



**BC Healthy Communities**  
People. Place. Potential.



**City of Victoria**  
**Youth Council**

# City of Victoria Youth Council (CVYC)

Annual Report July 1, 2011- June 31, 2012

**To:** City of Victoria

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## 1. Background

### **BC HEALTHY COMMUNITIES**

BC Healthy Communities Society (BCHC) is a province-wide non-governmental organization that facilitates the ongoing development of healthy, thriving and resilient communities. We provide a range of services, programs, events and resources to support communities, local governments and multi-sectoral groups to collaborate around a shared vision for a common purpose to fulfill on local Healthy Community goals.

Based on the Healthy Communities (HC) Approach, (See [bchealthycommunities.ca](http://bchealthycommunities.ca)), BCHC applies community and sustainable development principles within an integrated, multi-sectoral planning framework to support collaborative community initiatives. The Healthy Communities Approach is based on 5 key pillars:

- Community engagement;
- Asset-based community development;
- Multisectoral collaboration;
- Political commitment; and
- Healthy public policy.

BCHC has been the proud host of the City of Victoria Youth Council (CVYC) for several years now and provides youth council members with direct links to learning from, and connecting with, local governments across the province (through our connection to the Union of BC Municipalities and partnerships with local governments), learning about the healthy communities approach as a holistic approach to understanding complex community challenges, the opportunity to learn about healthy public policy and connections to a wide range of community-based organizations at the local, regional and provincial level.

### **CITY OF VICTORIA YOUTH COUNCIL (CVYC)**

The City of Victoria Youth Council (CVYC) is a youth-driven, grassroots program that offers youth, who live, work, hang out, attend school, or access services in the City of Victoria the opportunity for civic engagement. Hosted through a partnership between BCHC and the City of Victoria, the CVYC acts as a “hub” for other youth groups and we actively seek out collaborations and partnerships. The program focuses on youth empowerment, leadership development, community partnerships and





collaborations and capacity building as key mechanisms for enabling youth voice to be heard, understood, and shared with the Mayor, Council, and City of Victoria staff.

## 2. Membership (July- September 2011)

At the close of the 2010-2011 year, **four executive members** of the CVYC chose to continue to serve on the council for the 2011-2012 term and participated in recruiting and interviewing a new cohort of members. The council developed an outreach strategy and awareness campaign over July and August and engaged in an intensive outreach initiative through September, presenting to **over 400 students** about the CVYC and opportunities for civic engagement in Victoria. As a result of this effort there was unprecedented interest in the CVYC and collectively screened, interviewed, and selected 23 additional new members to join the council, bringing the total to **27 members**.

CVYC members **ranged from ages 12- 24** and for an overview of member bio's see the CVYC website bios section. For this year in particular, membership recruitment and retainment exceeded the council's expectations.



## 3. Council Year at a Glance

### CVYC MEMBER ORIENTATION (October 2011)

On October 23, 2011 a **day long orientation session** was held for all new council members. Members had the opportunity to get to know each other, learn more about current and past CVYC projects and identify personal, collective, and community success indicators for the council. Presentations were also delivered by CVYC's City of Victoria staff liaison and Council representative.

### VISIONING AND STRATEGIC PLANNING (December 2011)

On December 11, 2011 Youth Council members held a **strategic planning session** to develop a vision and to discuss and develop a strategic plan including commitments, projects and priorities for the upcoming year. This plan was used to guide roles and responsibilities, strategic opportunities and potential community projects.

### COUNCIL MEETINGS (Bi weekly)

The CVYC **held regular bi-weekly meetings** (hosted at the BCHC Boardroom) throughout the year. Meetings were facilitated by the Youth Council Coordinator and there was a rotating schedule whereby members would sign up to take meeting minutes and document other items.



### **WORKPLANNING** (Quarterly)

CVYC members **met approximately once per quarter** to undertake work planning and deeper discussion around specific community projects and events. On various occasions smaller groups of members met in an informal way to discuss ideas for implementation.

### **VOLUNTEER RECRUITMENT AND MANAGEMENT** (Ongoing)



The CVYC continued to engage with and enroll participation of other youth in the area at local events. This consisted of youth from local schools as well as youth and youth service providers from youth-serving organizations. As an estimate, the **CVYC has interacted with at least 600 other youth outside of the CVYC membership** this year. This outreach continues to grow.

### **CITY COUNCIL/YOUTH COUNCIL MEET AND GREET** (March 2011)

In the early spring, CVYC members meet with City Council at City Hall for a “Meet and Greet” as a way to connect, share and listen to various council presentations. This event served to create awareness between CVYC and new City Council members and was highly beneficial.

### **PRESENTATION TO COUNCIL** (June 21, 2012)

The CVYC delivered its **annual presentation to the Governance and Priorities Committee** on June 21, 2012. The presentation was developed and delivered by the Youth Council Coordinator and members of CVYC). A copy of the presentation was provided previously as part of the mid term reporting.

## **3. Activities and Outcomes**

### **PROJECT CONNECT** (September -December 2011)

In the fall of 2011, the CVYC volunteered to support The Greater Victoria Coalition to End Homelessness’s Project Connect by conducting outreach and make a call to action by asking for donations of clean winter hats/toques, gloves and scarves for homeless youth in Victoria. The overall goal of the project was to bring all relevant service providers together for a day to provide services including foot care, veterinary help, medical attention, ID replacement and much more for more than **700 people** living in poverty. Each person who attended Project Connect also received a “survival pack” filled with essential items for the coming winter months, including socks and gloves, personal hygiene items, and other necessities. **The CVYC collected at least 30 complete sets of these items.**



### CANADIAN COALITION OF MUNICIPALITIES AGAINST RACISM AND DISCRIMINATION (CMARD) (Ongoing)

For the past years, the CVYC has worked with members of the CCUNESCO Youth Advisory Group and other local youth organizations to encourage the City of Victoria to join the Canadian Coalition of Municipalities Against Racism and Discrimination.

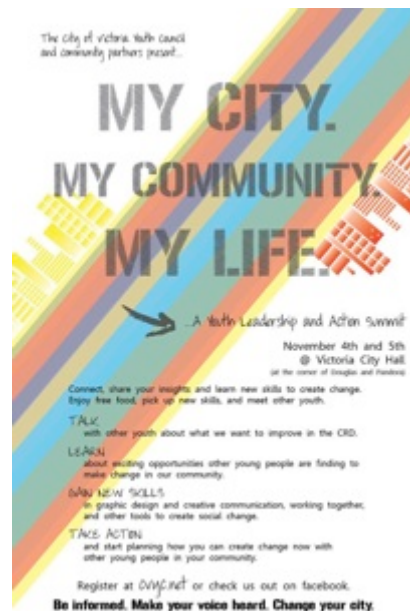
After several planning meetings focused on this initiative, the CVYC presented a proposal to the City of Victoria's Community Development Standing Committee. As a result of this work, on November 24, 2011, the city passed a motion to support CMARD and a copy of the motion was provided as part of the midterm reporting.

### MY CITY. MY COMMUNITY. MY LIFE: YOUTH LEADERSHIP AND ACTION SUMMIT (November 25, 26, 2011)

A major project for the CVYC this year was the planning and implementation of the ***My City. My Community. My Life: Youth Leadership and Action Summit***, held at Victoria City Hall. The Summit was a chance for the CVYC to create an opportunity for further discussion and learning on key themes identified in the 2011 Youth Survey and to begin to take action on some of these priorities. **A leadership development grant from the City of Victoria helped support this event.**

CVYC members met over the summer and fall to develop the event- the result brought **over 100 youth** to City Hall on the November 25 & 26<sup>th</sup> where they had the chance to learn about topics from Globalization to Media Awareness to Creating Inclusive Communities. On November 26<sup>th</sup> participants spent the day in skills building workshops where they learned video, music, and graphic design skills. Some other highlights from the event included an opening panel on leadership with City of Victoria Mayor, Dean Fortin; Dr. Catherine McGregor, Professor, Educational Psychology and Leadership Studies; Leanna Hill, Program Coordinator, Youth Volunteer Connections Program, Volunteer Victoria; a photo exhibit of work from the South Island Pride Centre Youth Group and an Ideas Lab where youth had the opportunity to pitch and get feedback on their project ideas.

Youth Council members continued the momentum of the summit by following up with participants to continue the conversations started and to create opportunities for youth to get more involved in the community to address these issues. Many of the youth involved continued to participate in other CVYC events throughout the year.





## COMMUNITY REMIX: REDEFINING YOUTH ENGAGEMENT (May 2012)



In October of 2011, a group of **12 individuals** representing United Way of Greater Victoria, Youth Core, the Youth Service Providers Network, Leadership Victoria, Volunteer Victoria, the International Institute for Children's Rights and Development, the CVYC and several others, came together to talk about youth engagement in the city. The discussion focused on what exactly youth engagement looked like in the

city right now, what some barriers are to engagement, and what ideally the community could look like in the future.

As a result of these discussions, Community Remix was created. The multi-agency group (listed above) named themselves the Victoria Youth Leadership Coalition and they undertook the planning and facilitation of the Community Remix event on May 23, 2012. The focus of the event was about connecting to discuss and surface the current youth engagement landscape within Greater Victoria and identify potential and innovation solutions.

Over **50 participants attended** the event, and each participant took part in an interview to identify key gaps and barriers as well as solutions for youth engagement. Results from this session continue to inform the development of opportunities amongst each of the participating organizations, particularly the CVYC and its strategies for engaging and continually learning from youth in Victoria.

<http://uwgv.ca/news/community-remix-redefining-youth-engagement-launches-may-23/>

## YOUTH ARTS FESTIVAL (May 27, 2012)



As part of the **City of Victoria's 150 year celebrations**, the CVYC hosted a Youth Arts and Music Festival on Sunday, May 27 in Centennial Square. The event entitled, "**Love Your Art!**" highlighted the spectrum of artistic talents of young people in Victoria.

**The goal of this event was threefold:** to raise awareness about the City of Victoria Youth Council, to provide opportunities for youth to showcase their artistic and performing talents, and to profile young people in a positive and engaging light. "Love Your Art!" was an exciting opportunity for youth performers to



present their talents in a public setting and was a fun and family friendly event for all residents of Victoria.

**Over thirty youth showcased their art** at the “Love Your Art!” festival. It is estimated that **approximately 150 people attended** the event. **Over 20 CVYC members and supporters were involved** in promoting the event. There were **approximately 10 volunteers** in attendance throughout the day. In addition to showcasing their work, many performers also helped with the set up and take down of the event.

Community members of all ages and walks of life attended and showed their support for youth arts in Victoria. The City of Victoria Youth Council has been in contact with the District of Saanich to discuss potential future partnerships. Next year, the CVYC and the Saanich Youth Council may collaborate to host a collective youth arts event.



### CVYC RACISM AND DISCRIMINATION SURVEY REPORT (June 2012)



In May 2011 the CVYC undertook a major survey of Victoria area youth and we were surprised by how many youth identified racism, discrimination and stereotyping as a big issue in the community. The survey was distributed electronically via Facebook, email and in person at CVYC members’ schools. Over these ten days **over 165 responses** (excluding those mentioned above) to the survey were received. Results were compiled and analyzed and finalized into a report by the end of June 2012.

Overall, the average age of respondents was just under 18 years of age and 53.4% of respondents were female. Of respondents, 36.6% identified as a member of a cultural or ethnic minority group. In general, youth in Victoria viewed our city as a very diverse place, 60% of respondents said they thought Victoria was more diverse than average; this means youth are aware of the multiple cultures surrounding them. About 30% said they thought racism and discrimination in Victoria were considerable issues, but a whole 49% said they had experienced discrimination themselves. This suggested



that many people considered being discriminated against to be the norm, which is unacceptable. One youth even mentioned that they think:

*“some racial comments have sort of blended to become a part of our everyday language”.*

One of CVYC’s desired outcomes for this survey was to identify who youth feel are responsible for dealing with issues of racism and discrimination. A majority of respondents ranked the government as most responsible for addressing racism and discrimination. When asked how capable they would feel reacting to an incident of racism or discrimination 43% of respondents felt pretty capable of being able to respond. It was found that 30.8% of respondents said that there needed to be more education in schools while 26.3% felt that more cultural events and festivals would help.

When asked what youth can do to eliminate racism and discrimination most responses reflected that the most important thing to do was to spread the word:

*“Educating parents, most children are a product of their environment”*

*“I would love for there to be both interactive, print, and other media that do a good job of giving a primer and info about other resources”.*

**71.3%** of respondents said they felt the City of Victoria should create a citizen’s committee to address and educate on issues of racism and discrimination. From the results of the survey, the CVYC has undertaken planning to connect with other organizations to identify solutions and take action (CVYC will do this through incorporating ideas into planning activities for the upcoming year).

#### 4. Other

##### CYVC WEBSITE





The CVYC continued to explore opportunities to upgrade and improve the current website and preliminary discussions took place amongst members on how to make the site more dynamic and provide interesting information. The CVYC is planning to do a complete redesign of the website in the 2012-2013 year.

#### **FACEBOOK**

The facebook group continues to be a useful social media tool and planning is underway for how to further utilize this and other social media mechanisms for outreach and fostering dialogue.

#### **5. Budget**

Through partnerships we were able to leverage some additional funds to support activities of the CVYC. A copy of the financials is provided in Appendix I.



Appendices

Appendix I- Budget

| <b>FINANCIAL REPORT CVYC 2011-2012</b>   |                  |
|--|------------------|
| <i>Date: June 30, 2012</i>   |                  |
| <b>CVYC REVENUES 2011- 2012</b>  | <b>REVENUES</b>  |
| City of Victoria - Annual Grant  | 20,000.00        |
| City of Victoria – Leadership Grant – Roll-over from 2010-2011<br>(earmarked for Youth Summit) | 5,000.00         |
| Coast Capital - Roll-over contingency 2010-2011 (earmarked for<br>Youth Summit)                | 455.17           |
| Greater Victoria Spirit Committee (Youth Arts Festival Contribution)                           | 500.00           |
| <b>TOTAL REVENUES</b>  | <b>25,955.17</b> |
| <b>CVYC EXPENSES 2011- 2012</b>  | <b>EXPENSES</b>  |
| Wages CVYC Coordinator & Support (incl. rent/mercs)  | 15,064.64        |
| BCHC Administrational Support  | 2,000.00         |
| Project Materials  | 457.76           |
| Travel   | 61.50            |
| Printing   | 68.41            |
| Office Supplies  | 7.57             |
| CVYC Meetings (food/supplies)  | 863.28           |
| Web Costs (hosting/support)  | 206.92           |
| Project #1 - Survey (honoraria/project materials)  | 222.34           |
| Project #2 - Youth Summit (honoraria/project materials)  | 4,001.28         |
| Project #3 - Youth Arts Festival (honoraria/project materials)                                 | 483.01           |
| <b>TOTAL<br/>EXPENSES</b>  | <b>23,436.71</b> |
| <i>Contingency*</i>  | <i>2,518.46</i>  |
| <i>* Contingency is earmarked for evaluation work in 2012-2013</i>                             |                  |



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