**MEETING MINUTES – YOUNG NETWORKS FOUNDATION (YNF) PROJECT**

**DATE:** Tue 10 August 2010

**VENUE:** Partnership Broker Brisbane North & West Office, Chermside

**PRESENT:**

Julian Foley (Young Networks Foundation)

Irena Morgan (MW Train & Redcliffe Chamber of Commerce)

Derek Whitney (MW Train)

Carolyn Ovens (Health & Community Services Workforce Council)

Sarah White (PBBNW)

Daniel Martin (PBBNW)

Bill Brown (PBBNW)

**Overview of YNF Project**

Julian provided overview of current framework of operations of Logan Labs. Sarah provided overview of partnership broker approach to YNF project and potential interests of stakeholders, framing YNF project as ‘career and learning pathways for the new digital economy.’

**Project Regional Boundaries: Redcliffe Labs**

Initially the Partnership Broker Brisbane North & West (PBBNW) team was interested in the potential for a joint regional project covering both Redcliffe and Chermside – for various reasons including Chermside being a major hub in Brisbane North and also due to Redcliffe falling outside of the PBBNW designated region.

Irena & Derek explained that Redcliffe Labs would be more effective if operationalised within the local region only, retaining distinct identity of Redcliffe, rather than extending towards Chermside or other areas of Brisbane as well. Irena stated that Redcliffe is a depressed economy and local industry is supportive of retaining economic activity within the region, and promoting industry and investment opportunities within Redcliffe. Irena stated that Redcliffe City Council is investing $20 million in Redcliffe CBD infrastructure / renewal, so it is a good time to invest in the Redcliffe business community.

**Northlakes Region**

Irena discussed Northlakes precinct and recent industry and community developments in this region. If Redcliffe Labs was to expand its regional boundaries, it would logically extend to Northlakes to capture current and emerging business investment & growth opportunities in this area. Northlakes shopping centre is very large, and centre management has already approached Catalyst Youth service to divert older young people (early 20s for eg) away from hanging around at the centre on Thursday nights. Catalyst Youth service set up computer-based activities within the centre which were successful, however the service experienced management problems so the program was not continued. Pine Rivers Neighbourhood Centre was engaged instead to continue youth activities for the centre.

**Engaging Local Partners**

Julian explained that the YNF model is designed to be self-funding, with a Local Network Coordinator employed to implement the local strategy and engage local partners. Jacki is the Community Development Officer at Moreton Bay Regional Council who has been responsive in the past, according to Irena. Rotary is also active within the region and has the Bridging Communities program which this year has a focus on young people.

**Need For Facilitators**

A shared concern raised was the potential undersupply of facilitators to service demand for the social media traineeships. Derek discussed need for highly motivated, energetic and engaging facilitators to run the initial holiday workshops, which act as a profiling and marketing opportunity for the traineeships, to create some ‘buzz’ around the opportunities.

Julian gave the example of the music industry program that is developing in Brisbane with Leah Cotterell and Barbara Fordham, involving the creation of an animated character, Tilly who features in their latest music / performance tour. The other element of the music industry program is the social media marketing strategy focused around the theme of ‘Whoa Tilly!’ – the idea would be to showcase the work live at the performance in Sydney in October 2010.

**Linking Employers With The Program**

Derek raised issue of the need for program participants to be ‘work ready’ regarding their appearance. MW Train may be able to offer a short session on employer expectations within the region about presentation and other basic ‘work ready’ skills and attitudes. Carolyn discussed other side of employment of young people who may also have expectations of the workplace to accommodate different working styles, flexibility and other forms of work contributions (eg: developing social media applications in their pyjamas working from home).

Derek discussed need to link employers with the program and promote the benefits of social media in their current business. Given that social media may be linked with industry innovation, the theme of giving your business a competitive edge with these new skills provided by young people may be used in marketing the program locally. Derek stated that with JSA funding for stream 3 and 4 clients, JSAs should be able to fund employer incentives or subsidized wage programs to get employer support. This funding is in addition to Commonwealth employer incentives for traineeships.

Carolyn explained that Lendlease have also set up a multimedia facility near Northlakes with links to a primary health care facility and innovative health care practices. Carolyn provided background to Workforce Council’s involvement in the YNF project, in that social media offers enormous potential for industry innovation in health and community services.

**Linking Schools With The Program**

Julian discussed need to promote the program to schools in the region, particularly principals and before the timeframe expires for enrolment in school-based traineeships for next year. Bill discussed need for partnership brokers to clarify further details of the program before approaching partners (such as school principals) to anticipate their questions and provide direct answers. Bill stated PBBNW can link with the Redcliffe Partnership Broker to continue supporting the Redcliffe Labs project despite Redcliffe & Northlakes being outside the PBBNW region. Carolyn also stated there is potential to embed work readiness / work education / work practices within the training program and link it to existing VET delivery in schools.

**Marketing & Promotion**

Julian discussed need for innovative marketing campaign, possibly using Foursquare as promotional activity which is linked with charity such as local hospital (eg: Wesley Hospital ‘Think Pink’). Local media can be engaged along with other potential contacts through Wayne (PBBNW Manager). Irena is also able to support promotion to industry through her role as President of Redcliffe Chamber of Commerce.

**Next steps:**

* Julian, Derek & Irena to discuss details of YNF project further in context of RTO partnership
* Julian, Sarah & Daniel to discuss details of YNF project further in context of partnership broker program and communications with other potential partners (eg: develop clear communications platform with key questions and answers about the YNF project for other partners)
* Sarah & Daniel to contact Redcliffe Partnership Broker (via Wayne/Bill) to discuss partnerships & support for Redcliffe Labs project