

# PLAYFORD



*Alive*



## Community in Transition Plan



*Bringing people  
together*



**Government of  
South Australia**

The Playford Alive project is a partnership between the State Government (Land Management Corporation and the Department for Families & Communities), the City of Playford and the local community.

The Playford Alive Community in Transition Plan has been prepared by the Department for Families and Communities' Community Planning and Renewal Unit on behalf of the project partners.

For further information about Playford Alive contact the Playford Alive Project Office on 08 8182 8901.



# Community in Transition Plan

## Summary

The long term economic and social sustainability of the *Playford Alive* project area and reinvigoration of the Peachey Belt community is a strong focus of the *Playford Alive* project. The Community in Transition Plan for the period of 2009-2012 complements the physical master plan developed for the project, by ensuring that the project is linked to broader national, state and council initiatives. The focus of the plan is on strategies to support members of the community as the urban renewal project accelerates by providing opportunities, activities and services to increase community participation (social and economic) across the whole project area.

The *Playford Alive* project provides an opportunity for the community and stakeholders to work creatively together to build new and innovative ways to enhance existing community strengths, improve service collaboration and jointly provide resources. The Community in Transition Plan aims to ensure that the community is able to benefit from the significant investment that is taking place, building on the success of the excellent initiatives that are already occurring in the area, and also acting as a vehicle for change - encouraging partnership commitment to develop innovative ways of delivering services and programs that will achieve positive outcomes for people living in the *Playford Alive* project area.

## Key Initiatives

- Establishment of the Playford Alive Initiatives Fund: \$4-5 million over the life of the project to support the community in transition.
- Steps to Success: a project aimed at increasing skills and aspirations of young people by engaging them on a pathway to community participation and getting a job.
- Community Alive! Activities aimed at increasing community activity and recreation opportunities in Playford Alive. The project involves the development of a community and recreation precinct, upgrade of the McVeity Community Centre, an annual calendar of events and support for local sport and cultural activities.
- Stronger, smarter, safer: A community driven crime prevention project that aims to reduce crime and perceptions of crime by developing local solutions to local issues.
- Jobs in Playford Alive: The creation of local employment and training opportunities through building, civil and landscaping works in the Playford Alive project.
- Family Pathways: Develop an engagement pathway for families and individuals to build the capacity of parents and carers in supporting their children across all stages of their development. It will also develop greater employment and community participation opportunities for families and individuals.



## Introduction

The 15 year *Playford Alive* urban renewal project encompasses an area of approximately 1000 hectares in northern Adelaide and includes the development of previously undeveloped land together with the urban renewal of the Peachey Belt suburbs of Davoren Park and Smithfield Plains.

*Playford Alive* will create more than 4,700 new houses, two new public schools, and opportunities for private schools, new and improved retail facilities, new and improved community and recreation facilities, more efficient public transport services, greater opportunities for employment and training and community development programs that will strengthen community leadership, wellbeing and quality of life. It is expected that the population in the *Playford Alive* project area will more than double, increasing from by more than 20,000 people by the end of the project.

The long term economic and social sustainability of the *Playford Alive* project area and reinvigoration of the Peachey Belt community is a strong focus of the project and this Community in Transition Plan has been developed as a vehicle to complement the physical master plan for the area.

The Community in Transition Plan will build on the strengths and resilience of the existing community and ensure that the significant investment and economic growth that is taking place in the area provides benefits to the whole community.

## **Playford Alive opportunity - A time of change**

The community in the Peachey Belt has been an advocate for change for many years. This strong level of community involvement has helped guide the planning and delivery of the *Playford Alive* project.

With significant expenditure occurring on infrastructure, including new schools, housing, roads, recreation areas and other public spaces, the community is seeing that change is happening, not just being talked about. There is a strong sense of optimism in the Peachey Belt.

As new infrastructure is built and new people begin to move into the area, there will be a new look and energy in the community. The community – both existing and

new – will benefit from training and employment programs, improved housing, new schools and better health services.

The community will also benefit from the creation of the Playford Alive Initiatives Fund, with contributions to the fund derived from the sale of land in the *Playford Alive* project area.

The Playford Alive Initiatives Fund will assist initiatives in the project area, which meet the community's aspirations to be:

- modern, attractive and connected
- sustainable
- safe and active

These aspirations have driven the planning and delivery of the whole *Playford Alive* project.

## Purpose of plan

The Community in Transition Plan is an important component of the overall planning and delivery of the *Playford Alive* project. The Plan complements the physical master plan and ensures that the project is linked to broader national, state and council initiatives.

It will build on the assets of the *Playford Alive* project area, building on successful models and programs, maximising opportunities for local level collaboration across government, non government agencies, industry and the community.

The Community in Transition Plan is a three year plan focussing on strategies that support members of the community to enjoy the benefits of social and economic inclusion and to outline the commitment of stakeholders to the area. Linking people physically, socially and economically is critical for the successful renewal of the *Playford Alive* project area and the Community in Transition Plan will provide opportunities, activities and services for increased community participation (social and economic) that will benefit people across the whole project area.





## How the plan has been developed

This Plan has been developed in collaboration with representatives from state, local and the commonwealth governments, the non-government sector and the community.

The Community Working Group (a key group within the project's overall governance structure) has overseen the development of the plan and the Economic Working Group and the *Playford Alive* Across Government Group (and associated drafting taskforce) have also had input into the plan.

Input from the community has been received through the Community Reference Group (via the chair and the co-chair) and the project's Neighbourhood Development Officer. Feedback from the community to the *Playford Alive* project team has indicated that residents feel that they have been "over consulted, over surveyed and over researched over the last 15 years".

Recognising this, much of the community input into this plan has been obtained through a range of earlier consultations including:

- *Playford Alive* Community Consultation
- Imagine Peachey Information Trailer
- Y Focus Groups
- Peachey Belt Charrette – 6 key themes
- Community Services Charrette
- Northern Community Summit
- Anglicare Communities for Families consultations.

## The next steps: The path to social and economic inclusion

The City of Playford as a whole is experiencing significant economic and population growth, but there are pockets of entrenched socio-economic disadvantage that sometimes span more than one generation. Employment growth in the area is strong, but levels of unemployment in the Playford area remain higher than the metropolitan average.

As new people move in proportional rates of unemployment and disadvantage may diminish, but those households that are socially and economically disadvantaged will not necessarily benefit from improvements unless assertive action is taken.

There are many reasons that an individual or family may not be able to access the new opportunities emerging in their community. They could be experiencing intergenerational unemployment, poor health, intellectual or physical disability or psychological stress just to name a few. The risk of doing nothing to support these families on a path to engagement does not just affect these people – it has implications for the whole community. *Playford Alive* provides an opportunity to make a difference to individuals, families and the whole community.

The significant infrastructure development occurring in Northern Adelaide (*Playford Alive*, Greater Edinburgh Parks, Blakeview, Northern Expressway Development (NExy), Waterproofing Northern Adelaide and Buckland Park) combined with a range of key industry areas (health, retail, logistics, horticulture, advanced manufacturing and food processing) offer the opportunity for employment creation and the development a comprehensive learning to employment model for residents in *Playford Alive*. It is a chance to provide a pathway to social and economic prosperity for all residents; including the most disadvantaged in our community. Engaging and re-engaging people is the first step.



## A Pathway to engagement social and economic

The Plan has been developed based on the building of community strength, empowerment of individuals and increasing the number of people who are actively engaged in the community.

There are many individuals in the *Playford Alive* community who are extremely active in their community. The Community in Transition Plan focuses on increasing the number of people participating in their community by connecting residents to each other, to the *Playford Alive* project and to community and employment initiatives. Increasing engagement using this approach is not about delivering “one off” significant projects, instead we are focusing on providing opportunities for people to participate and then supporting them to drive future initiatives and actions in their community.

A unique element of the *Playford Alive* Community in Transition Plan is the relationship between community and economic initiatives as a way of connecting people to an engagement pathway.

Community Development initiatives are often focused on a particular activity or project, after which participants disperse and go back to their usual lives. A focus of the Community Transition Plan is on maximising the new relationships, energy and skills that are developed through community development initiatives by supporting people onto an ongoing pathway of social and/or economic participation.

Steps to Success is an example of a community development initiative that connects to a pathway of social or economic participation.

## Steps to success: youth engagement pathway project

Steps to Success is being used by the *Playford Alive* project as the preferred youth engagement model for the project. It focuses on engaging young people through initiatives such as the YDrive program, 426 Sport and Recreation Program and other community development initiatives and then linking them onto a pathway of increasing social and/or economic inclusion. There are many excellent programs and initiatives operating in the area and Steps to Success seeks to work with existing and new initiatives to ensure the best possible outcomes for young people living in the *Playford Alive* project area.

The *Playford Alive* Family Engagement Pathway will be developed to engage families and individuals in the project area. This will be based on a similar model to the Steps to Success youth engagement pathway project, linking to existing initiatives as well as incorporating new engagement initiatives as they emerge.





## Collaboration and delivering the actions

It is the intention that this plan will facilitate the delivery of social outcomes for the *Playford Alive* community. The concerted effort of all levels of government as well as industry and the non government sector is required for successful social regeneration of the project area. Community leaders and volunteers will be an integral part of this, working with organisations to shape their community and to ensure that there is successful integration of new and established residents.

The principal role of the *Playford Alive* team is to facilitate innovative and collaborative relationships and partnerships between organisations in the design and implementation of

programs that deliver a range of initiatives from community development through to employment outcomes.

The team runs some programs directly; but their predominant role is as facilitators, bringing together organisations that would normally operate in parallel or even compete against one another.

The delivery of this plan is dependent on sufficient funds being available to the participating organisations as the plan includes a mixture of programs that are funded within existing resources as well as those that will require additional funding.

## How the Initiatives Fund will work

A Initiatives Fund Management Board will assess applications and allocate community grants, capital funding and sponsorship on behalf of the Project.

The Fund Management Board will be responsible for developing a three year rolling funding strategy that allows for a mix of short and long term grants and sponsorships to deliver both capital investment and to act as a catalyst to develop and support community programs.

Projects must demonstrate that they are inclusive and that there will be a lasting benefit to the community.

The Initiatives Fund will prefer to support groups that have volunteer involvement. The accumulated funds will be available for use within and on the periphery of the Playford Alive project boundary provided that it can be demonstrated that the majority of the benefits will be for residents living within the project area.

## Playford Alive Initiatives Fund

The *Playford Alive* Initiatives Fund is an exciting financial resource of \$4-5 million available for community initiatives over the life of the project.

The fund, which has been established through a developer agreement, will play a key role in supporting the objectives of *Playford Alive* by providing funding and sponsorship for local initiatives and capital projects that support community and economic development.

Potential initiatives funded through the initiatives fund could include:

- Support for local groups through local community activities.
- Programs to integrate existing and new residents in the community.
- Major local activities and events which promote and celebrate the skills and interest of local people and create a sense of identity.
- Community and recreation facilities and services (that fall outside the core responsibility of agencies).
- Supports the creation of local employment opportunities.
- Promotes a positive image of the Playford Alive project.



## Evolving over time: review and evaluation

This plan is not intended to be static. It is recognised that the economic, social and policy environment that we work in will change over the life of the project. The plan will need to be reviewed regularly, evolving over time in response to these changes and also in response to our 'learning how'.

The plan needs to be flexible enough to enable new opportunities to be seized as they emerge and importantly to support community driven initiatives as the community grows – both in size and in capacity.

It is the intention that many of the actions identified for 2011-12 and beyond will be developed and delivered in collaboration with community members as more people become engaged in the project and in their community. The *Playford Alive* Community Working Group will be responsible for monitoring and reviewing the plan. An evaluation framework has been established to evaluate and measure the overall outcomes of the *Playford Alive* project.

The evaluation will incorporate key outcomes and measures of success for the Community in Transition Plan.



## Imagine Peachey A community driven initiative

Imagine Peachey uses an asset based approach to work with the community to identify what is important to them and what needs to happen to make things happen in their community.

A need for more information about what is happening through *Playford Alive* was identified by the Imagine Peachey Group.

The group has developed a range of initiatives to keep the community informed:

- Imagine Peachey Information Trailer
- Peachey Voice Newsletter
- Peachey Voice Radio program
- Imagine Peachey Website

These are all community based projects that are driven by a group of community volunteers (supported by a Neighbourhood Development Officer) who work collaboratively with the *Playford Alive* project partners to deliver. The outcome is that residents have learned new skills, have increased their social networks and have ownership of activities that are occurring in their community.



## Focus Area 1 - Engaging the community

Members of the community will have a sense of pride about their past and energy and enthusiasm about their future. *Playford Alive* will be an area where people choose to live and where everyone feels empowered to "have a say".

The *Playford Alive* project will contribute to this by supporting community development initiatives and providing residents with opportunities to have a say and "get involved" in their community.



### Community building in *Playford Alive*

#### 2009 -10

- Establish and promote the *Playford Alive* Initiatives Fund to support programs, projects and activities that facilitate integration of the emerging and existing community.
- Develop a "Welcome to the Community" process.
- Seek the input of the community to the *Playford Alive* project, through:
  - Community Reference Group
  - Y Drive – Focus groups, mail outs
  - Community Events
  - On-line discussion boards
- *Playford Alive* Evaluation.
- Ensure the community, local businesses, training organisations and other stakeholders are kept informed through the following:
  - Imagine Peachey Information Trailer
  - Housing SA Elizabeth Office
  - Peachey Voice Radio
  - Imagine Peachey website
  - Community notice boards
  - Peachey Voice Newsletter
  - *Playford Alive* Newsletter
- Redevelop project website to include information about what's happening in the community and how locals can get involved and provide feedback opportunities.
- Work with Marni Waeindi and other organisations to develop new mechanisms that increase the engagement of Aboriginal people in the *Playford Alive* project.
- Develop a project with Aboriginal people and organisations to ensure that Aboriginal culture is reflected in the project area.
- Develop new mechanisms to increase the engagement of families in the *Playford Alive* project.



## Focus Area 1 - Engaging the community

### Community building in *Playford Alive* (cont.)

- 2010 -11**
- Deliver the “Welcome to the Community” program to support residents to connect with community activity and to widen social networks.
  - Promote successful community events in the local media.
  - Develop and deliver initiatives to increase the engagement of culturally and linguistically diverse groups in the Playford Alive project.
  - Implement the Aboriginal culture project developed during 2009-10.
  - Use the project website to inform people about what’s happening in their community and how they can get involved.
- 2011 -12**
- Review the membership and terms of reference of the Community Reference Group to ensure that it remains representative of new and established residents, young people and other population groups living in the project area.
  - Community feedback event “*Playford Alive Speaks*”.
  - Profile new and established residents in local media/ project website e.g. “Meet Community Reference Group members”.

### Community Alive! Increasing community activity, sport and recreation in *Playford Alive*

- 2009-10**
- Implement the City of Playford Open Space Strategy.
  - Support sport and recreation in the project area through:
    - Development of a recreation strategy
    - Club sponsorship
    - Develop the skills of volunteers of local organisations
    - 426 Sport and Recreation Program
    - Building links with clubs to increase their capacity to operate and to increase the number of clubs operating in or near the *Playford Alive* project area
    - Develop a BMX Alive Project





## Focus Area 1 - Engaging the community

### Community Alive! Increasing community activity, sport and recreation in *Playford Alive* (cont.)

- 2009-10**
- Advocacy and promotion of a sustainable transport project.
  - Deliver the 2009-10 program of community events.
  - Develop an online calendar of community events.
  - Develop a framework for community gardens in the project area.
- 2010-11**
- Establish the community and recreation precinct.
  - Implement the sustainable transport project.
  - Establish a community garden project.
  - Deliver the 2010-2011 program of community events .
  - Promote and support recreational activities specifically for young Aboriginal people including:
    - Aboriginal Girls Nunga Dance group
    - Kaurna Netball program
- 2011-12**
- Redevelop the John McVeity Recreation Centre.
  - Promote sustainable transport (walking and cycling) in the community.
  - Implement the 2011 - 2012 program of events.

### Stronger, Smarter, Safer: Crime prevention in *Playford Alive*

- 2009-10**
- To work with the community to promote Crime Prevention through Environmental Design (CPTED) principles.
  - Deliver Street Proud: Neighbours Working Together demonstration project working with the community to improve streetscapes.
  - Deliver the Designing Out Crime Project.
- 2010-11**
- Implement the Safer Community Strategy and Action Plan.
- 2011-12**
- Deliver Street Proud: Neighbours Working Together project in other streets as identified.





## Focus Area 2 - Building community capacity

A community where learning is viewed as a life long pursuit. The *Playford Alive* project will contribute to this by supporting emerging leaders and working with agencies to support individuals and families on a pathway to engagement.

### Supporting emerging leaders and volunteers

- 2009 -10**
- Identify club development needs of sport and recreation clubs in the project area and develop and implement a program of activities that address the identified needs.
  - Increase the skills of community leaders and volunteers through coaching, training, and development programs including YDrive and the 426 Sport and Recreation Program.
  - Support young people to develop personal skills, leadership skills and networks through a range of national and local government leadership and engagement initiatives:
    - Council wide initiatives including Youth Advisory Committees, Playford Youth Network
    - Peachey Youth Committee
    - Youth Week
  - Investigate the viability of volunteer hot desks in the community or a volunteer resource centre.
- 2010-11**
- Deliver an education and skill development program for committees that manage sporting and recreation clubs in the project area.
  - Award volunteers for their service to the *Playford Alive* project:
    - *Playford Alive* (general) – for involvement in project
    - *Playford Alive* (youth) – for involvement in the project
    - Supporting youth - for supporting youth eg teacher, coach, mentoring programs etc
- 2011-12**
- Hold a *Playford Alive* Community Network event.
  - Develop succession planning mechanisms with volunteer groups.

## Obesity Prevention and Lifestyle (OPAL) Program

Announced in 2009 by the South Australian State Government, Obesity Prevention and Lifestyle (OPAL) is a 5 year community based initiative that aims to increase healthy eating and physical activity.

The initiative is targeted at children, young people and their families focusing on improving eating and activity patterns. OPAL is a partnership between government and local community groups who will work together to develop community wide solutions.

OPAL is a good example of governments working in partnership, it is jointly funded by State, Federal and Local Governments with project staff located at the City of Playford.



## Focus Area 2 - Building Community Capacity

### Building the capacity of individuals and families

2009-10

- Deliver Building Family Opportunities project to work with families experiencing long-term joblessness.
- Develop and deliver the Housing SA Casework Support Initiative to support Housing SA tenants to sustain their tenancy.
- Develop an engagement pathway for families and individuals based on the principles of Asset Based Community Development. This pathway will build the capacity of parents and carers and increase community participation and opportunities for individuals and families.
- Consider a formalised agreement between organisations contributing to community outcomes in the *Playford Alive* project that includes ongoing commitment, liaison and across organisation coordination.

### What is Asset Based Community Development?

Asset Based Community Development is a way of working that builds on community strengths rather than focussing on deficits.

It builds on community strengths, skills, hopes and dreams. It connects with existing community assets such as service providers, community groups, church groups and physical assets such as schools, green spaces, public spaces, halls etc.

This approach encourages the community to take control and it empowers groups and individuals to make a difference. Asset Based Community Development encourages communities to develop from the inside out.

### Building Family Opportunities

In June 2009 Premier Mike Rann launched Building Family Opportunities - a program to be implemented by the South Australian Social Inclusion Unit to work with families experiencing long-term joblessness.

Approximately 100 households in the City of Playford experiencing long-term joblessness will receive intensive support and training to

get them into the workforce. Many of these 100 households will be from the Playford Alive Project Area.

The Building Family Opportunities program will bring together employment and family dynamics in an effort to break the cycle of inter-generational joblessness. It is an approach that puts families at the centre of service delivery.





## Focus Area 2 - Building Community Capacity

### Building the capacity of individuals and families (cont.)

#### 2009-10

- Use educational community consultation groups including the Schools Advisory Groups and governing councils as a mechanism to increase parental knowledge about employment and educational opportunities for their children.
- Deliver engagement programs that support healthy eating habits:
  - Playford Community Food Co-op
  - Healthy Eating program
  - Community Foodies
  - Edible Classroom / Peachey Cooks project
- Develop a proposal for a:
  - Community Market in the project area
  - Community Garden
- Implement the Obesity Prevention and Lifestyle (OPAL) program.
- Ensure Aboriginal families are supported through the renewal process by linking to existing and new programs.
- Work with the Northern Adelaide Health Services to extend the use of the Health Improvement Tool for application in the *Playford Alive* area.
- Deliver Social Connection Programs.
- Build strong links with the Centrelink Pilot Program as part of the *Playford Alive* engagement initiatives.

#### On-going 2010 -11 2011-12

- Begin parent/carer and student industry tours (delivered in collaboration with Registered Training Organisations, TAFE and University SA) to increase the knowledge of parents/carers to support their children in making curriculum and employment choices.
- Implement the *Playford Alive* Family Engagement pathway.
- Utilise the Health Improvement tool to direct new programs in the *Playford Alive* project area.
- Initiate the Community Market in the project area.

## Playford Alive Social Connection Programs

Social connection programs aim to reduce social isolation and increase social inclusion for older people, carers and those with a disability.

Programs provide a range of activities such as exercise, fitness, computing, art and craft and health and well being courses.

Some programs are provided to meet the needs of specific groups such as fortnightly mens group, Saturday Sports 4 All program for children with a disability, Friends program for adults with an intellectual disability, programs for people with dementia and weekly social groups for older people.

All programs are provided in a supportive environment enabling people to develop friendships whilst engaging in a variety of activities that focus on learning new skills and participating in new experiences.



## Focus Area 3 - Young people and community connection

Young people are valued in the community. Students are connected to the broader community and to economic development.

The *Playford Alive* project will contribute to this by connecting with local schools and supporting initiatives that encourage belonging and pathways to employment and/or community connection.

### Schools and *Playford Alive*

#### 2009-10

- Deliver the Pathways Coordinator program to improve the social and economic participation rates of young people with a disability.
- Integrate the Department for Education and Children’s Services Plan into the *Playford Alive* Community in Transition Plan.
- Host a science fair event for local Primary Schools.
- Implement the Edible Classroom project in collaboration with Swallowcliffe Primary school.
- Develop a partnership between the schools in the project area and the *Playford Alive* project focussing on increasing connections between the schools and the local community.
- Develop an alliance with the Kaurna Plains school and Children’s centre to increase connections between Aboriginal children and the local community.

#### Ongoing 2010 -11 2011 -12

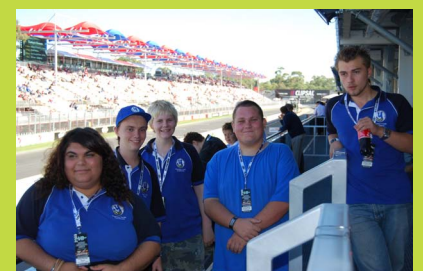
- Deliver new child care, preschool, primary and secondary education facilities through the SA Government Education Works Initiative including: Birth-Year 12 School in Munno Para West, Birth –Year 7 School in Smithfield Plains and a Children’s Centre incorporating childcare, preschool and family and health services.
- Collaborate with training providers (Registered Training Organisations, TAFE, University SA) to deliver industry tours for northern suburbs teachers to increase awareness of industry pathways, opportunities and requirements for employment in local industry.
- Implement joint initiatives that develop from the stronger working relationship between schools and *Playford Alive*.

## Pathways Coordinator Program

The Pathways Coordinator will coach, mentor, and advocate for selected students before they are lost from the school system. These students will be supported by a Pathways Coordinator to achieve better vocational outcomes while they are in school and as they transition post-school.

### How will students be selected for this program?

Students in year 9 will be selected using the Support Training and Resource Tool (developed by the University of Adelaide). This tool will identify young people at risk of not making a successful transition post-school because they have a disability or, are at risk of developing a long-term disability.





# Focus Area 3 - Young people and community connection

## Linking young people to the community: Steps to Success project

2009-10

- Build the Steps to Success project as an engagement tool for young people through an Asset Based Community Development approach for the project area.
- Implement the 426 Sport and Recreation Program to increase the participation of young people through education and skill development.
- Engage 80 participants in the YDrive program and connect the program to employment and training pathways.

### How does Steps to Success work: Using Y Drive as an example

Y Drive is a youth initiative implemented by the *Playford Alive* Project to positively engage with young people in the project area. The first initiative is Getting Your Learners Program. The course is free to all attendees. Participants are required to attend a Y Focus Group where young people are encouraged to share their experiences of living in the area and develop ideas on what is needed to address some of their concerns.

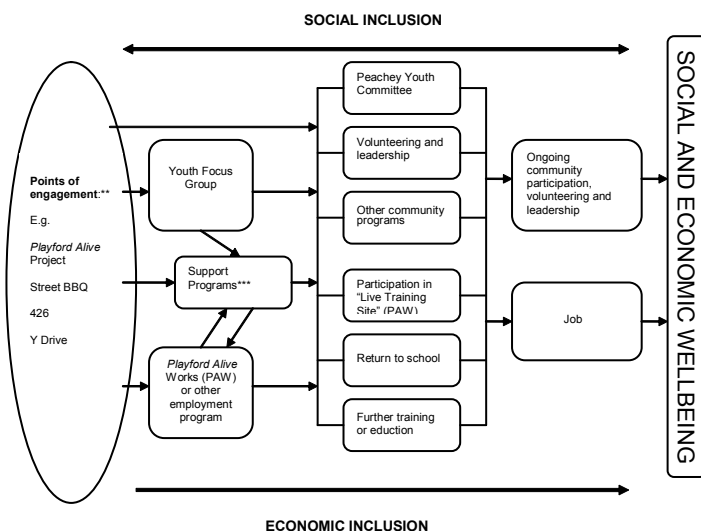
The focus group provides participants with the opportunity to become involved in the *Playford Alive* Project through either community development or employment and training pathways.

The Y Drive initiative provides positive engagement and development of relationships with local young residents by fostering youth leadership opportunities through the Peachey Youth Committee.

This committee has ongoing involvement in projects such as the;

- Peachey Voice Newsletter
- Peachey Voice Radio Program
- Peachey Community Fun Day

These connections assist in lifting the profile of young people and provide them with a voice to break down the stereotypical perception and barriers in the community.



#### Steps to Success: Linking Young People to the Community

This is a fluid pathway. Young people can enter or re-engage at any stage. New programs can evolve over time.

\*\* Existing points of engagement.

\*\*\* This includes support offered through NGO's and Government organisations in the area.



## Focus Area 3 - Young people and community connection

### Linking young people to the community: Steps to Success project (cont.)

- 2009-10** • Develop a community art project including investigating opportunities to employ a resident artist, identification of legal graffiti walls and identification of locations for community art.
- 2010-11** • Implement the Steps to Success project.
  - Implement the community art project.
  - Engage young people in the development and maintenance of recreation areas and in water monitoring.
  - Design a safe youth outdoor meeting space.
- 2011-12** • Continued development and implementation of the Steps to Success project.
  - Build the youth outdoor meeting space.





## Focus Area 4 - Pathways to employment

Every child leaving school will have an expectation of a pathway to training and employment. Local people will be able to access employment and training opportunities created by the infrastructure works in Northern Adelaide.

The *Playford Alive* project offers an opportunity to capitalise on the infrastructure development that is occurring and to work with existing and successful employment and training organisations to ensure that local people benefit from development in their areas.



### Community development as a “spring board” for training and employment

**2009-10**

- Locate employment and/or training facilities in or near community hubs e.g. John McVeity Centre.
- Link programs offered at the Para West Adult Campus to employment and vocational training programs.

**Ongoing  
 2010 -11  
 2011 -12**

- Use Community Development and Community Engagement initiatives delivered through the Steps to Success and Family Pathways Project to encourage young people into an employment and training pathway eg:
  - Community art projects
  - Y Drive young drivers initiative
  - Edible Classroom project
  - Sustainable transport project.

### Capitalising on the infrastructure: Jobs in *Playford Alive*

**2009 -10**

- Develop and implement *Playford North Works*. This project involves isolating work in the project area as ‘live training sites’ and connecting the community to training and employment opportunities through the site.
- Lead agencies to issue contracts that include a commitment to local training and employment opportunities or economic development.
- Lead agencies to isolate a range of works (civil construction, landscaping, housing works) within the project that can be used for social regeneration training initiatives.

**Ongoing**

**2010 -11  
 2011 -12**

- 80 employment placements per annum delivered through *Playford Alive* initiatives.
- Deliver 100 training opportunities per annum through the *Playford Alive Works* project.
- All contracts issued by partner agencies in *Playford Alive* include a commitment to local training and employment as standard.
- Build on the commitment of *Playford Alive* partners to encourage investment from other sectors.



## Focus Area 4 - Pathways to employment

### Innovative program design and collaboration between organisations

- 2009 -10**
  - Facilitate the connection between ETSA, the community and the northern region's agencies and educational institutions.
  - Collaborate with local employers to develop live training sites across a range of industry sectors.
  - Establish and maintain partnerships and relationships with industry, registered training organisations, employment service providers, non government organisations and government agencies.
- Ongoing**
  - Develop live training model for building and construction with industry associations in *Playford Alive*.
- 2010 -11**
  - Work with local employers and Industry to develop new models of training delivery that are tailored to the needs of the *Playford Alive* community.
- 2011 -12**

### Linking residents to learning to employment opportunities

- 2009-10**
  - Lyell McEwen Hospital / Centrelink Employment Program:* A training and employment program for health services. 15 participants of any age.
  - Playford North Works:* A program for people aged between 16-24. 140 participants engaged in training programs and 80 job placements achieved.
  - Work Experience Program:* *Playford Alive* team to partner with *Northern Futures*, *Playford Pathways* to deliver structured work experience placements.
  - Marni Waeindi* Indigenous Youth Training to Employment Program.

## What is a live training site?

A live training site incorporates 'hands on' accredited and non-accredited training in a 'real' work environment, in a range of industry sectors.

Local residents participating in the live training site will be involved in the regeneration of their area (community engagement and community capacity building) as well as developing skills essential for gaining employment within the civil construction, building and construction and horticulture industry sectors.

The live training site will also link into the economic development commitment wording in *Playford Alive* contracts by providing a work ready recruitment pool of residents to place into employment with contractors winning works in the region.





## Focus Area 4 - Pathways to employment

### Linking residents to learning to employment opportunities (cont.)

**Ongoing  
2010 -11  
2011 -12**

- Engage with 200 people per year offering training and employment pathways.
- Place 100 people onto a training or employment pathway (work experience, paid employment, training program, volunteer work) (Annually).
- Continue to work with external organisations to develop learning to employment programs for local residents.

## Women in Civil Project: Working in partnership to develop a learning to employment continuum

The Women in Civil project supports young women in the northern region who are considering a career in a non traditional trade. Steered by women working in a non traditional trade the project is designed to provide participants with a support network, develop skills required for work and to obtain the technical skills needed for work in the construction industry.

Relationship building and collaborative partnerships have been a key part in this initiative with each partner responsible for components in the development and implementation

of this project. Combining the expertise of all partners, the project has become a very powerful tool for building long-term relationships with organisations in the northern region who would normally compete not collaborate.

The live training site will also link into the economic development commitment wording in Playford Alive contracts by providing a work ready recruitment pool of residents to place into employment with contractors winning works in the region.

#### **Project Partners:**

- Land Management Corporation - recruitment, uniforms, work experience placements, graduation ceremony.
- City of Playford - facilities for practical project activities, connections with industry, work experience places, potential employment
- Civil Contractors Federation SA, Civil Train - industry links to work experience placements and potential work outcomes
- Kickstart Pty Ltd - Delivery of non-accredited, soft skills training
- Marni Waiendi - Promotion of the project to Indigenous women, case management support to indigenous participants
- BoysTown - Case management support to non-indigenous participants, potential employment
- NEXY project - Field trips, use of community room, work experience, potential employment
- Career Workforce Development Centre – project promotion, resume writing support, information sessions





# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 1 - Engaging the community

		2009-10	2010-11	2011-12
<b>Community Building in Playford Alive</b>	Establish and promote the <i>Playford Alive</i> Initiatives Fund.	✓		
	Develop a "Welcome to the Community" process.	✓		
	Seek the input of the community to the <i>Playford Alive</i> Project Evaluation through a range of mechanisms.	✓	✓	✓
	Ensure the community, local businesses, training organisations and other stakeholders are kept informed of <i>Playford Alive</i> .	✓	✓	✓
	Redevelop project website to include information about what's happening in the community and how locals can get involved.	✓		
	Work with Marni Waeindi and other organisations to develop and deliver new mechanisms that increase the engagement of Aboriginal people in the <i>Playford Alive</i> project.	✓		
	Develop a project with Aboriginal people and organisations to ensure that Aboriginal culture is reflected in the project area.	✓		
	Develop and deliver new mechanisms to increase the engagement of families in the <i>Playford Alive</i> project.	✓		
	Deliver the "Welcome to Community" program to support residents to connect with community activity and to widen social networks.		✓	✓
	Promote successful community events in the local media.		✓	✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 1 - Engaging the community (cont.)

		2009-10	2010-11	2011-12
<b>Community Building in Playford Alive</b>	Develop and deliver initiatives to increase the engagement of culturally and linguistically diverse groups in the <i>Playford Alive</i> project.		✓	
	Implement the Aboriginal culture project developed during 2009-10.		✓	
	Use the project website to inform people about what's happening in their community and how they can get involved.		✓	✓
	Review the membership and terms of reference of the Community Reference Group to ensure that it remains representative of new and established residents.			✓
	Deliver the " <i>Playford Alive Speaks</i> " event.			✓
	Profile new and established residents in local media/ project website e.g. "Meet Community Reference Group members".			✓
<b>Community Alive! Increasing community activity, sport and recreation in Playford Alive</b>	Implement the City of Playford Open Space Strategy.	✓		
	Support sport and recreation in the project area through: <ul style="list-style-type: none"> <li>- Development of a recreation strategy</li> <li>- Club sponsorship</li> <li>- Develop the skills of volunteers of local organisations</li> <li>- 426 Sport and Recreation Program</li> <li>- Building links with clubs to increase their capacity to operate and to increase the number of clubs operating in or near the Playford Alive project area</li> <li>- Develop a BMX Alive Project</li> </ul>	✓		



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 1 - Engaging the community (cont.)

		2009-10	2010-11	2011-12
<b>Community Alive!</b> <b>Increasing community activity, sport and recreation in Playford Alive</b>	Advocacy and promotion of a sustainable transport project.	✓		
	Deliver a program of community events.	✓	✓	✓
	Develop an online calendar of community events.	✓		
	Develop a framework for community gardens in the project area.	✓		
	Establish the community and recreation precinct.			
	Implement the sustainable transport project.		✓	
	Establish a community garden project.		✓	
	Promote and support recreational activities specifically for young Aboriginal people including: - Aboriginal Girls Nunga Dance group - Kaurna Netball program		✓	
	Redevelop the John McVeity Centre.			✓
	Promote sustainable transport (walking and cycling) in the community.			✓
<b>Stronger, Smarter, Safer: Crime prevention in Playford Alive</b>	To work with the community to promote Crime Prevention through Environmental Design (CPTED) principles.	✓		
	Deliver <i>Street Proud: Neighbours Working Together</i> demonstration project working with the community to improve streetscapes.	✓		
	Deliver the <i>Designing Out Crime</i> project.	✓		
	Implement the <i>Safer Community Strategy</i> and Action Plan.		✓	✓
	Deliver <i>Street Proud: Neighbours Working Together</i> project in other streets as identified.		✓	✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 2 - Building community capacity

		2009-10	2010-11	2011-12
<b>Supporting emerging leaders and volunteers</b>	Identify club development needs of sport and recreation clubs in the project area and develop and implement a program of activities that address the identified needs.	✓		
	Increase the skills of community leaders and volunteers through coaching, training, and development programs including YDrive and the 426 Sport and Recreation Program.	✓		
	Support young people to develop personal skills, leadership skills and networks through a range of national and local government leadership and engagement initiatives.	✓		
	Investigate the viability of volunteer hot desks in the community or a volunteer resource centre.	✓		
	Deliver an education and skill development program for committees that manage sport and recreation clubs in the project area.		✓	
	Award volunteers for their service to the <i>Playford Alive</i> project.		✓	✓
	Hold a <i>Playford Alive</i> Community Network event.		✓	✓
	Develop succession planning mechanisms with volunteer groups.			✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 2 - Building community capacity (cont.)

	2009-10	2010-11	2011-12	
<b>Building the capacity of individuals and families</b>	Deliver the Building Family Opportunities project to work with families experiencing long-term joblessness.	✓	✓	✓
	Develop and deliver the Housing SA Casework Support Initiative to support Housing SA tenants in sustaining their tenancy.	✓		
	Develop an engagement pathway for families and individuals based on the principles of Asset Based Community Development.	✓		
	Consider a formalised agreement between organisations contributing to community outcomes in the <i>Playford Alive</i> project that includes ongoing commitment, liaison and across organisation coordination.	✓		
	Use educational community consultation groups including the Schools Advisory Groups and governing councils as a mechanism to increase parental knowledge about employment and educational opportunities for their children.	✓	✓	✓
	Deliver engagement programs that support healthy eating habits.	✓		
	Develop a proposal for a Community Market and Garden.	✓		
	Implement the Obesity Prevention and Lifestyle (OPAL) program.	✓		
	Implement the Community Market.		✓	



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 2 - Building community capacity (cont.)

		2009-10	2010-11	2011-12
<b>Building the capacity of individuals and families</b>	Ensure Aboriginal families are supported through the renewal process by linking to existing and new programs.	✓	✓	✓
	Work with the Northern Adelaide Health Services to extend the use of the Health Improvement Tool for application in the <i>Playford Alive</i> area.	✓		
	Deliver Social Connection Programs	✓	✓	✓
	Build strong links with the Centrelink Pilot Program as part of the <i>Playford Alive</i> engagement initiatives.	✓	✓	✓
	Parent/carer and student Industry tours (delivered in collaboration Registered Training Organisations, TAFE and University).		✓	✓
	Utilise the Health Improvement tool to direct new programs in the <i>Playford Alive</i> project area.		✓	✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 3 - Young people and community connection

		2009-10	2010-11	2011-12
<b>Schools and Playford Alive</b>	Deliver the <i>Pathways Coordinator</i> program to improve the social and economic participation rates of young people with a disability.	✓	✓	✓
	Deliver new child care, preschool, primary and secondary education facilities through the SA Government Education Works Initiative including: Birth-Year 12 School in Munno Para West, Birth – Year 7 School in Smithfield Plains and a Children’s Centre incorporating childcare, preschool and family and health services.		✓	
	Integrate the Department for Education and Children’s Services Plan into the <i>Playford Alive</i> Community in Transition Plan.	✓		
	Implement the Edible Classroom project in collaboration with Swallowcliffe Primary school.	✓		
	Develop a partnership between the schools in the project area and the <i>Playford Alive</i> project focussing on increasing connections between the schools and the local community.	✓		
	Host a science fair event for local Primary Schools.	✓		
	Develop an alliance with the Kurna Plains school and Children’s centre to increase connections between Aboriginal children and the local community.	✓		
	Collaborate with training providers (Registered Training Organisations, TAFE, University SA) to deliver industry tours for Northern Suburbs teachers.		✓	✓
	Implement joint initiatives that develop from the stronger working relationship between schools and <i>Playford Alive</i> .		✓	✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 3 - Young people and community connection (cont.)

		2009-10	2010-11	2011-12
<b>Linking young people to the community: Steps to Success project</b>	Build the <i>Steps to Success</i> project as an engagement tool for young people through an Asset Based Community Development approach for the project area.	✓		
	Implement the 426 Sport and Recreation Program to increase the participation of young people through education and skill development.	✓	✓	
	Engage 80 participants in the YDrive program and connect the program to employment and training pathways.	✓	✓	✓
	Develop a community art project including investigating opportunities to employ a resident artist, identification of legal graffiti walls and identification of locations for community art.	✓		
	Implement the <i>Steps to Success</i> project.		✓	✓
	Implement the community art project.		✓	
	Engage young people in the development and maintenance of recreation areas and in water monitoring.		✓	✓
	Design a safe youth outdoor meeting space.		✓	
	Continued development and implementation of the <i>Steps to Success</i> project.		✓	✓
	Build the youth outdoor meeting space.			✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 4 - Pathways to employment

		2009-10	2010-11	2011-12
<b>Community development as a "spring board" for training and employment</b>	Locate employment and/or training facilities in or near community hubs e.g. John McVeity Centre.	✓		
	Link programs offered at the Para West Adult Campus to employment and vocational training programs.	✓	✓	✓
	Use Community Development and Community Engagement initiatives delivered through the <i>Steps to Success</i> and <i>Family Connections</i> project to encourage young people into an employment and training pathway.		✓	✓
<b>Capitalising on the Infrastructure: Jobs in Playford Alive</b>	Develop and implement <i>Playford North Works</i> . This project involves isolating work in the project area as "live training sites" and connecting the community to training and employment opportunities through the site.	✓		
	Lead agencies to issue contracts that include a commitment to local training and employment opportunities or economic development.	✓	✓	✓
	Lead agencies to isolate a range of works (civil construction, landscaping, housing works) within the project that can be used for social regeneration training initiatives.	✓	✓	✓
	80 employment placements per annum delivered through <i>Playford Alive</i> initiatives.		✓	✓



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 4 - Pathways to employment (cont.)

		2009-10	2010-11	2011-12
<b>Capitalising on the Infrastructure: Jobs in Playford Alive</b>	Deliver 100 training opportunities per annum through the <i>Playford Alive Works</i> project.		✓	✓
	All contracts issued by partner agencies in <i>Playford Alive</i> include a commitment to local training and employment as standard.		✓	✓
	Build on the commitment of <i>Playford Alive</i> partners to encourage investment from other sectors.		✓	✓
<b>Innovative program design and collaboration between organisations</b>	Facilitate the connection between ETSA, the community and the Northern Region's agencies and educational institutions - 12 participants.	✓		
	Collaborate with local employers to develop live training sites across a range of industry sectors.	✓		
	Establish and maintain partnerships and relationships with industry, registered training organisations, employment service providers, non government organisations and government agencies.	✓		
	Develop live training model for building and construction with industry associations in <i>Playford Alive</i> .		✓	✓
	Work with local employers to develop new models of training delivery that are tailored to the needs of the <i>Playford Alive</i> community.		✓	✓
<b>Linking residents to learning to employment opportunities</b>	<i>Lyell McEwen Hospital / Centrelink Employment Program</i> : A training and employment program for health services. 15 participants of any age.	✓		



# Delivering the actions

## Summary

This is a summary of the actions contained in the Community in Transition Plan.

### Focus Area 4 - Pathways to employment (cont.)

		2009-10	2010-11	2011-12
<b>Linking residents to learning to employment opportunities</b>	<i>Playford North Works</i> : A program for people aged between 16-24. 140 Participants engaged in training programs and 80 job placements achieved.	✓		
	Work Experience Program: <i>Playford Alive</i> team to partner with <i>Northern Futures</i> , <i>Playford Pathways</i> to deliver structured work experience placements.	✓		
	<i>Marni Waeindi</i> Indigenous Youth Training to Employment Program.	✓		
	Engage with 200 people per year offering training and employment pathways.		✓	✓
	Place 80 people onto a training or employment pathway (work experience, paid employment, training program, volunteer work) (Annually).		✓	✓
	Continue to work with external organisations to develop learning to employment programs for local resident.		✓	✓