

COMMITTEE OF THE WHOLE - APRIL 24, 2012

PROCLAMATION - VAUGHAN YOUTH WEEK - MAY 1 - 8, 2012

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That Council proclaim the week of May 1- 8, 2012, as “Vaughan Youth Week” in the City of Vaughan;
2. That the presentation for National Youth Arts Week take place at the Council meeting on May 8, 2012; and,
3. That the information in the 2012 “Youth Pocket Guide” including the Youth Week schedule be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, and Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.
 - 4.1.1. Develop an implementation plan for the initiatives described in the City's Active Together Master Plan through a phased and budgeted program.

Economic Impact

The youth programs and initiatives indicated in this report will be funded through the approved 2012 Recreation and Culture Department Operating Budget and community sponsors.

Communications Plan

The proclamation of Vaughan Youth Week 2012, including a schedule of Youth Week activities and events, will be posted on the City's website, and social media. A media advisory, including photo opportunity, and public service announcement will be distributed to local media.

The Vaughan Youth Pocket guide, including the Youth Week schedule will be distributed to Vaughan elementary and secondary schools, and will also be available at City libraries and community centres. Outreach to community groups, the department's client database, cultural organizations and businesses will take place via poster distribution and email.

Purpose

The purpose of this report is to request that Council proclaim the week of May 1 - 8, 2012 as “Vaughan Youth Week” in the City of Vaughan, and to present an overview of the youth-based activities and events scheduled to be held at community centres across the City, as organized by the Recreation and Culture Department in partnership with the York Region School Boards of Education, community groups and local businesses.

This report also outlines events and projects as part of National Youth Arts Week and introduces the newly developed “Youth Pocket Guide”.

Background - Analysis and Options

The Canadian Parks and Recreation Association has joined the international community to declare the first full week of May as National Youth Week in Canada. National Youth Week is an international initiative acknowledging, celebrating, and advocating youth empowerment, achievement and involvement. It is a week of fun, interaction and celebration intending to strengthen the connection between young people and their communities. The City of Vaughan is participating in this initiative to celebrate the importance of youth and their contribution towards making the City of Vaughan a great place to live.

In addition to Youth Week, in support of the “Active Together” Physical Activity Strategy and the Youth In Action, the Recreation and Culture Department delivers a variety of youth programs through community centre based youth rooms, registered programs, satellite drop ins and other special events. These programs provide physical, creative and social opportunities for youth.

A variety of activities are scheduled at City Community Centres including:

- Basketball Competitions
- Zumba
- Dj Clinic
- Photography Workshop
- Swimming Challenges
- Youth Fitness Days
- Minute To Win It Contest
- Inclusive Bocce Tournament.

Each of these events is based on providing opportunities for youth engagement within their community. Vaughan Youth Week will highlight the City of Vaughan as a “Youth Friendly Community”, and will continue to provide opportunities to develop partnerships with businesses and community groups that support youth in Vaughan.

National Youth Arts Week

As part of Youth Week, the City of Vaughan proudly supports National Youth Arts Week, by showcasing simultaneous youth-led, community-based events and projects from youth across the City of Vaughan. This initiative provides an exceptional opportunity for great creative expression as well as a platform for youth to exchange ideas and showcase talents. The program includes:

- Atrium Gallery-City Hall will showcase an art exhibit entitled “Teen Angst” created by students from Holy Cross Catholic Academy;
- Sketches at City Hall: Secondary students citywide will be interpreting Vaughan City Hall interiors;
- Vaughan Art Space: Glass Art Display and crafts by local students;
- Community Beautification Project initiative “School of Fish” completed by students of St. Jean de Brebeuf Catholic High School.

A unveiling of a portion of the “School of Fish” metal mural executed by the students of the St. Jean de Brebeuf Arts Council will take place at the Council meeting during Youth Week on May 8, 2012. The mural will be installed at the Vellore Village Community Centre in upcoming months.

Youth Pocket Guide

The Youth Pocket Guide is a one-stop publication offering Vaughan’s young adults an overview of all things related to the City’s recreation and culture programs, services and events. The goal is to create awareness of opportunities for physical and social activities which encourage active, healthy and positive lifestyle choices among the vulnerable 10-17 year old target demographic.

Information featured includes general, aquatic and special needs programs; memberships to youth rooms and fitness centres; arts, cultural and special events; and employment and volunteer opportunities. Also incorporated is a map of recreation facilities and Active Living Coordinator contacts; a call-out welcoming the City's newcomers; and information on financial assistance available through RecAssist.

The contemporary design of the Guide incorporates colourful illustration and photography with engaging, youth-friendly copy. Over 150 youth had a hand in molding the Guide during city-wide focus groups where youth provided feedback on everything from the title, design/layout, organization of information and communications channels they prefer (print and digital) for outreach. Also in response to youth feedback, QR codes linking to event schedules on the City website were incorporated on pages promoting community and special events, specifically Youth Week and National Arts Week, Culture Days and June is Recreation & Parks Month. The QR codes allow the large market of youth smartphone users to immediately download and view the most recent events information and schedules.

The Vaughan Youth Pocket guide, a 36 page guide, including the Youth Week schedule will be distributed to Vaughan elementary and secondary schools, and will also be available at City libraries and community centres. Outreach to community groups, the department's client database, cultural organizations and businesses will take place via poster distribution and email. The cover is shown on Attachment 1.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, this report will provide:

- STRATEGIC GOAL:
Service Excellence – Providing service excellence to citizens.

- STRATEGIC OBJECTIVES:
Enhance and Ensure Community Safety, Health and Wellness.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

There are no regional implications associated with this report.

Conclusion

The City of Vaughan is taking a proactive approach to improve the social, health and active lifestyles of youth by proclaiming the week of May 1 – 8, 2012 as "Vaughan Youth Week". Youth Week will help achieve the objective of improving community health and wellness through youth empowerment, recognition and engagement. The concurrent celebration of National Youth Arts Week provides an opportunity for creative expression as well as a platform for youth to exchange ideas and showcase talents. The new "Youth Pocket Guide" provides a one-stop publication offering Vaughan's young adults an overview of all things related to the City's recreation and culture programs, services and events.

Attachments

1. Youth Pocket Guide Cover

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Respectfully submitted,

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Available in Vaughan April 2012 at:

- Community Centres
- Vaughan Public Libraries
- Elementary & Secondary Schools
- Community Service Organizations
- City Website: vaughan.ca
- Social Media: [Facebook.com/RecAndCultureVaughan](https://www.facebook.com/RecAndCultureVaughan)

Printed copies available at all locations. Paperless PDF & mobile downloads promoted and encouraged.

'Like' us on Facebook to get exclusive promotions, event info, and chance to win awesome prizes!

[facebook.com/RecAndCultureVaughan](https://www.facebook.com/RecAndCultureVaughan)

VAUGHAN YOUTH POCKET GUIDE

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