

ST.MARYS & PERTH SOUTH PERTH₄YOUTH STRATEGIC PLAN

2017-2020

Presented by Sandy McCann
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Perth4Youth Overview

- 6 Municipal partners- strategic planning sessions
- Using OMAFRA's Train the Trainer Program
- Strategic Planning focussed on **youth with youth**
- **Fostering grassroots participation and building community capacity**



CED & YOUTH

The role of youth in community economic development is best summed up below:

“Youth are important contributors to our economy and to our communities overall quality of life. Youth are entrepreneurs, performers, volunteers, mentors, community leaders, employees to small business and consumers in our local economies. Youth have a significant impact on the vitality of their communities, and we are looking for ways to support them- in growing, learning and making a home in rural Ontario.”



Meredith Forget, Economic Development Officer for Perth County



Approach



St. Marys Core Team

- Ciaran Brennan
- Amy Cubberley
- Laurel Davies Snyder
- Angela Baffes

Perth South Core Team

- Dennis Manarey
- Melinda Zurbrigg
- Emma Blackler
- Josh Brick
- Lizet Scott

Alignment



- Both communities have identified the need to attract, engage and retain youth as strategic priorities in their Corporate Plans
- Goals from the Opportunity 2020: Transforming the Labour Market in Perth County
- Current youth priorities identified and are being acted upon- Municipal Youth Board, Recreation & Leisure Services Master Plan, Municipal Culture Plan, Corporate Communications Plan & Regional Youth Summit in 2016

Vision

The Town of St. Marys and Perth South are vibrant cultural municipalities that fulfil the evolving needs of youth through employment, entrepreneurship, recreation and civic opportunities.



Mission



St. Marys & Perth South mission is to work with youth and collaborate with education and industry partners to support youth through the creation of meaningful connections and opportunities in education, recreation, employment, entrepreneurship, civic participation and leadership. Youth are supported through meaningful connections in education, recreation, business and throughout the community.

Goals



This plan addresses 5 key goals including:

- *Improved youth employability and entrepreneurship*
- *Pursue a youth council to engage our youth in volunteerism and improve civic engagement*
- *Work towards a youth friendly community designation*
- *Implement a Youth Leadership & Development Program*
- Consult on and participate in a regional Perth geographic project to connect youth to educators and employers

Goals-Objectives-Actions

- Each **goal** is further defined by associated **objectives**
- **Objectives** are broken down into **actions** with associated resources, lead or champion
- **Performance measures** are associated to each goal-objective-action sequence



Next Steps



- Adoption of the Youth Attraction Strategic Plan
- Resourcing Youth Attraction Strategic Plan
 - Financial resources- find funding
 - Human resources- youth services coordinator
- Creation of associated work plans and performance measures
- Implementation, monitoring and reporting