

Ararat Rural City Council Partnership Proposal: Ararat Youth Activators 2024

Context and Purpose

Crazy Ideas College (CIC) is pleased to present a proposal to partner with the Ararat Rural City Council (Council) in the continuation and expansion of the Ararat Youth Activators (AYA) program for 2024.

In partnership with CIC, AYA 2024 enables Council to:

- build on the strong foundations laid in 2023,
- extend the ambition and reach of the program so that more young people benefit and have enriched connections into community, and
- foster enthusiasm and commitment from key players so that we can jointly build a program of activity that endures

AYA will showcase new and creative ways for young people to build key skills and make their mark in community and economic life.

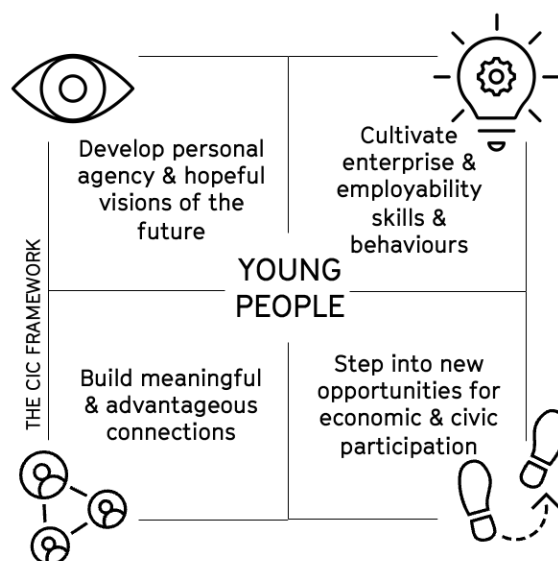
The Approach

AYA taps into the wisdom and brilliance of Ararat’s young people, and initiatives help build a pool of talented young people that are confident, capable and participating in the workforce and social spheres.

AYA focuses on:

1. Lifting aspirations and building confidence amongst young people that their future will be bright.
2. Deepening the connections young people have with their local community.
3. Building skills for the future (inc. problem solving, creativity and collaboration)

AYA leverages the power of a collaborative and integrated approach. It is designed and staged in accordance with the CIC framework, which focuses on having young people.



The 2024 Program of Activity.

CIC will continue to draw from our proven set of programs and tailor delivery models so that they work in the local context and focus on the objectives and impacts that matter most.

AYA is moving to a model that engages young people at key moments in their developmental journey and provides a range of graduated learning experiences. Young people will begin their engagement with AYA in upper primary school and continue to participate in AYA initiatives throughout the remainder of their schooling journey (Table 1 – page 2).

Table 1: AYA initiatives year 2:

Year Level	Program
Year 6	Lead for Impact (L4i) - emphasising successful transitions
	Extends the capacity of young people to lead change in their own lives, in their school and in their communities. This program will be targeted at senior primary students and supporting them to make a successful transition to secondary schooling.
Year 7	Value's in Action (VIA)
	Challenges young people to explore personal values and reflect on what matters in their own lives and in their community. This program connects students to the best version of themselves and identifies the actions that will lead them there.
Year 8 & 9	Social Innovators (SI)
	Young people work in teams to generate crazy good ideas that showcase new and ingenious ways to care for our planet and enable more people to live, healthy, fulfilling, prosperous and connected lives.
	Ideas to Life Lab (i2L Lab)
	Typically, around half of all teams participating in Social Innovators want to bring their idea to life. The i2L Lab provides teams with the coaching, skills and resources they need to collaborate with business and community in bringing their idea to life.
Year 9 & 10	Future Ready (FR) with First Job Matters (FJM)
	Young people explore the future world of work, clarify their talents, consider career options and identify the contribution they want to make through their careers. Young people establish a Future Ready Plan that sets out the actions they will undertake to set themselves up for vocational success. CIC will partner with business, Council, community and schools to match young people who've participated in FR into their first part time job (aiming for 7+). We coach and coordinate so that all parties are set up for success.
Year 11 (during Year 12 transition period)	Lead for Impact (L4i) – school leadership focus
	Highlights four aspects of leadership that help students lead and act in ways that are consistent with their values and strengths. By building a shared understanding of leadership, student leaders collaborate more effectively and draw on each other's talents.
Other Initiatives	
Making micro-credentials easy	
CIC will provide all participating young people with relevant micro-credentials. We will also build the awareness of young people about the value of micro-credentials and how to use them to support their learning and vocational journey. CIC will also run a trial with community groups whereby they can offer micro-credentials to young people who are building skills through their participation in local groups.	
Storytelling - Share great stories	
CIC will liaise with Council to design and deliver a multi-faceted and creative campaign. Additional details are provided in the Storytelling section of this proposal.	
Special projects and new initiatives	
CIC will liaise with the Council to identify projects and initiatives that Council would like to see local (eg. Hackathon).	

Reach and Impact

AYA creates value and impact for young people, Council, business, schools and community. At program completion CIC will produce an impact report in an easy to share format.

CIC will engage young people through local schools and community groups:

- It is anticipated that CIC will provide an opportunity for all local schools (secondary and primary) to participate in at least one of the AYA initiatives
- AYA aims to engage 330+ local young people in meaningful activities in year 2

- As they build their skills and confidence young people will step into new opportunities to contribute to economic and civic life including finding work and leading change on issues they care about

More broadly:

- Local businesses will gain access to a pool of local young talent
- New productive connections will be formed between young people, schools and local businesses and organisations

There will be an emphasis in 2024 on building awareness in the local community that AYA is the initiator of AYA. In addition to this:

- Council staff, Councillors and stakeholders will have an opportunity to be meaningfully engaged in supporting the development of young people
- Council will have a host of great content to share with staff, communities and stakeholders
- The insights and learning will be captured so that Council will be well placed to understand the value of scaling and adapting the model for subsequent years

Storytelling

People love stories about young people stepping up and succeeding. Young people are connected to a multitude of networks through their families, schools, friendships and interests. CIC will liaise with Council to establish a multifaceted and creative campaign that delivers on your key storytelling and engagement objectives. AYA will generate a host of compelling stories that showcase Council collaborating with young people in an innovative way to make a substantial impact in community.

CIC will produce innovative stories for promotion across a range of platforms including:

- Producing 'Bite sized' stories that can be shared through Council communication platforms.
- Promoting activity and partnership across CIC social platforms.
- Creating stories for schools and other local stakeholders to share across their platforms.
- Producing a short promotional video with footage from the program along with quotes from young people.
- Working with Council to share Media Releases locally and nationally.
- Sourcing opportunities for young people to share their stories in the local media
- Producing a case study and impact report highlighting the impact and reach of the program (in relation to Council's objectives).

As initiating partner Council will have name designation and branding prominent on program material.

A bit about CIC

CIC is transforming the way young people, schools, Council, business and community connect and create value for each other.

The CIC team contains people with a broad set of work experiences including corporate leadership, futures consulting, marketing, education and community development.

CIC has built productive partnerships and projects with a range of organisations and businesses including IBM, Swisse, Vicinity Centres, The Committee for Ballarat and Moyne Shire Council.

If you'd like to know more about CIC and our team please visit crazyideascollege.com

Project Deliverables

Key deliverables are captured in table 1. CIC assumes overall project management responsibilities for all aspects of the project and ensures stakeholders have what they need to successfully participate and contribute. **CIC does the heavy lifting in relation to the delivery of AYA activity to make sure we use the time of your people well and where they can have the most impact.**

Project Coordination

The Project Manager will be appointed by Council. Zoe Burrows will lead the project for CIC and receive report from Zali Cohen and Kieran Murrhiy. Zoe will report to the Project Manager in accordance with key activities and milestones.

Expectations of sponsor

CIC will liaise with Council to agree on the activities to be undertaken by Council. This may include:

- Identifying the people and stakeholders Council would like to connect into activity
- Provision of Council branding material and guidelines
- Connecting the work of the teams into relevant Council youth activity
- Distributing information to relevant personnel and stakeholders

Timelines

AYA will commence in Term 1 of 2024 and continue through the remainder of the year.

CIC will meet with Council in October 2024 to assess the impact of AYA activity to date and design a model that continues to optimise the impact and value for Council, young people and partners in 2025.

Project Costs

The level of support reflects the need to ensure the program is well designed, targets are met and all stakeholders are set up to succeed. As part of the partnership CIC will deliver a targeted set of activities that allow for Council requirements and objectives to be achieved in a creative, resourceful and impactful way.

The investment from Council for 2024 is \$80,000 (GST EXC).*

It is important to state that there may be contributions from additional parties. CIC will provide Council with information relating to total funds secured. Where additional funds are secured CIC extends the scope, reach and impact of the activities (e.g. more young people participating).

As a demonstration of our commitment CIC is contributing funding and in-kind support to the value of \$10,000 through 2024.

An impact report is provided at the completion of the initiative along with a reconciliation of how funds are expended (and the in-kind support provided by CIC).

CIC assumes responsibility for the successful delivery of all aspects of the initiative and aims to provide high value for Council whilst ensuring it is an easeful and enjoyable experience for the people involved.

Conformance

CIC is pleased to advise that we comply with all public liability and professional indemnity requirements and relevant conformance requirements.

Stakeholder comments

"It was amazing that we were offered a chance to put our idea into the real world rather than having it left alone to not make a change. I learnt a lot about turning an idea into a reliable and real project. I will continue to use these skills for the rest of my life. My highlight was the connections we made with community and business partners."

Amy, Year 9 Student

One of our favourite new partners in 2021 at [H&H Group Swisse Wellness](#) is the (CIC) [Crazy Ideas College](#). CIC is on a mission to equip, connect and unleash young people to do crazy good in the world. CIC believes that properly supported, young people will play a key role in remaking the world. And we agree.

In Q4, 2021 CIC launched their CICbeyond Wellbeing Challenge. This challenge represented an opportunity for students in years 5-9 to develop bold ideas to reimagine wellbeing in their school in 2022 and beyond. H&H Group / Swisse are delighted to partner with CIC on this great initiative and I am personally honoured to be one of the judges.

Nick Mann, Managing Director, Swisse Australia, H&H Group

"Our daughter got so much out of her involvement with Crazy Ideas College; in fact, she continues to benefit. The process allowed her to think big, and it showed her that she has the ability to make a difference in her community. Bringing her idea to life and implementing it has built her confidence and understanding of real-world opportunities."

Sarah (Parent)

Senior students are guided by the CIC team to look within to actualize the leader that they aspire to be; of their peers now, their community in the future, as a parent in time and, ultimately, as a creator of a more humane and sustainable society. The CIC team convey that good leadership is an implicit responsibility of good citizenship. They have an extraordinary ability to bring students to the balcony, enabling perspective and introspection that is relatively rare for this age group.

Adam Heath, Headmaster Ballarat Grammar

"The highlight of my time as a Councillor! In an hour & a half the Year 9 & 10 students from Hawkesdale P – 13 addressed the issues of drugs, homelessness, environment & climate change, mental health and bullying. They were awesome and their ideas sensational! The way each group presented, and the respect they showed for each other, was fantastic. I am more than interested in seeing their projects come to fruition! Well done Crazy Ideas College!"

Cr Damian Gleeson

Unleashing the wisdom and brilliance of Ararat's young people!

Ararat Youth Activators 2023 Impact Report.

AYA taps into the wisdom and brilliance of Ararat's young people. AYA activities help build a pool of talented young people that are confident, capable and participating in the workforce and social spheres.

AYA focuses on:

1. Lifting aspirations and building confidence amongst young people that their future will be bright.
2. Deepening the connections young people have with their local community.
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2023 saw:

295

Young people participated

7

Schools involved

13

Community partners and local employers step up

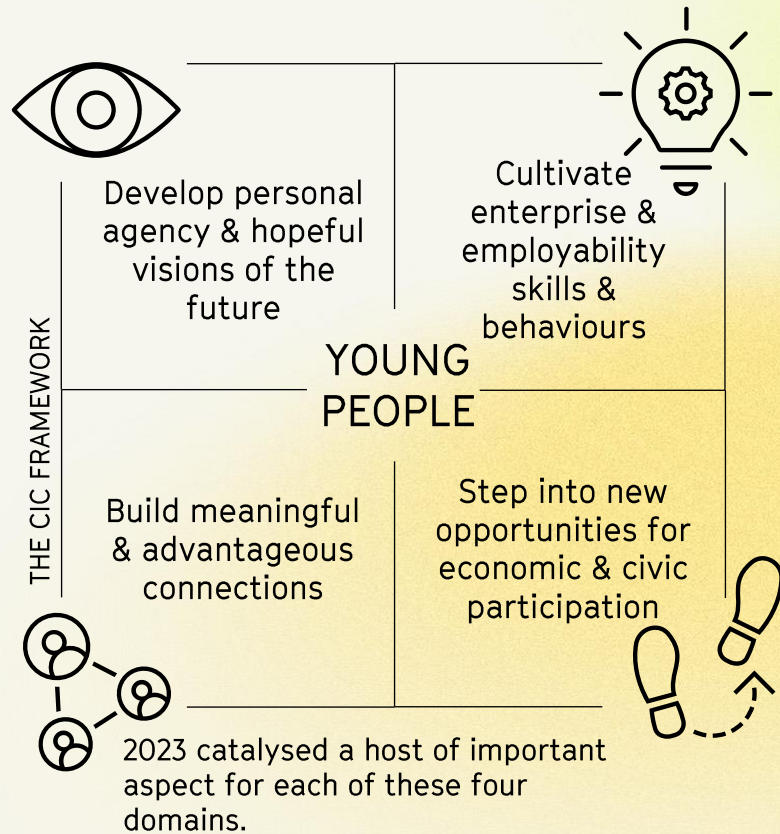
Ararat City Council is collaborating with Crazy Ideas College (CIC) to demonstrate what can be achieved when we design new and creative ways for young people to build skills and participate in civic and economic life.

CIC has specialist expertise in engaging young people and supporting them to lift their sights and step into game changing opportunities.





AYA leverages the power of a collaborative and integrated approach. It is designed and staged in accordance with the CIC framework, which focuses on having young people:



The programs that were delivered as part of the Year 1 initiative in 2023 include:

- Social Innovators (SI)**
Young people work in teams to generate crazy good ideas that showcase new and ingenious ways to care for our planet and enable more people to live, healthy, fulfilling, prosperous and connected lives.
- Ideas to Life Lab (i2L Lab)**
i2L supports teams wanting to bring their idea to life. The i2L Lab provides teams with the coaching, skills and resources they need to collaborate with business and community in bringing their idea to life.
- Future Ready (FR) with First Job Matters (FJM)**
Young people explore the future world of work, clarify their talents, consider career options and identify the contribution they want to make through their careers. Young people establish a Future Ready Plan that sets out the actions they will undertake to set themselves up for vocational success.
- Lead for Impact (L4i) - emphasising successful transitions**
Extends the capacity of young people to lead change in their own lives, in their school and in their communities. This program is targeted at senior primary students and supporting them to make a successful transition to secondary schooling.

See pages 3-5 to learn more about what was achieved through each program.






Ararat Rural City




Year 10 & 11 students from Marian College and Ararat College participated in the Future Ready and First Jobs Matter (FJM) Program.

Here's what happened:

 **85+ young people** have dreamt big and crafted a personal vision of what a great career journey looks like

 **2 students were offered a job** during the FJM Pitch Event

 Young people are eager to build their networks locally

“The Future Ready program helped us to believe that we can reach our dream goals...and allowed us to see how the goal can be achieved in steps, not all at once.”

Ashlyn Wheeler, Year 11
Marian College

‘I’ve already got a [casual] job, but it gave me the chance to meet some other employers and I was offered another job which I’m really looking forward to!’

Ruby, Year 10
Ararat College

‘This afternoon’s Pitch Event at Ararat College has just been a fantastic opportunity for the kids who have participated to demonstrate how well they’ve reflected on what their strengths are and what opportunity they’ve got to build on those strengths and really skill themselves up to get to the next step of where they’re going.

I think the feedback that came from the community partners to help build those opportunities and explore perhaps other ways to get to where they might like to go, has been incredibly beneficial.

Jo Armstrong
ARCC Mayor



Upper primary students completed the **Lead4impact Transition Program** in preparation for the move to secondary school.

During the workshop students:

- explored what 'makes them, them'— identifying their strengths, skills, interests, and values.
- generated plans for stepping into secondary schooling with confidence and an ability to be themselves.
- developed solutions to everyday challenges that young people often face at the beginning of secondary school (inc. having increased independence, managing timetables and navigating larger campuses).



Ararat Rural City



94 young people have a clear vision of what they want their transition to secondary school to look like.



Participants reported **increased confidence and excitement for their transition to secondary school.**





Ararat Rural City

Across Term 2, 55 Year 10 students from Ararat College stepped up to complete the Social Innovators program.

Working in teams they generated crazy good ideas that showcase new and ingenious ways to care for our planet and enable more people to live, healthy, fulfilling, prosperous and connected lives.



9 ideas were generated



All teams worked on bringing a trial of their idea to life through CIC's Ideas2Life Lab.



“I believe that this experience was great because **we got to learn enterprise skills and pitch our ideas to community partners.** It feels really good to be able to **express the way we feel and what we want in our community.**”

A lot of rural towns don't have a lot of opportunities like this.”

Shylah, Year 10
Ararat College

Social Innovators was delivered in partnership with Central Grampians Local Learning & Education Network (CG LLEN) and AME Systems.

**AME
SYSTEMS**

Central Grampians
LLEN
engage. innovate. inspire.





There is so much to look forward to in 2024.

2024 will be bigger and better with even more young people involved. Additional programs are being introduced so that we can engage young people across each year level from upper primary to year 12.

The stories of young people and their ideas will be shared widely. A host of inspired ideas will be brought to life. Young people will be matched into their first part time job and young people will receive micro-credentials to substantiate the skills they are developing through AYA.

When young people are powered up in these ways, they have optimism, agency, options and people who can support them. This equips them to take charge and enhances their prospects for living a meaningful, connected, prosperous and fulfilling life.



ARARAT YOUTH ACTIVATORS FINANCIAL & IMPACT RECONCILIATION 2023

This document provides an overview of the activity delivered through Ararat Youth Activators (AYA) in 2023, along with the reach, achievements and associated costs.

A total of \$75,000 (excl. GST) was allocated by Council for AYA activity through 2023. It is a credit to all parties that key aspects of the program objectives have been achieved (and in some instances exceeded) whilst expending only 62% of the \$75, 000 allocation (\$46,400). See table 2 on page 2 for the list of achievements. As per CIC and Council conversations the remaining funds will be used to support AYA activities through Quarter 3 and Quarter 4 of the 2023/24 financial year.

In addition to this, CIC secured funding from other parties of \$17,500. This has been utilised to extend impact and defray the costs attributed to Council.

Table 1 provides a breakdown of the Council contributions and funds secured from elsewhere.

Element	Council contribution for 2023 Activity	CIC secured funds from elsewhere
Social Innovators & Ideas2Life	\$15,000	The CG LLEN and AME Systems each contributed \$3,000 to SI. Total \$6,000
Future Ready & building local engagement for First Job Matters	\$6,500	\$11,500 was covered through funding receiving from The Funding Network.
Lead4impact Transition	\$16,500	
Storytelling, Design, Planning and Coordination with Council.	\$8,400	
TOTAL	\$46,400	\$32,500 has been invoiced and paid. \$13,900 still to be invoiced for 2023.

Table 2 provides details on the original 2023 objectives along with what has been achieved

AYA objectives (from proposal)	2023 Achievements
AYA aims to engage 200+ local young people in year 1	295 young people were engaged in the 2023 activity.
It is anticipated that CIC will provide an opportunity for all local schools (secondary and primary) to participate in at least one of the initiatives.	<p>All schools within the municipality were provided within the opportunity to participate. Seven schools participated:</p> <ul style="list-style-type: none"> • Ararat College • Marian College • Ararat Primary School (800) • Ararat North Primary School • Willaura Primary School • Maroona Primary School • Moyston Primary School <p>These schools have all expressed interest to be involved again in 2024.</p>
Young people build capabilities that are highly valued by business and community	<p>The 2023 programs focused on building:</p> <ul style="list-style-type: none"> • Personal agency and initiative • Collaboration – being a good team player • Creativity and problem solving • Reliability and a doer’s orientation – we want the action to match the talk
Local businesses will gain access to a pool of local young talent	<p>CIC established relationships with multiple local employers who are enthusiastic about supporting AYA. Two new jobs were offered as part of the Future Ready and 1st Jobs Matter program.</p> <p>Strengthening this component of AYA will be a major focus on 2024.</p>
New productive connections will be formed between young people, schools and local businesses and organisations	<p>Thirteen community partners participated in AYA events and programs this year.</p> <p>Strengthening these connections and building new connections will be a key focus of 2024.</p>
Council staff and stakeholders will have an opportunity to be meaningfully engaged in supporting the development of young people	<p>Council staff and stakeholders were invited to attend the Social Innovators and Future Ready Pitch Events. There will be lots more opportunities for Council staff and stakeholders to be involved through 2024.</p>
Council will have a host of great content to share with staff, communities and stakeholders	<p>Crazy Good Ideas posters were provided to Council to showcase the ideas that were generated through Social Innovators. Two press releases and three social media posts were provided to Council. Another press release will be provided in early 2024 to share with the community what was achieved in 2023 and build excitement and support for the year ahead.</p> <p>CIC will work with Council’s marketing team to establish a content calendar for 2024.</p>
Insights will be captured so that Council will be well placed to understand the value of scaling and adapting the model for subsequent years	<p>The 2024 model and plan are being developed in preparation for a meeting with Dr Tim Harrison and Josie Frawley.</p>