



Waitakere City Council
Te Taiao o Waitakere

NOTICE OF MEETING

PROJECTS SPECIAL COMMITTEE

I hereby give notice that an Ordinary Meeting of the Projects Special Committee will be held on:-

DATE: **Wednesday, 1 September 2004** **TIME:** **9.30 am**

VENUE: **Civic Centre, 6 Waipareira Avenue, Lincoln, Waitakere City**

to consider the business as set out herein and to take any necessary action connected therewith.

30 August 2004

Audrey Chan
COMMITTEE SECRETARY

Telephone (09) 836 8000 extn 8603

MEMBERSHIP:

Councillors	RP	Dallow, QPM, JP (Chairperson)
	JP	Lawley (Deputy Chairperson)
	DQ	Battersby, JP
	BA	Brady, JP
	JM	Clews, QSO, JP
	AC	Fenton
	GW	Russell, JP

Mayor Bob Harvey, QSO, JP (ex officio)
Deputy Mayor Carolynne Stone (ex officio)

(Quorum 4 members)

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(The reports and recommendations contained in all agendas are reports and recommendations only and are not to be construed, in any way, as Council policy until adopted).

**AGENDA FOR AN ORDINARY MEETING OF THE PROJECTS SPECIAL COMMITTEE TO
BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN,
WAITAKERE CITY, ON WEDNESDAY, 1 SEPTEMBER 2004
COMMENCING AT 9.30 AM**

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AGENDA FOR AN ORDINARY MEETING OF THE PROJECTS SPECIAL COMMITTEE TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN, WAITAKERE CITY, ON WEDNESDAY, 1 SEPTEMBER 2004 COMMENCING AT 9.30 AM

1 APOLOGIES



2 URGENT BUSINESS

Section 46A(7) of the Local Government Official Information and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the Committee by resolution so decides; and
- (ii) the Chairperson has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion and decision, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting.

The Committee may make a decision on a matter determined to be urgent.

NOTE: Urgent business need not be dealt with now and may be delayed until later in the meeting.



3 CONFIRMATION OF MINUTES

Ordinary - Wednesday, 4 August 2004

RECOMMENDATION

That the minutes of the Ordinary Meeting of the Projects Special Committee held on Wednesday, 4 August 2004, as circulated, be taken as read and now be confirmed.



4 2003/2004 YOUTH EVENTS AND PROGRAMMES

PURPOSE OF THE REPORT

The purpose of the report is to inform the Projects Special Committee on recent Waitakere City youth events and programmes funded and/or facilitated by Leisure Services in the 2003/2004 financial year.

BACKGROUND

Consultation with youth over the past 12 months continues to identify a strong need to increase the provision of youth events and activities throughout the City.

Consultation with youth now occurs on a regular basis to ensure a constant flow of information is captured to identify new initiatives, and that current programmes and events are meeting youth needs and demand. Consultation is undertaken through several mediums; event and programme participant surveys, Annual Plan submissions, and on a regular basis with the Waitakere Secondary Schools Youth Council and Te Roopu Puawai O Waitakere.

In response to the continued and growing demand for youth events and activities, Council continues to fund, facilitate and support a variety of youth events and programmes in Waitakere City. A Youth Partnerships/Criteria was developed in 2003 to provide an outline of the principle objectives for youth programmes/activities and the type of organisations that would qualify for funding from the Leisure Services Youth Programmes and Youth Events Budgets.

The City Development Committee at the June 2003 meeting moved:

“That the City Development Committee approves the draft Youth Partnerships Priorities/Criteria.”

“That the City Development Committee approves that the partnership agreements be negotiated with existing partnered Youth service providers, and further developed utilising existing networks.”

1112/2003

STRATEGIC CONTEXT

Through adoption of First Call for Children, Council has stated its commitment to proactively supporting children, young people and their families in Waitakere City, and as such, First Call for Children has been identified as one of the City's five priorities in the Long Term Council Community Plan.

Community and Leisure facilities and activities contribute to Council's Strong Communities and Urban and Rural Villages Strategic Platforms by helping provide networks of appropriate and accessible public buildings as key community focal points, and through a wide range of low cost community activities.

Council's strategic objective for leisure is that a comprehensive range of leisure, recreation and sports services and facilities are provided.

The Local Government Act defines one of Council's responsibilities is to promote the social, economic, environmental and cultural well being of communities, in the present and for the future.

ISSUES

A variety of youth events and programmes were funded, facilitated and supported by Leisure Services throughout the 2003/2004 financial year, with regular consultation undertaken to validate the demand for and success of the events and regular activity programmes.

Youth Programmes

A number of community organisations received small amounts of funding for localised youth programmes in the 2003/2004 financial year. Organisations include those Councils which had an existing partnership relationship with, but also included new partners as we strive to increase the provision of local youth activities in Waitakere City. Funding partnership agreements are renewed on an annual basis.

The organisations who received funding in the 2003/2004 financial year were:

- YMCA 'Raise Up n Represent' New Lynn Youth Programme
 - Weekly Wednesday night activity programme
 - Monthly Friday night event programme
- The Village Community Services Trust
 - Weekly Friday night Henderson 'Youth Station'
 - Weekly Friday night New Lynn 'Youth Station'
- Sport Waitakere Street Sports Programme
 - Weekly Friday night Te Atatu Peninsula activity programme
- Ranui Action Project Youth Group
 - Weekly Wednesday night youth activity programme
- McLaren Park Project - Young Believers Youth Group
 - Weekly youth group meetings

The following table indicates the average weekly attendance for the above-mentioned youth programmes, and the manner in which Council's funding was utilised:

Table 1 – Youth Programmes Attendance & Funding Utilisation

Programme	Average Attendance	Funding Utilisation
YMCA Raise Up n Represent - New Lynn - Wednesday night activity programme (weekly) - Friday night event programme (monthly)	30 per week 70 per event	Venue Charges Staffing/Volunteers, Venue, Promotions
The Village Community Services Trust - Henderson Youth Station (weekly - if venue avail.) - New Lynn Youth Station (weekly)	50 per week 25 per week	Venue, Promotions, Staffing/Volunteers Venue Charges
Sport Waitakere - Te Atatu Peninsula Streets Sports Programme (weekly)	22 per week	Purchase of Sporting Equipment to facilitate activities
Ranui Action Project Youth Group - Wednesday night activity programme (weekly)	30 per week	Purchase of Sporting Equipment to facilitate activities, volunteer Expenses

Programme	Average Attendance	Funding Utilisation
McLaren Park Young Believers Youth Group - Youth Group Meetings (weekly)	20 per week	Youth Group establishment, Volunteer, Promotions

Youth Events

Leisure Services in collaboration with other Council departments and external partnership organisations continue to develop and facilitate a variety of youth events in Waitakere City, some that are staged on an annual basis and others as one-off events.

The following youth events were funded and/or facilitated by Leisure Services in the 2003/2004 financial year:

Table 2 – Youth Events

Event	Date(s)	Location	Attendance
Hip Hop Nation	01 August 2003 19 September 2003 19 December 2003 19 March 2004	Massey Leisure Centre Te Atatu Pen. Community Centre New Lynn Community Centre New Lynn Community Centre	800+ 400 80 60
Summer Slamz	13 December 2003 10 January 2004 14 February 2004 13 March 2004	Te Pai Park, Henderson Jack Pringle Park, Te Atatu Pen. Starling Park, Ranui Shadbolt Park, New Lynn	120 Cancelled - rain Cancelled - rain 150
Free DISCO for youth with disabilities	<i>Project in conjunction with Waitakere College Special Needs Unit and other community organisations</i>	Kelston Community Centre	Postponed to August 2004 (now resourced from 2004/2005 budget)
Youth Week Celebrations	3 - 9 May 2004	Massey Leisure Centre	750+
Oceania Badminton Championships 2004 - Youth Tournament	21 - 25 April 2004	Waitakere Badminton Association	120 - youth participated in tournament
Green Bay Community House - Youth Yahoo in the House	25 June 2004	Green Bay Community House	200

Any budget allocations from cancelled or postponed events were redirected to other events, or recorded as savings.

A supplementary 'Youth Events and Activities Commentary' that provides photographs, copies of promotional material and more event/activity specific information will be distributed to the Committee at the meeting on 1 September 2004.

Advertising/Promotions

A new advertising campaign was trialled throughout the 2003/2004 summer holidays to promote Summer Slamz events, West Wave, and the Sport Waitakere and YMCA Massey youth activity programmes.

The campaign is summarised as follows:

- Posters located in West City and St Lukes Mall, and Westgate, West City and St Lukes Village 8 Cinemas;
- 16 week poster campaign at the various locations (late November thru to mid-March);
- Total of 3 different posters throughout campaign.

The purpose of utilising this new advertising medium was to target promotions to youth throughout the school holiday (the Leisure Needs Analysis determined that a significant portion of youth spend their leisure time at the Movies or hanging out at the Mall), and also serves as an excellent public relations exercise to highlight what Waitakere City Council is doing for the youth of our city.

Event participant surveys indicated that posters situated in the Cinemas reached our target market; however, the Malls were not as successful as anticipated. If we continue with this advertising medium in 2004/2005, posters will be restricted to the Cinemas to gain maximum benefit.

Other promotions include the distribution of colour posters and fliers to all Waitakere Secondary Schools, Community Centres, Libraries, shops in the Malls, and at other youth events and programmes where this opportunity is available. Street billboards were also used to locally promote the individual Summer Slamz events, and Radio advertising and sponsorship was secured for the Youth Week 2004 celebration events (The Edge).

LOOKING FORWARD

Leisure Services continues to work in partnership with local youth services providers to sustain and enhance existing youth events and activity programmes. Partnerships established during the 2003/2004 financial year will continue where appropriate, with new partnership agreements established with services providers striving to meet an area of need not currently met by Waitakere City Council or its partners.

RESOURCES

A sum of \$20,000 for Youth Events and \$30,000 for Youth Programmes was allocated in the 2003/2004 Annual Plan, with the same allocation in the 2004/2005 Annual Plan to continue with the provision and funding support of youth events and programmes in Waitakere City.

A sum of \$20,000 for the Village Community Services Trust Henderson Youth Station was allocated in the 2003/2004 Annual Plan, with the same allocation in the 2004/2005 Annual Plan to continue developing and providing a Friday night programme targeted to 'youth at risk' in the Henderson area.

CONCLUSION

Consultation with youth over the past 12 months continues to identify a strong need to increase the provision of youth events and activities throughout the City.

A variety of youth events and programmes were funded, facilitated and supported by Leisure Services throughout the 2003/2004 financial year, with regular consultation undertaken to validate the demand for and success of the events and regular activity programmes.

A number of community organisations received funding from Leisure Services to assist with the provision of local youth activity programmes and events. This resulted in a wide variety of activity programmes and event being facilitated throughout the 2003/2004 financial year.

A supplementary 'Youth Events and Activities Commentary' that provides photographs, copies of promotional material and more event/activity specific information will be distributed to the Committee at the meeting on 1 September 2004.

RECOMMENDATIONS

That the Youth Events and Programmes Report be received.

Report prepared by: Jo-Anne Inancsi, Leisure Planner - Leisure Services

