

# Agenda

Youth Council Meeting  
Monday 11 November at 6pm

You are advised that a Youth Council Meeting will be held on Monday 11 November 2024 at 6pm for the transaction of the following business.

This meeting will be held in the Council Chambers at Civic Centre, 25 Ferres Boulevard, South Morang.

# Youth Councillors

Zachary Melvaine	Youth Mayor
Kaynat Virk	Deputy Youth Mayor
Angelica Banquil	
Dean Connelly-Carpenter	
Bavleen Kaur	
Mustafa Khraim	
Angela Rolevska	
Esha Serai	
Tanya Sharma	
Sandy Tran	
Emily Tricarico	
Elly Watson	
Sophie Winter	

# Officers

Jacinta Stevens	Executive Manager Office of Council & CEO
Bobbie-Lea Bright	Unit Manager Compliance & Governance

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## **1 Opening**

### **1.1 Meeting Opening and Introductions**

The Youth Mayor will open the meeting and welcome everyone in attendance.

### **1.2 Apologies**

Deputy Youth Mayor Kaynat Virk

Youth Councillor Emily Tricarico

### **1.3 Acknowledgement of Traditional Owners Statement**

The Youth Mayor will read the following statement:

*“On behalf of Council, I recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan and Taungurung People as the Traditional Owners of lands within the City of Whittlesea.*

*I would also like to personally acknowledge Elders past, present and emerging.”*

### **1.4 Youth Council Charter**

The Youth Mayor will read the following statement:

*“We the members of the City of Whittlesea Youth Council, commit to advocating for and being the voice of the youth within our municipality. We ensure a safe space for all, to engage in constructive collaboration on matters affecting young people. We aim to empower and foster community connectedness in our youth so they feel valued and supported to achieve their aspirations.”*

### **1.5 Acknowledgements**

## **2 Declarations of Conflict of Interest**

## **3 Confirmation of Minutes of Previous Meeting/s**

### **Recommendation**

**THAT the following Minutes of the preceding Youth Council Meeting as circulated, be confirmed:**

**Scheduled Meeting of Youth Council held on 2 September 2024.**

## 4 Officers' Reports

### 4.1 Community Insights Study

**Director/Executive Manager:** Director Customer & Corporate Services

**Report Author:** Research Officer

**In Attendance:** Chief Customer Officer  
Unit Manager Advocacy & Stakeholder Engagement  
Research Officer

#### Executive Summary

The Community Insights Study is a research program for residents to share their experiences living in the City of Whittlesea. This annual program consists of three survey waves with each round of the survey exploring different aspects of community life including local life, social and civic participation, and health and wellbeing.

While survey response rates are high, there is a need for increased engagement from young people who are currently underrepresented in these surveys. This is to ensure young people's experiences are captured and the findings from these surveys are representative of all age groups in our municipality.

#### Officers' Recommendation

**THAT the Youth Council advise on incentives/approaches to increase the participation of young people in the Community Insights Study.**

## Background / Key Information

The Community Insights Study collects information about a range of topics through three survey waves a year. These waves are designed to help Council get a better understanding of what is changing over time to ensure our local communities remain a great place to live. Each round of the survey explores different aspects of community life.

Community Insights Study results play a vital role in shaping future decisions made for our community. These surveys collect information to meet organisational needs under the outcome's framework measurements to report on how we are tracking against our Whittlesea 2040 Vision, as well as give teams the ability to collect data on topical matters to inform decision making.

We use information from the Community Insights study to:

- expand Council's knowledge and understanding of the community;
- measure community outcomes and progress towards our Whittlesea 2040 Vision;
- prioritise and allocate resources where they are most needed;
- identify areas for improvement and modify service delivery as required; and
- understand what has changed for the community over time.

The type of data collected through Community Insights is not readily available from other sources. Therefore, we use these surveys to fill in the missing pieces and shed light on how wellbeing, liveability and resilience are changing across our municipality.

While there is strong representation across a range of suburbs and diversity profiles from our municipality, one cohort that remains challenging to engage in these surveys is young people. Community Insights had previously received a low response rate from respondents aged 15-24, with only:

- 27 out of 1862 respondents in wave 1;
- 40 out of 2356 respondents in wave 2; and
- 68 out of 1922 respondents in wave 3.

It is important to increase participation from this cohort to ensure our data is representative of all residents. By involving more young people, we can gain valuable insights into their perspectives and experiences, allowing us to shape policies and services that better meet the needs of the community, including its younger members. An example to encourage more participants could be an incentives program, whereby participants may be eligible for a \$10 voucher. A budget allocation, from an existing operational budget of \$1,000 towards an incentives program could be considered.

## Implementation Strategy

### Communication

N/A

### Critical Dates

Confirmation of incentive idea – 30 November 2024

Finalise providers of the incentive – 15 Dec 2024

Development of respondent materials – 15 January 2025

Wave 2.1 - Pilot – 4 February 2025

- Full launch – 11 February 2025

- Survey close – 9 March 2025

- Possible extension – 10 to 16 March 2025

Wave 2.2 - May/June 2025

Wave 2.3 - August/September 2025

## Declaration of Conflict of Interest

Under Section 130 of the *Local Government Act 2020* officers providing advice to Council are required to disclose any conflict of interest they have in a matter and explain the nature of the conflict.

The Responsible Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

## Attachments

1. Community Insights Youth Council Nov24 V2 [4.1.1 - 8 pages]

# Community Insights Study

Prepared for Youth Council  
November 2024



**City of  
Whittlesea**





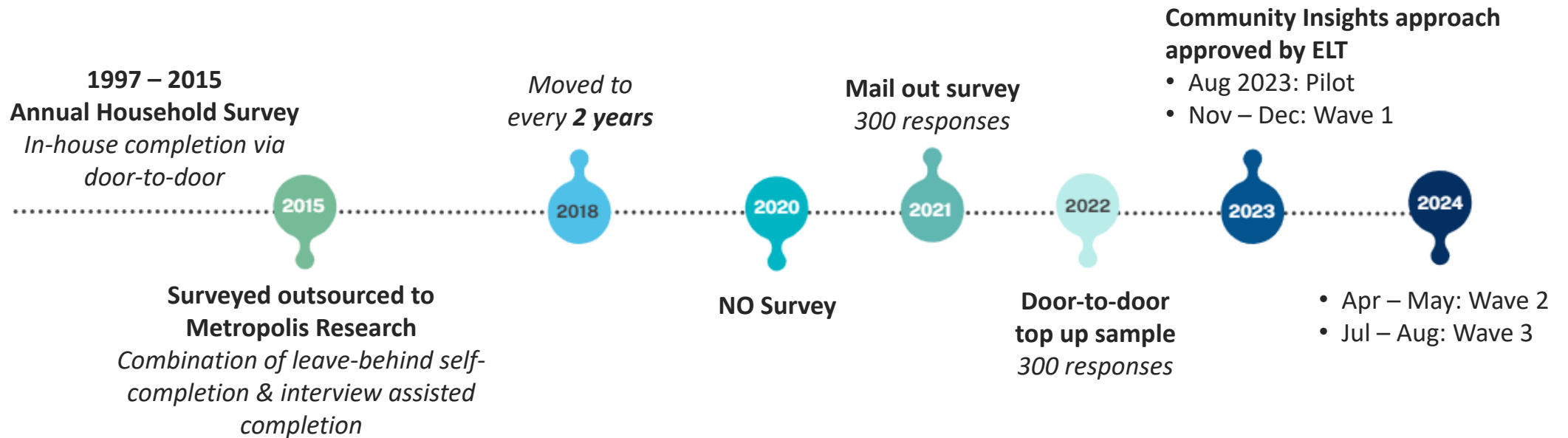
City of  
Whittlesea



## Acknowledgement

We recognise the rich Aboriginal heritage of this country and acknowledge the Wurundjeri Willum Clan and Taungurung People as the Traditional Owners of lands within the City of Whittlesea.

# Background



# What is Community Insights?



**Annual Program**  
*3 survey waves*



**Local Life Survey**

**Social and Civic Participation Survey**

**Health and Wellbeing Survey**



# How it works



## RECEIVE INVITATION

If you are chosen from our random selection, you'll receive an invitation to take part in a digital survey via email or mail/letter



## SHARE YOUR INSIGHTS

Please take a few minutes to share your experience by completing our user-friendly digital survey



## HELP IMPROVE OUR COMMUNITY

Your input influences community policies, projects and services

# Why we need your help?



Respondents

Local Life Survey

1862



Young People (aged 15 -24)

27

Social and Civic Participation Survey

2356



40

- Introduced Community Insights branding
- Used social media campaign via rego survey

Health and Wellbeing Survey

1922



68

- Social media ads
- Distributed flyers
- Youth team – shared to young people in their programs
- Requested staff to encourage their kids



# Here's what we have tried



- An invitation letter – requested the survey should be completed by the youngest person (age 15 or older) in your household.
- Staff matters newsletter
- Targeted Facebook and Instagram ads
- Youth team shared with young people in their programs
- Flyer distribution at
  - Libraries
  - Epping Hub
  - Edge
  - Youth Council





# Incentives



i.e. A budget allocation of \$1,000 towards incentives for young people at \$10 per person could be considered.

**5 Notices of Motion**

No Notices of Motion

**6 General / Urgent Business**

No Urgent Business

**7 Closure**