

Frame Court Youth Facility

MANAGEMENT PLAN

**Relationships &
Strategic Alliances**

Prepared by the
Operational Success Sub Committee

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in the
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develop this
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Introduction

Representatives of the local community, the Skateboarding Association of WA and the Rotary Club of Heirisson identified that the key to the operational success of the Frame Court Youth Facility is in the development of successful relationships and strategic alliances.

With this focus, objectives and strategies have been developed.

The strategies relate to the lead-up to the opening of the facility, and its long-term success. Implementation will be coordinated by the Operational Success Steering Committee until the Board of Management for the facility is established.

Vision for the Frame Court youth facility

Imagine a place where young people could skateboard, roller-blade, build skateboard ramps or participate in dance, graffiti art, sculpture, photography, and publishing. A place with an Internet Café and poetry reading. A colourful place for events and performances where spectators feel welcome. A place where young people feel safe and have linkages to health, legal, training and employment services. A place with strong role models and mentors. A place to hang out.

Imagine young people planning and managing such a place and growing in their sense of pride and citizenship.

Imagine an inner city youth facility for Perth

Objectives

1. To exist in harmony with the local community, both residents and businesses - with minimal aggravation.
2. To work together with the local community and other stakeholders, for mutual benefit.
3. To contribute to the economic growth of local businesses by attracting people to the area because of the spectacular youth facility and youth events.
4. To develop a facility which is safe and attractive to parents, who will bring their children, and then spend time and money in the local area.
5. To create a meaningful partnership between the Police and young people.
6. To create positive awareness of young people and bridge the generation gap.

Strategies

The following strategies have been developed to meet the objectives for Relationships & Strategic Alliances:

1. Young People

- a) Encourage membership of the facility to give a sense of ownership and maintenance of standards. Identify membership incentives, eg
 - Discount prices at the facility.
 - Discount prices for purchases from local businesses.
 - Use of the facility's community arts space to do art homework, including provision of lockers to store artwork, equipment, etc.

2. Local Community (Residents & Business)

- a) Gain representation from local residents and businesses on the Board of Management of the youth facility.
- b) Develop regular communication with the local community to continually "sell" the benefits of the facility.
- c) Encourage the involvement of the business community by highlighting the economic benefits to them.
- d) Hold specific events, in partnership with the local and business community, for mutual benefit, eg:
 - The launch and opening event for the facility.
 - Street parties.
 - Street markets.

- e) Develop strategic alliances with specific local businesses, eg
 - With Luna Cinema - to provide reciprocal membership benefits, run premiers of skateboarding videos, and provide publicity.
 - Atlas Clothing - to provide skate-look clothing, and run fashion parades at the youth facility.
- f) Develop links with the local community for specific activities where community members can contribute their skills, eg Arts, Internet.

3. Police

- a) Develop a formal partnership with the WA Police Service, with the aim of achieving:
 - Mutual objectives
 - A stable and successful relationship
 - Resourcing
 - Involvement of Police officers who are skilled in working with young people
 - A safe environment for young people.

4. Rotary

- a) Maintain the partnership with the Rotary Club of Heirisson to gain access to Rotary skills and resources.

Strategies (cont.)

5. Educational Institutions

- a) Involve local schools in using the facility for alternative sports and art classes.
- b) Identify opportunities for TAFE/University students to become involved in the facility, eg catering/hospitality students involvement in the café; journalism students involvement in media relations.

6. Graffiti Clean-up

- a) Develop graffiti clean-up strategies, with links to other programs (eg State Graffiti initiative, "Beyond the Wall" program). Include, for example,
 - Guarantees/offers to clean-up graffiti within, say, 24 hours.

7. Access Routes

- a) Work with Transport/Westrail, local Police, Ministry of Planning and Town of Vincent to:
 - Identify and publicise preferred routes to the facility, including where skateboards and rollerblades can be used (depending on the provision of dual-use paths).
 - Clarify the use of skateboards and rollerblades on public pathways.
 - Ensure the safety and amenity of pedestrians and other people in the area is not affected.

8. Media

- a) Work with local media, including developing a regular space in the "Voice News" or "Guardian" to achieve positive coverage of activities and events at the youth facility. Send "copy ready" material including photos, artwork, etc.

9. Volunteers

- a) Establish a formal group of volunteers for the facility including:
 - Encouraging volunteers from organisations such as Rotary, Lions, SKAWA and the also from the local community.
 - Keeping a register of volunteers.
 - Providing benefits for volunteers (eg young people providing volunteer services could earn credits for use of the fee-for-service aspects of the facility)