informed by our Council Plan 2023–2033. Actions within this plan support a number of the Shire's strategic outcomes in the Council Plan 2023–2033.

Who we heard from

The Youth Plan 2025–2028 has been developed with input from the following sources:

219 responses from young people through the Mission Australia 2024 Youth Survey

134 responses from young people living or studying in the Shire

External stakeholders including



The Shire's Youth Development Team participated in multiple community events with an interactive activity, encouraging young people, families and other members of the public with an opinion on young people to have their say. Events attended included the SJ Christmas Street Party, SJ Farmers Markets and Australia Day 2024 Sounds of Summer. Everyone was welcome to freely discuss with staff areas for concern or positive changes they would like to see continue. Consultation was also brought into the Byford Youth Space, where the same format for community feedback was used.



Issues and trends



Youth Survey

Now in its 23rd year, the Mission Australia Youth Survey continues to be the biggest annual survey of its kind. A total of 17,480 young people aged 15-19 years took part in the 2024 Youth Survey. For the Shire, 219 young people participated in the survey, and the following are the top issues of concern to young people:



Cost of living



Body image/
physical health



Discrimination



Bullying/emotional abuse



Mental health



Suicide



School or
study problems
Coping with stress



Climate change

Shire engagement

As part of the Shire's engagement with young people for the plan, 134 young people provided feedback and input.

The following are the top challenges facing young people:

- Public transport
- Cost of living
- Education
- Family and social issues
- Health concerns



The following are their preferences for what activities they would prefer to be involved in:

- Career support
- Physical activities
- Trying new things/interests
- Meeting new people
- Creative activities



Young people said they prefer to receive communication in the following order of preference:

- Social media
- School notices
- Flyer/posters
- Website/eNewsletters



What we learned

A snapshot of young people in the Shire:



Young people aged 12 to 25 represent 16% of the Shire's population.



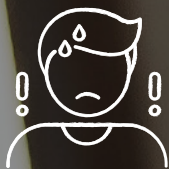
Byford has the highest proportion of young people.



3 high schools cater for young people in the Shire.



Young people have difficulty accessing higher education in person.



Young people in the Shire experience barriers such as access to transport, lacking motivation and perceived lower academic ability to progress to higher education or employment higher than the state median.



Young people in the Shire aspire to gain employment over progressing with further education after high school in comparison to the state median.



Many young people aspire to gain more career building skills, participate in physical activities and seek out a new interest.



Youth Plan 2025–2028

The framework

This framework has been developed with a focus on practical and achievable actions to guide the Shire's delivery of the plan. The content has been informed by community engagement and research into current issues and trends for young people in SJ.

Vision

What we want the Shire to be like for our young people in the future

Focus Areas

The areas we will focus on to move towards achieving the vision

Actions

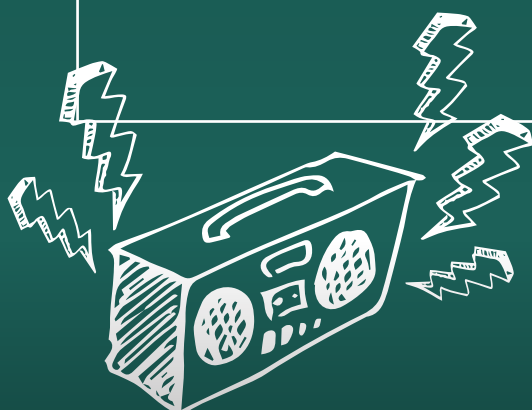
The tangible initiatives we will explore, resource and deliver to achieve the vision

Our vision for young people

Empowering our youth to thrive through innovative programs that spark creativity, learning, and community connection in SJ.



INFORM	EMPOWER	EXPAND
Help our young people better understand what is going on and how they can be involved in activating their local community.	Make it easier for young people to participate in community programs, events, and services.	Expand the focus of our programs, events, and services to respond to our youth's everchanging interests and needs.
Priority Action Areas: <ul style="list-style-type: none"> Promote Shire led programs, events and services to young people Diversify how we inform young people Establish access to opportunities and information for young people, SJ staff, stakeholders and the community Stay up to date with industry information Establish a 'Safeguarding Young People' Policy for the Shire 	Priority Action Areas: <ul style="list-style-type: none"> Deliver responsive programs, events, and services innovatively for more young people to attend Increase youth participation and awareness in community decision making through the development of a Youth Advisory Committee. Increase awareness of opportunities SJ provides for young people Establish more opportunities to connect young people to life after education Continue to promote and participate in Youth Week WA events 	Priority Action Areas: <ul style="list-style-type: none"> Regular programming to expand beyond Byford Youth Space Professional relationship building between SJ Youth Development Team and service providers to encourage participation in the Shire Develop evaluation instruments to ensure continued review of events and programs Establishment of an Access & Inclusion plan for young people Actively research and seek out external grant opportunities



Implementation plan

Focus Area Inform							
#	Actions	Lead	Budget	Y1	Y2	Y3	Measures of success
1.1	Establish a pro-active and individualised engagement plan with Communications Team to reach identified target groups and review every six months	Youth Development Team / Communications Team	Existing				<ul style="list-style-type: none"> Increased engagement with the youth drop-in centre. Increased engagement at youth events
1.2	Attend and host regular service update sessions, training and networking events and meetings with service providers, other local government organisations, local businesses, schools and community groups.	Youth Development Team	Existing				<ul style="list-style-type: none"> Frequency of attendance by staff at external sessions Delivery of scheduled sessions hosted by the Youth Development Team Returning attendees to sessions hosted Increase in new attendees to sessions hosted
1.3	Receive training on the 'Under 16 Social Media Ban' to prepare ourselves, families and young people for the transition	Youth Development Team	Existing				<ul style="list-style-type: none"> All Youth Development Team receive formal training as a group



Focus Area Inform							
#	Actions	Lead	Budget	Y1	Y2	Y3	Measures of success
1.4	Collect and review feedback frequently from young people participating in a service or activity we provide	Youth Development Team	Existing				<ul style="list-style-type: none"> Feedback received and reviewed, and any changes made
1.5	Research regularly and keep up to date with latest trends, technologies and communication styles utilised by youth to implement where possible	Youth Development Team	Existing				<ul style="list-style-type: none"> New initiatives, programs and practices implemented Team training plans reflect contemporary practices
1.6	Initiate cross-department collaboration to inform other teams on our programs or encourage participation in one-off or ongoing programs	Youth Development Team / Other Service Teams	Existing				<ul style="list-style-type: none"> Increase in number of events and programs involving other departments or teams
1.7	Investigate a Safeguarding Young People Policy for the Shire	Youth Development Team / People and Development Team	Existing				<ul style="list-style-type: none"> Development and adoption of Safeguarding policy



Focus Area Empower

#	Actions	Lead	Budget	Y1	Y2	Y3	Measures of success
2.1	Provide opportunities for young people to engage and participate at the Byford Youth Space	Youth Development Team	Existing				<ul style="list-style-type: none"> Increased engagement with the youth drop-in centre. Increased engagement at SJ youth events
2.2	Provide opportunities for young people to engage and participate through school holiday program activities	Youth Development Team	Existing				<ul style="list-style-type: none"> Increased engagement with the youth school holiday activities Increased engagement at SJ youth events
2.3	Continue engagement with young people and schools for the development of a Youth Advisory Council model	Youth Development Team	Existing				<ul style="list-style-type: none"> All Youth Development Team receive formal training as a group
2.4	Involve young people in the development and delivery of annual Youth Week celebrations	Youth Development Team	Existing and Grant Funding				<ul style="list-style-type: none"> Amount of young people with direct involvement of the development of the event Level of involvement of young people for the event
2.5	Create an updated youth landing page on Shire website with links to our programs, youth related events, service providers and crisis support contact details, and existing opportunities	Youth Development Team / Communications Team	Existing				<ul style="list-style-type: none"> Landing page is created

Focus Area Empower							
#	Actions	Lead	Budget	Y1	Y2	Y3	Measures of success
2.6	Administer the Youth Leadership and Training Program	Youth Development Team	Existing				<ul style="list-style-type: none"> Youth Leadership and Training Program implemented Number of applicants
2.7	Implement and administer the Youth Boost! Program and present a review to Council by March 2026	Youth Development Team	Existing				<ul style="list-style-type: none"> Youth Boost! Program implemented Number of applicants
2.8	Implement the Youth Mentorship Program and present a review to Council by March 2026	Youth Development Team	Existing				<ul style="list-style-type: none"> Youth Mentorship Program implemented Number of applicants
2.9	Deliver the Skill Up Program	Youth Development Team	\$15,000 annually through external sponsorship				<ul style="list-style-type: none"> Securing external sponsorship Number of young people attaining training and accreditation post program
2.10	Develop evaluation instruments to ensure continued review of events and programs	Youth Development Team / Communications Team	Existing				<ul style="list-style-type: none"> Evaluation tools are prepared and implemented
2.11	Create a publicly available 'Access and Inclusion for Youth' document with specified information provided from communities	Youth Development Team / Community Development Team	Existing				<ul style="list-style-type: none"> Access and Inclusion for Youth document developed

Focus Area **Expand**

#	Actions	Lead	Budget	Y1	Y2	Y3	Measures of success
3.1	Identify locations outside of the Byford Youth Space to deliver programming or events within existing resourcing	Youth Development Team	Existing				<ul style="list-style-type: none"> Locations have been identified and agreed upon by the Youth Development Team and young people Number of events and programs delivered outside of Byford Youth Space
3.2	Prepare a business case or funding proposal for a van to be used by the Youth Development Team for 'pop-up' youth activities and programs throughout various locations throughout the Shire	Youth Development Team / Community Projects and Property Team	Existing				<ul style="list-style-type: none"> Business case has been prepared and presented
3.3	Ongoing professional relationship building between Youth Development Team and service providers to encourage participation in the Shire	Youth Development Team	Existing				<ul style="list-style-type: none"> Increase of contact and participation with external service providers and stakeholders



Focus Area Expand							
#	Actions	Lead	Budget	Y1	Y2	Y3	Measures of success
3.4	Review staffing levels against program and event attendees to ensure alignment with Council and community service level expectations	Youth Development Team / People and Development Team / Community Development Team	Existing				<ul style="list-style-type: none"> Review completed and presented to EMG and Council
3.5	Develop & establish the Junior Council Program, inclusive of resourcing requirements	Youth Development Team / Library Services	Existing				<ul style="list-style-type: none"> Report is created and presented to Council by November 2025 Junior Council Program established
3.6	Actively research and seek out external grant opportunities	Youth Development Team	Existing				<ul style="list-style-type: none"> Appropriate grants are applied for
3.7	Develop concept and engage with funding partners for improvements to Byford Youth Space	Major Projects Team / Youth Development Team	Existing				<ul style="list-style-type: none"> Concept plan completed External funding secured

Reporting and evaluation

Reporting of the Youth Plan will occur quarterly through the Shire's Corporate Business Plan reporting, which is presented to Council each quarter and published on the Shire's website.





Shire of
Serpentine
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