



## **Community and Information Services Committee Meeting Agenda**

**Tuesday, 20 September 2005  
Council Chamber, 401 Greenhill Road, Tusmore**

Members: Councillor Wickham - Chair  
Her Worship The Mayor, Wendy Greiner  
Councillors Bills, Collins, Davey, Gilbert, Harris, Hillier, Jacobsen,  
Morley, Obst, Ward and Wilkins

**1. Apologies**

**2. Leave of Absence**

Councillor Ward

**3. Confirmation of Minutes**

Recommendation

That the minutes of the Community and Information Services Committee meeting held on 16 August 2005 be taken as read and confirmed.

**4. Consent Agenda**

**5. Officers Reports**

**5.1 Youth Development Recreation Proposal p 3**

**5.2 Community Transport Program Utilisation p 9**

**5.3 Graffiti Quarterly Report p 13**

**6. Other Business**

**7. Closure**

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**Item No.** : 5.1  
**Date** : 20 September 2005  
**To** : Community & Information Services Committee  
**From** : General Manager Corporate & Community Services  
**Subject** : Youth Development Recreation Proposal  
**Attachments** : Nil  
**Strategic Goal** : Recreation, Community & Cultural Development

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### **Purpose**

This report proposes replace the current Youth Grants Program with a Youth Development Recreation Program focused on encouraging young people to access sporting clubs, increase physical activity and become more engaged with their local community.

### **Recommendation**

1. That the Youth Grants Program be replaced with a Youth Development Recreation Program, in line with principles of the 'Growing for Gold' program.
  2. That a costed program proposal is developed to replace the Youth Grants Program for the 2006/7 financial year, and submitted during the 2006/7 budget deliberations.
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## **YOUTH DEVELOPMENT RECREATION PROPOSAL**

### **Background**

1. The City of Burnside currently offers a Youth Grants program. The purpose of this program is to encourage and support young people to compete in sporting events via a \$100 contribution from Council. Council allocates \$4,500 per year, which last year assisted 42 young people (young people are able to receive two grants in one year). All funds were expended within the first four months of the financial year.
2. During 2004, the Cities of Burnside and Unley trialled a 'Growing for Gold' Program during the September/October school holidays. The primary focus of Growing for Gold was to increase young peoples participation in physical activity programs.
3. Growing for Gold is a program that caters for young people 6-14 years of age. Growing for Gold introduces young people to active recreation and sport activities through 'come and play' styled sessions.
4. Growing for Gold has three primary aims:
  - a. To provide an avenue through which local active recreation and sport clubs can promote the programs and services they provide for young people;
  - b. To provide young people with an opportunity to participate in physical activity based programs that provide them with a positive experience; and
  - c. To increase the number of young people actively involved in long-term community based physical activity programs.
5. Built into the program is an incentive scheme that aims to encourage young people to try a variety of different active recreation and sport activities then take the next step and join a club(s) of their choice.
6. Growing For Gold was a success, with 17 sporting clubs partnering with the program, and 289 young people participating within the program. Significant interest was received from the Clubs in continuing the program in future years as it generated community interest in sport and increased the potential for Club membership.
7. The purpose of this paper is to outline a case of why the Growing for Gold is a more appropriate program model to pursue than a youth grants program.

### **Discussion**

8. Recreation and sport provides a wide range of benefits both to individuals and the general community including:
    - Improved health and fitness;
    - Improved self-esteem;
    - Development of social skills;
    - Employment in the recreation and sport industry;
    - Reduced health care costs;
    - Increased community integration;
    - Deterrent effect on delinquent behaviour;
    - Increased volunteer participation; and
    - Direct and indirect employment opportunities.
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9. The Good Practice Guide for Youth Development (Ausyouth, 2001) provides a framework and principles to guide effective program outcomes when working with young people. In particular, the Guide suggests successful programs should encourage the personal development of young people, develop skills in a structured and sequential way, and connections should be enhanced between community members and organisations.
  10. The current youth grants program does not operate with a youth development model and can only produce limited benefits to young people within the City of Burnside:
    - 10.1 Young people are reimbursed \$100 to assist in meeting expenses to compete in sporting competitions.
    - 10.2 This amount is not targeted to young people in need, nor is it targeted to young people not engaged in sporting or recreational activities, and the funds are not specifically used to enhance skills of personal development (simply reimburse expenses of a sporting competition)
    - 10.3 This amount may not significantly influence whether the young person attends or not attends the competition, as the cost of attending some sporting events – particularly interstate, may be high.
    - 10.4 The program does not strengthen connections between community groups and individuals within the community.
  11. It is proposed to adapt the Growing for Gold model to produce a youth development program that will realise improved outcomes for the community. Key features would include:
    - 11.1 Selected Clubs will partner with the program to offer 'come & try' activities, targeting young people who are not currently participating in any formal sporting or recreational activity. Clubs will need to agree to a range of conditions and demonstrate their capacity to offer activities to young people, provide appropriate level of guidance and supervision, ensure a safe environment for participants and spectators, and importantly ensure that young people new to the sport have a fun and positive experience. Clubs will also need to demonstrate they will be able to offer longer-term leadership and personal development opportunities to young people if they join the club.
    - 11.2 Once partners have been established, a schedule of 'come & try' opportunities will be developed and promoted. Depending on the Clubs involved, the schedule may be over selected school holidays, or there may be rolling opportunities to participate in a given month.
    - 11.3 Council will provide a coordination and marketing role in this program. To maintain a quality standard, Clubs will be provided a kit of resources to assist them in undertaking the 'Come & Try' activities. Such resources will include guidance on how to plan and conduct the event, risk management and anticipated issues, insurance, managing accidents and injuries, parental consent etc.
    - 11.4 Council will also undertake a marketing role. This will include branded promotional materials, advertisements in Messenger and Advertiser, and assisting clubs to promote locally.
    - 11.5 The previous Going for Gold model used a reward system to encourage young people to try as many different recreational activities as possible. This approach is potential costly and time consuming. Alternatives will be explored – such as entering young people into a competition when they join the 'Come & Try' day, or other incentives for those who join the Club on the day.
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- 11.6 Where possible, the come and try events will have multiple activities – a chance to learn basic skills, an opportunity to compete, demonstrations, information about the clubs, food & drink, information for parents etc.
- 11.7 It is envisaged that there are significant benefits in a regional approach to such a program and interest will be sought from all neighbouring Councils to participate.
12. Anticipated outcomes of the program are:
  - 12.1 Young people will have opportunity to have a 'free & no commitment' way of trying a new sport;
  - 12.2 Club junior membership may increase, which may lead to improved sustainability, particularly for smaller clubs;
  - 12.3 The "Come and Try" sessions will aim to promote confidence and competence of young people;
  - 12.4 Partnerships & collaboration will occur between Council, clubs, schools and other local organisations in the planning and management of events;
  - 12.5 Young people become connected to local sporting and recreational clubs and are engaged members in their local community; and
  - 12.6 Both Council and Sporting Clubs are promoted widely within the community.
13. The Burnside Youth Advisory Committee has been consulted on this proposal. Members of the Committee have clearly indicated to Council that the Youth Grants Program has limited benefits to the majority of young people in the area. In addition, they are aware of the 'Growing for Gold' model and are supportive of the proposal to use this approach to improve outcomes for young people.
14. If the approach is endorsed by Council, a fully costed project proposal will be developed and submitted as part of the 2006/07 budget process commencing March 2006. This proposal will be shaped according to whether other Councils may participate to develop a regional approach, by the number and capacity for local Clubs to partner with Council in the program, and by determining the best strategies to adapt the program to meet the local needs of the eastern region. It may also be possible to engage corporate sponsorship to ameliorate the program costs.
15. The 2004 regional program cost \$18,000 (or approximately \$62 per participant) with activities being offered in both the City of Burnside and the City of Unley council areas. The Council's contribution to this program was approximately \$4,500 in the 2004/05 financial year. The existing Youth Grant fund can be utilised to make available \$4,500 to contribute towards the costs of this program.

## Summary

16. There are wide benefits for encouraging sport and recreation opportunities within the City of Burnside. The current Youth Grants Program however, does not align with current expectations of 'good practice' within youth development.
  17. The 2004 Eastern Metro Growing for Gold Program was a successful example of a youth development program. It enabled young people to become more interested with sport as a recreational option, to engage with clubs and local community members and to develop personal skills and confidence.
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18. This paper seeks endorsement by Council to replace the Youth Grants Program in the 2005/06-year with a youth development recreational program. A fully costed and detailed program proposal will be submitted for consideration in the 2006/7 Budget process.

**Item No.** : 5.2  
**Date** : 20 September 2005  
**To** : Community & Information Services Committee  
**From** : General Manager Corporate & Community Services  
**Subject** : Community Transport Program Utilisation  
**Attachments** : Nil  
**Strategic Goal** : Recreation, Community & Cultural Development

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### **Purpose**

This report provides members with an update of the Community Transport Program and the utilisation of the service by members of our community.

### **Recommendation**

That the Report be received.

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## COMMUNITY TRANSPORT PROGRAM UTILISATION

### Background

1. The City of Burnside has an established Community Transport Program that was set up by Bill Dean over 20 years ago. At 85 he continues to volunteers his time to coordinate the program with enthusiasm and dedication. Bill is in the office Monday to Friday ensuring the buses and volunteers are 'ready to roll' for their regular and chartered runs.
2. Bill provides overall coordination of 15 volunteer drivers and 12 volunteer 'helpers' within the program. The Community Transport Program volunteers are an integral part of the clients' positive experience when using the bus service. The volunteers are highly committed, suitably trained and also undergo annual driver checks to ensure safety. Over the past months, all the drivers and helpers have been accredited which includes a police and medical check to ensure they are suitable and fit enough to assist with the program.
3. This service is currently delivered using two community buses designated exclusively for that purpose. In addition the Eastwood Community Centre has a Community Bus (people mover), which is available at times for use by the Community Transport Program. In addition to regular shopping, group runs and charters, this program continues to develop strong partnerships with other Council programs such as HACC and 3Rs, the Library and Community Centre.
4. Passengers pay a nominal gold coin donation for each trip, and approximately half of the operational expenses (excluding depreciation) are recovered from donations. This makes the community transport program an extremely low cost but high value service to the Burnside community.

### Discussion

#### **MAN & Toyota Coaster**

5. The Community Transport Program has two large Community Buses the MAN - 26 seats plus driver / disabled access and the Toyota Coaster - 21 seats plus driver (no disabled access)
6. The Community Transport Program is currently running at capacity, given the number of drivers currently available. The current utilisation rate of the buses is approximately 67% of the total time available during weekdays (excluding weekend and evening use). Achieving a higher utilisation rate may be difficult given fluctuations of drivers participating within the program and overall number of available and qualified drivers within the community.
7. The number of passengers being transported by the program and mileage between 1 January and 30 June 2005 is tabled below. The month of May was a peak period of use, with 1,882 passengers being transported within the program.

Month	Toyota Passengers	MAN Passengers	Toyota Mileage	MAN Mileage
January	225	399	880	729
February	405	1057	1010	817
March	474	964	1117	974
April	449	1389	1156	894
May	490	1392	1089	986
June	537	1242	1358	979

**Toyota Hi Ace - Eastwood**

8. The Eastwood Community Centre has a 12 seater Toyota Hi Ace that was donated by Lions International and the Lions Club of Glenside and Adelaide for use by groups utilising the Eastwood Community Centre. This vehicle is used Monday to Thursday by Eastwood Community Centre groups and made available to the Burnside Community Transport Program every Friday for the Friday's Child Group (for mothers and toddlers of non-English speaking background) and on other "one off" occasions as negotiated.
9. In exchange for having access to this vehicle on Fridays the Community Transport Program manages the bookings of any charter runs for this vehicle when available, as well as undertaking the care and maintenance of this vehicle. Examples of charter runs include the Burnside Singing Group who use the vehicle to take them to concerts at Nursing Homes and the ANZAC march to carry returned servicemen.
10. The regular Eastwood users of this vehicle includes Mondays – the Garden Tea Club for outings and a Photography group for people with an acquired Brain Injury. Tuesday and Wednesday it is used for the Step Out Program which is for aged residents in Supported Residential facilities. On Thursdays the Eastwood Walking Group transport walkers to and from National Parks or walking trails. During the week the bus is used by groups utilising this Centre and parked at the Eastwood Community Centre carpark. In addition to these ongoing groups the bus is regularly used for ad hoc requirements, transporting customers and volunteers for Eastwood related activities.

**Toyota Hi-Ace – new vehicle**

11. Following a tender and selection process, a new Toyota Hi-Ace 12 seater Community Bus has been ordered through Northpoint Toyota with the expected delivery date in October 2005. Northpoint has supported the initial maintenance of this vehicle by providing free of charge all factory recommended servicing for 3 years from date of purchase. In return their logo will be on the rear side panels of the vehicle.
12. The Hi-Ace will become part of the Community Transport fleet and housed with the MAN and Toyota Coaster in the compound at the rear of the Masonic Hall.
13. The new vehicle will provide greater flexibility for the program to move smaller groups of people, using anyone who has a standard drivers licence. The program will be used by the 3Rs, Aged Care and Community Transport Program to transport passengers to appointments and activities, for outings, shopping, and accessing residents who live in areas difficult to reach with the larger vehicles.
14. Two seats will be taken out (originally the vehicle had 14 seats) and replaced with a cage that will provide a safe haven for shopping and walking frames. A new automatic step, additional grab rails and non-slip flooring will also be fitted for easier access and safety.

**Promotion**

15. Currently the Community Transport Program is promoted via the Burnside Community Centre program booklet, brochures and flyers, all available from the Community Centre and Civic Centre community information outlets. The program is also referred to by the aged care department to their clients. Information about the service is also made available at various agencies eg Domiciliary Care and local residential facilities.
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16. The Councils Aged Care program utilises the buses for many of its programs and helps to promote the service to a wider cross section of the community. Word of mouth is by far the most effective method of promotion for this service, as is the sight of the bus driving around the area, which prompts people to phone and make enquiries.

### **Customer Service**

17. Operating Policy & Procedures for this program place a significant focus on duty of care and customer service. They are currently being reviewed, along with the Standard Operating Procedures for each vehicle. This will provide volunteers with a clear and consistent approach to bus operation and responding to client needs as part of the service.

### **Summary**

18. The Community Transport Program is a cost effective and high value program to the community. Volunteers staff and manage the program to provide a professional transport service that meets the local needs, particularly for older people. A smaller people mover will soon form part of the program to transport smaller groups, utilising drivers with only a standard drivers licence. This program has a high community profile and receives positive feedback from its users.
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**Item No.** : 5.3  
**Date** : 20 September 2005  
**To** : Community & Information Services Committee  
**From** : General Manager Corporate & Community Services  
**Subject** : Information Report – Volunteer Graffiti Removal Program  
**Attachments** : Attachment A – Graffiti Program Statistics May to July 2005.  
**Strategic Goal** : Recreation, Community & Cultural Development

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### **Purpose**

This report provides Elected Members with a quarterly update on the progress of the Volunteer Graffiti Removal Program currently operating within the City of Burnside.

### **Recommendation**

That the Report be received.

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## INFORMATION REPORT – VOLUNTEER GRAFFITI REMOVAL PROGRAM

### Background

1. The Volunteer Graffiti Removal Program officially commenced operation on 3 March 2003, and was modelled on similar programs operating in the City of Charles Sturt and the joint program of City of Norwood, Payneham and St Peters and the City of Campbelltown. The annual cost of the Graffiti Removal Program is \$28,000 pa inclusive of plant, equipment and depreciation.
2. A 24-hour graffiti reporting line has been continually monitored through Council with the reports received via the hotline, collated by the Graffiti Coordinator and appropriate consents sourced (as all private and business properties require owner consent) and jobs allocated to each volunteer shift. Reports also come from residents at our Customer Service Desk, via the website and from our own employees. These reports are also forwarded to the Graffiti Coordinator to allocate jobs.
3. One of the more effective strategies against illegal graffiti is to remove it and to continue to remove it. The effectiveness is threefold:
  - The appearance of the property and the neighbourhood is improved.
  - A strong message is sent that a place is cared for and well maintained, making it a less likely target for illegal graffiti.
  - Illegal graffiti artists are deprived of the satisfaction of peer recognition that is one of the prime motives for illegal graffiti.

### Discussion

4. The program maintains an active base of 21 volunteers allowing removal teams to operate each weekday between the hours of 9:00 am and 1:00 pm. A second shift will commence on the first Friday of October 2005. This will increase the team's capacity for rapid response. This shift will operate between 1:30pm and 3:45pm and will follow regular bus routes where offenders regularly graffiti bus shelters and stobie poles. This team will also target specific areas as advised by the Graffiti Co-coordinator and compliment the smaller and more frequent requests undertaken by the morning shift.
  5. Attachment A illustrates the statistics of the Graffiti Program during the period May to July 2005. It is most interesting to note that the month of July has seen an increase in the number of reports and correspondingly, the volunteer team has both increased the number of hours and worked harder in the process by removing more graffiti per hour.
  6. Graffiti team meetings are held every two months. These meetings are an opportunity to review work methods and standards of work, to resolve issues that arise during removal and ensure a high level of communication relating to any program changes. Recent discussion has specifically focused on techniques that work on various surfaces, identifying current graffiti hot spots, reviewing and confirming safety processes and general update on administrative matters and news within the team.
  7. A comprehensive manual to guide Graffiti removal is in its final stages of development. It will cover all aspects of graffiti removal including, painting techniques, spray gun use, water pressure sprayer use and safety. The manual will be utilised within training programs and refresher courses and be a single point of reference for policy, procedures, safe work methods, standard operating procedures and associated forms or other administrative requirements. It is anticipated that along with this manual, a
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program of refresher training will be introduced to ensure safety and best practice within the team.

8. A 'Regional Graffiti Removal Coordinators Group' exists and this meets on a quarterly basis to share information on current levels and incidents of graffiti, to establish best practice methods to remove graffiti and to facilitate the development of graffiti removal programs in other Councils. Importantly, this group recognizes that graffiti removal needs to be done in a broader context of other crime prevention strategies.

### **Summary**

9. During this quarter, the volunteer graffiti removal team has been particularly active and responded well to the increased reports received during July 2005. The program continues to maintain high standards through developing clear standards and procedures, and working to best practice through participating in regional information forums.
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**ATTACHMENT A**

