

TOWN OF ST. MARYS & TOWNSHIP OF PERTH SOUTH

# PERTH4YOUTH

## COMMUNITY ENGAGEMENT STRATEGIC PLAN

### 2017 - 2020

Engaging, attracting and retaining youth in our communities



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## 1. EXECUTIVE SUMMARY

The Town of St. Marys/Perth South Perth4Youth Strategic Plan (2017-2020) is a three-year plan to implement economic development workforce goals within a collaborative structure between the four member municipalities of Perth County as well as Stratford, St. Marys and the Ontario Ministry of Agriculture and Rural Affairs using the collective impact model. This strategic plan fosters grassroots participation and builds community capacity through a collaborative approach by focusing on youth with youth to design their future and it aligns with the Town's updated strategic plan as a continuation of the commitment to make St. Marys a youth friendly community. A youth recruitment and retention strategy, along with a youth and entrepreneur program have been identified as a strategic priority under Pillar Three of Balanced Growth. This plan will outline ways to bring these outcomes to fruition and will demonstrate the importance of youth attraction, retention and engagement to the community.

This plan was developed based on findings from Core Team members, stakeholder feedback, Town corporate documents and from public surveys from both represented communities. The framework was intended to direct teams and stakeholders to collaborate on the creation of a mission and vision statement, conduct a SWOT/PESTO analysis, conduct primary research with youth and community stakeholders, review relevant youth data and develop goals and objectives to address the gaps and bring this pilot project to life to meet the needs of the youth workforce, as well as employers in our community. However, the St. Marys team held only one session and one joint session with Perth South of which both were poorly attended. The core teams both had a very good response to their surveys.

The plan addresses four key goals including:

1. Improved youth employability and entrepreneurship
2. Pursue a youth council to engage our youth in volunteerism and improve civic engagement
3. Work towards a Youth Friendly Community designation
4. Implement a Youth Leadership & Development Program



### YOUTH ATTRACTION & RETENTION IN PERTH COUNTY, ST MARYS AND STRATFORD



## 2. BACKGROUND

### 2.1 COMMUNITY ECONOMIC DEVELOPMENT & YOUTH

Community Economic Development (CED) is a process in which a community (municipality) uses resources to attract capital and increase physical, commercial and business development and job opportunities for its residents. CED seeks to improve the well-being of a community through:

- Job creation
- Job retention
- Workforce development
- Tax base growth
- Improved quality of life

Youth are critical to workforce development, job creation and retention and improving the quality of life of a community. Youth not only become valued members of a community's workforce but participate in the community as entrepreneurs and employers. Youth bring a vibrancy and creativity to a community that is unique to that 15 to 29 year age group. Engaging, attracting and retaining youth in communities is vital to the survival and growth of an area. Thus Perth4Youth was envisioned by Perth County's Economic Development Officer as a way to plan and coordinate efforts across geographic Perth to engage youth while in our communities, attract (or re-attract) youth back to our communities and ensure that youth remain in our communities.

As part of the Perth4Youth Strategic Planning Initiative, each of Perth County's four lower tier municipalities and the City of Stratford and Town of St. Marys have committed to develop a youth attraction strategic plan. While each individual community is preparing a strategic plan, it is our intention to work collectively across geographic Perth County to support youth attraction and retention.

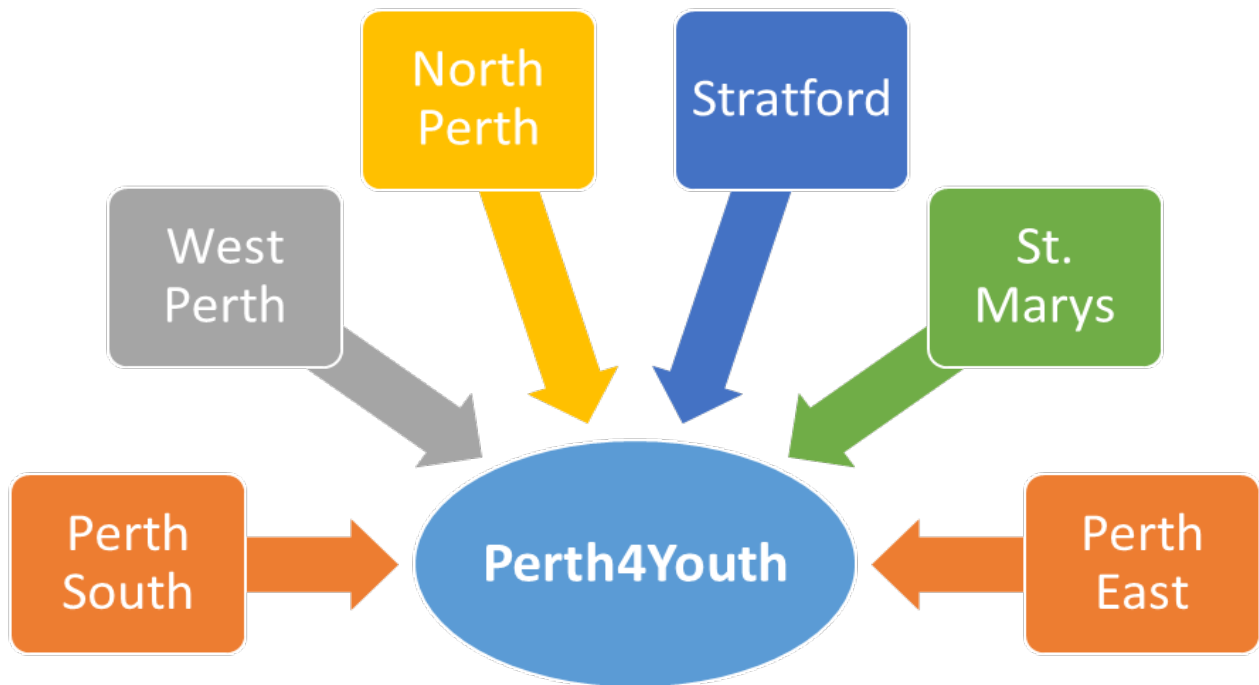
The role of youth in community economic development is best summed up below:

**"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 businesses 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

By working collectively, the impact of each strategic plan will be greater and will provide a stronger regional approach to youth attraction in the county. The collective impact approach is based on the idea that we are more powerful in our collective efforts, working together toward a common goal.

- ✓ Common Agenda
  - All collaborative partners have a shared vision for change, including a common understanding of youth attraction and a joint approach to addressing it.
- ✓ Shared Measurement
  - Collecting data and measuring results consistently across all collaborative partners ensures efforts remain aligned and collaborative partners hold each other accountable.
- ✓ Mutually Reinforcing Activities
  - The activities by each collaborative partner could be different, but must not impede the collective plan of action.
- ✓ Continuous Communication
  - Consistent and open communication is needed across the many players to build trust, assure mutual objectives and create common motivation.
- ✓ Backbone Support Organizations
  - Creating and managing collective impact requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating organizations and agencies.



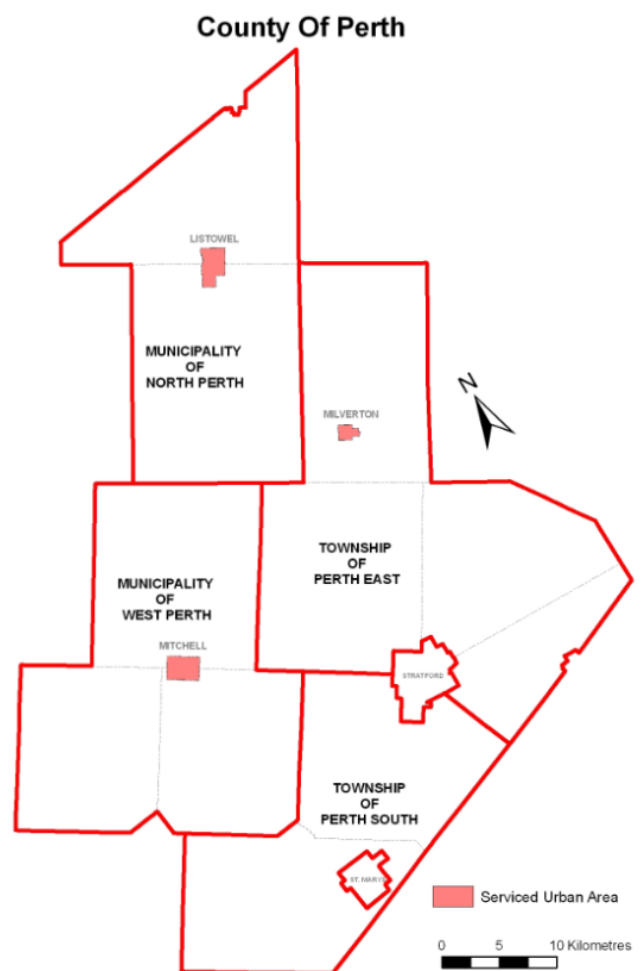
## 2.2 WHY A YOUTH ATTRACTION STRATEGIC PLAN?

The Perth, St. Marys, Stratford Youth Attraction Strategy project (Perth4Youth) is the natural response to labour force gaps identified in *Opportunity 2020: Transforming the Labour Market in Perth County, Stratford and St. Marys*. This document identified the need for the engagement, retention, re-attraction and attraction of youth (15 - 29 years of age) to geographic Perth. Further, each of the participating municipalities (listed below) have youth attraction and retention noted as a priority in their strategic plans or other white papers.

There are six member municipalities participating in a project to address this labour force shortage. They include:

- Municipality of North Perth
- Township of Perth East
- Township of Perth South
- Municipality of West Perth
- Town of St. Marys
- City of Stratford

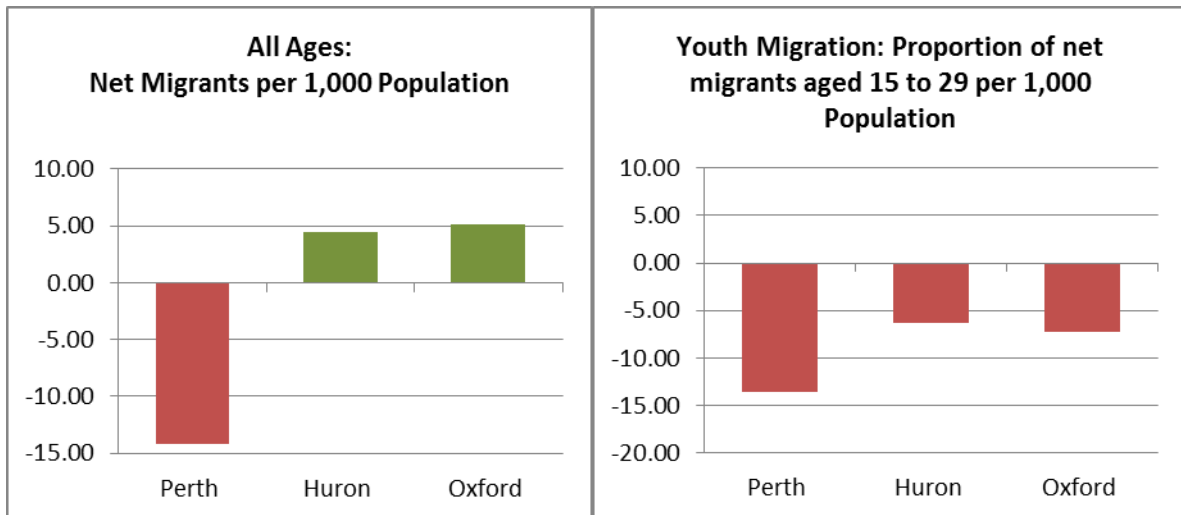
The Perth4Youth project has led to the creation of six individual yet aligned youth attraction strategic plans. Working together, the member municipalities have developed a grassroots, evidence-based approach to involving youth in their communities. This model has engaged a broad base of community members and leaders to address issues unique to their municipality and common to all of geographic Perth.



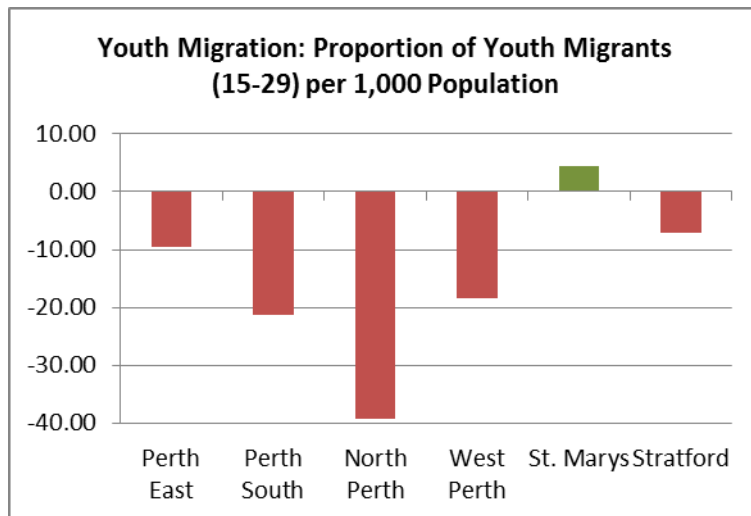
### 2.3 CURRENT SITUATION IN PERTH COUNTY

In Perth, St. Marys and Stratford, youth (ages 15 - 29) are leaving and not returning. This decline leads to a shrinking workforce, school closures, shrinking tax base and an aging population. Local businesses can be forced to relocate to find workers to sustain or grow their operations. Rural communities need youth!

When looking at overall migration, Perth County is significantly underperforming two neighbouring counties: Huron and Oxford. This trend extends into youth migration as well.



Drilling down into geographic Perth County, we see that across the board, **save for the town of St. Marys**, youth are leaving home.



Perth County is looking for workforce. Across the county, manufacturers, farmers, downtown businesses and restaurants are all looking for employees. There is a range of different types of work available, from highly skilled and specialized, to general labourers. As the current workforce ages and approaches retirement, workforce development will increasingly be a challenge for these employers, the economic backbone to many of these rural communities.

## 2.4 PERTH COUNTY-WIDE TRAIN THE TRAINER

OMAFRA's strategic planning Train-the-Trainer (TTT) is a capacity-building program for Ontario's rural communities. This program supports municipal partners and community volunteers in learning the skills required for facilitating the strategic planning process.

The benefits of developing a strategic plan:

- Brings groups together to work on common goals
- Establishes a shared vision
- Builds clear, realistic goals and objectives
- Clarifies roles and responsibilities
- Allows for effective use of resources
- Reduces repetitive decisions

After each of the training sessions, participants return to their home municipality and practice their newly acquired skills. In putting these new skills to practice, participants have led their municipality and citizens through the development of youth attraction and retention strategic plan.

It is the intent of this program that participants will have:

- Built new connections with fellow community leaders
- Acquired new knowledge and understanding of strategic planning principles
- Developed confidence and the capacity to drive future strategic planning processes in their communities

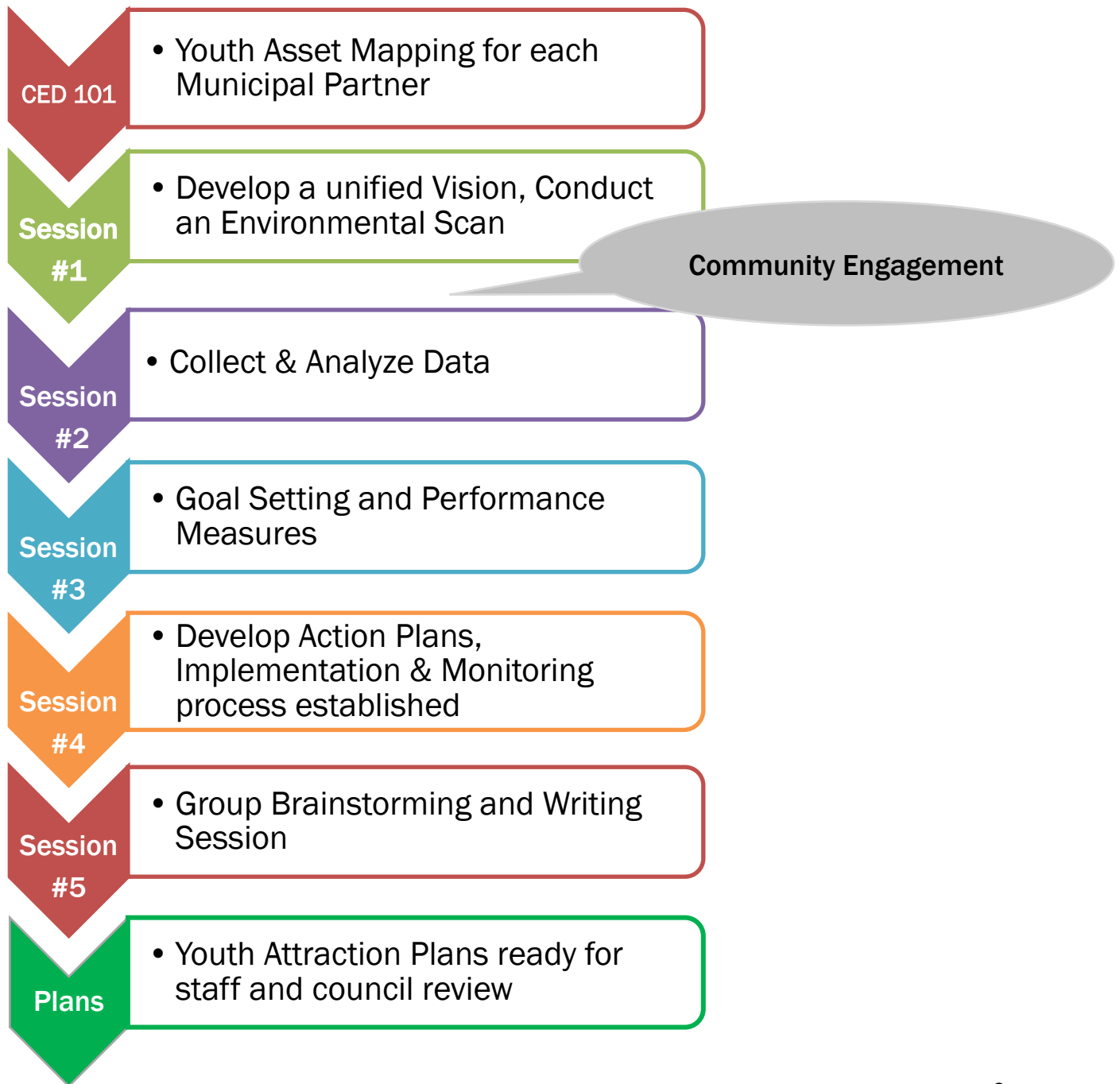
Ultimately this project has allowed all six municipal partners to develop, implement and measure priorities, goals and activities for youth engagement, attraction and retention, in a consistent and coordinated manner.





## 2.5 PROCESS OVERVIEW

The TTT process involves the integral step of community consultation and ownership at each step of the process. After each of the four TTT sessions, core teams from each municipality were to engage their community using techniques learned in sessions one to four. However, St. Marys had only one community engagement session on their own in March and held a joint session with South Perth that were both poorly attended. This was a pilot process so some variation occurred from the diagram below to align with community needs and trends.



## **2.6 KEY FINDINGS FROM CONSULTATIONS**

Consistent themes emerged as the core teams engaged their youth and municipalities in the discussion of what youth need to feel engaged while they reside in geographic Perth. These themes centered on what would attract youth back and what would make them want to stay.

Overwhelmingly, youth like living here. Youth also noted that they feel there is an underlying message that if you don't leave you aren't really successful. This message comes to them from a variety of community sources: schools, leaders and family members.

It was also consistently found that there is a frustration with youth not knowing what job and career opportunities are available to them and conversely employers don't know how to reach youth to communicate the opportunities they have for them. There is a definite communication disconnect between youth, employers, educators and families. This was also noted in the Opportunities 2020 study and remains evident today.

Younger youth are unaware of youth assets in their municipalities. Access to youth assets such as training or youth centers is limited due to lack of affordable transportation.

Youth also find that there are few places for them to gather and enjoy each other's company.

**ST. MARYS HAS A NUMBER OF COMMUNITY SUCCESS STORIES WITH THEIR MATURE YOUTH 25 TO 29 YEARS THAT SHOULD BE RECOGNIZED AND CELEBRATED!**

### **3. 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.**

Referencing the Town's vision from the 2017 Strategic Plan Revision and Update, the P4Y vision demonstrates next steps to becoming a progressive community that is working to create a local economy that embraces new ideas and entrepreneurs. Building on the idea of celebrating diversity, youth needs must be met and supported to ensure that the commitment to being a sustainable community will be achieved through forward thinking and planning.

St. Marys' strategic focus on attracting and retaining the youth demographic is a key driver that will further ensure the vibrancy and culture of the Town. It not only aligns to the balanced growth pillar, but also to all of the other strategic pillars of the plan.

Perth South has also indicated the vital importance of cohesion, engagement and diversity in their community vision which relates directly to youth as well.

### **4. MISSION**

**St. Marys and Perth South's 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.**

By realizing and making this the mission, it is intended to ensure that youth are a priority and are included in all activities to ensure their voices are heard and in keeping with the values of trust, respect, understanding and teamwork.

The Youth Centre serves as an integral piece to engaging youth at an early age and also demonstrates the commitment to filling the gap in services to this demographic.

Their mission below also aligns to how we can achieve this outcome.

**"We are committed to providing the youth of St. Marys and area with a safe and inclusive space to socialize and build positive relationships, encourage development and reinforce positive play."**

## **5. GOALS AND OBJECTIVES**

St. Marys and Perth South have been diligently working to address the issue of youth outmigration with some success. A number of senior roles have been filled with young professionals and this demonstrates the commitment to ensuring employment opportunities for youth in our communities.

The following emerging themes were collected through community stakeholder discussions, survey feedback and from general consensus by the core team groups from all areas of Perth County.

### **EMERGING THEMES**

- Disconnect between youth, schools and community
- Education, training and mentorship opportunities are needed
- Need for more inclusion and diversity in the community
- Opportunity to improve collaboration with youth-related resources
- Leadership/professional development opportunities needed
- Communication preferences for this demographic
- Affordable housing options
- Need to strengthen community partnerships/eliminate silos

### **POTENTIAL PARTNERS**

- Partners in Employment
- My PerthHuron
- Four County Labour Market Planning Board - Skills Advance Program MAESD
- Development Ontario - Skills For Change Program
- Stratford & Area Builders Association
- Technical Training Group
- Stratford Perth YMCA
- Huron Perth Canadian Mental Health Association
- University of Waterloo Stratford Campus

## GOAL 1

Improve youth employability and entrepreneurship in St. Marys & Perth South

### OBJECTIVES

Increase awareness of local employment opportunities that exist and how to access them

Youth are better equipped and find meaningful employment in their community

Create training and entrepreneurial opportunities to promote youth self-employment

### ACTIONS

Host semi-annual job fair at PRC and annual career fair at St. Marys DCVI

Needs assessment of local youth to identify field trips to local businesses or workshops of interest

Increase local presence of CFDC and SBEC to provide entrepreneurial resources to youth interested in starting a business

Create more co-op/internships in municipal government. (i.e. research assistant, youth communications correspondent, volunteer coordinator, planning assistant)

Develop a pilot workshop in collaboration with teachers to integrate soft skills training into their curriculum

Educate youth about the top employment sectors in the municipality and entry level requirements. Use a local business as a case study for Grade 12s

## **GOAL 2**

Pursue a youth council to engage youth in volunteerism and improve civic engagement

### **OBJECTIVES**

Educate youth to recognize the value of volunteerism to their future career

Structure a youth council to provide recommendations and guidance around issues affecting young people in St. Marys and Perth South

Create more municipal summer job experiences to increase knowledge of municipal processes of youth for youth

### **ACTIONS**

Seek one person who is willing to be the “champion” from Youth Council to serve on the Economic Development Committee

Identify partners who can assist with activities and spread information

Connect with communities who have implemented a youth council and steps to action including Town of Minto and Wilmot Township

Recruit Adult Advisors for the Board of Directors

Host a Needs Assessment event to focus on the interests and objectives of youth

Establish a group agreement, or Terms of Reference (TOR) to provide a guideline for how the Council members will interact

### **GOAL 3**

Pursue the Youth Friendly Community designation/Playworks Partnership for active and engaged youth

### **OBJECTIVES**

To earn the youth friendly community designation	Connect youth to their community in a meaningful way	Determine best practices of youth friendly communities
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### **ACTIONS**

Set up a personal call and sign up for a Playworks webinar to see what is required	Identify gaps in criteria and work to eliminate	Solicit community agency and supporters to include in the application (ie. 4H, YMCA, Youth Centre, Girl Guides, schools)
Visit the Fusion Youth Centre in Ingersoll for ideas on programming	Register to become a youth friendly community. If criteria is not met, make it a priority for 2019	Reach out to Town of Ingersoll for further information

## GOAL 4

Implement a Joint Perth County Youth Leadership & Development Program for 15 - 29 year olds.

### OBJECTIVES

Increase community capacity through Perth County collaboration.	Increase youth leadership abilities and equip them with skills required to be successful in achieving their desired goals.	Create framework and schedule to roll out program to various age cohorts (15-19; 20-24; 25-29)
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### ACTIONS

Human Synergistics is willing to provide a community service to the design and delivery of content (Life Styles Inventory) for these sessions. RED funding application	Libro to deliver financial literacy workshops. Facilitate with the Youth Centre or BIA	Organize a speed networking event that facilitates interaction between students and local industry representatives
Launch a motivational speaker series on local success stories of youth entrepreneurs from around Perth County	Coordinate workshops with EO providers on resume writing, interview skills, public speaking, presentation skills, conflict management, confidence building, dealing with difficult people, personality dimensions, generational differences. Effective communication to youth is essential to ensure participation	Development of local mentorship and networking programs to connect students with industry leaders



## **GOAL 5**

Consult on or participate in a collaborative Perth geographic project through RED funding

### **OBJECTIVES**

Connect employers, youth and educators in a meaningful way by developing career cards and skills video vignettes for local employers and to be used in schools

Share best practices in areas of job search training for youth, entrepreneurs

Explore ways to bring clustered resources to all geographic areas of Perth County

### **ACTIONS**

St. Marys will be offered the opportunity to participate. Details will be finalized as other strategic plans are finalized.

## 5.1 PERFORMANCE MEASUREMENT

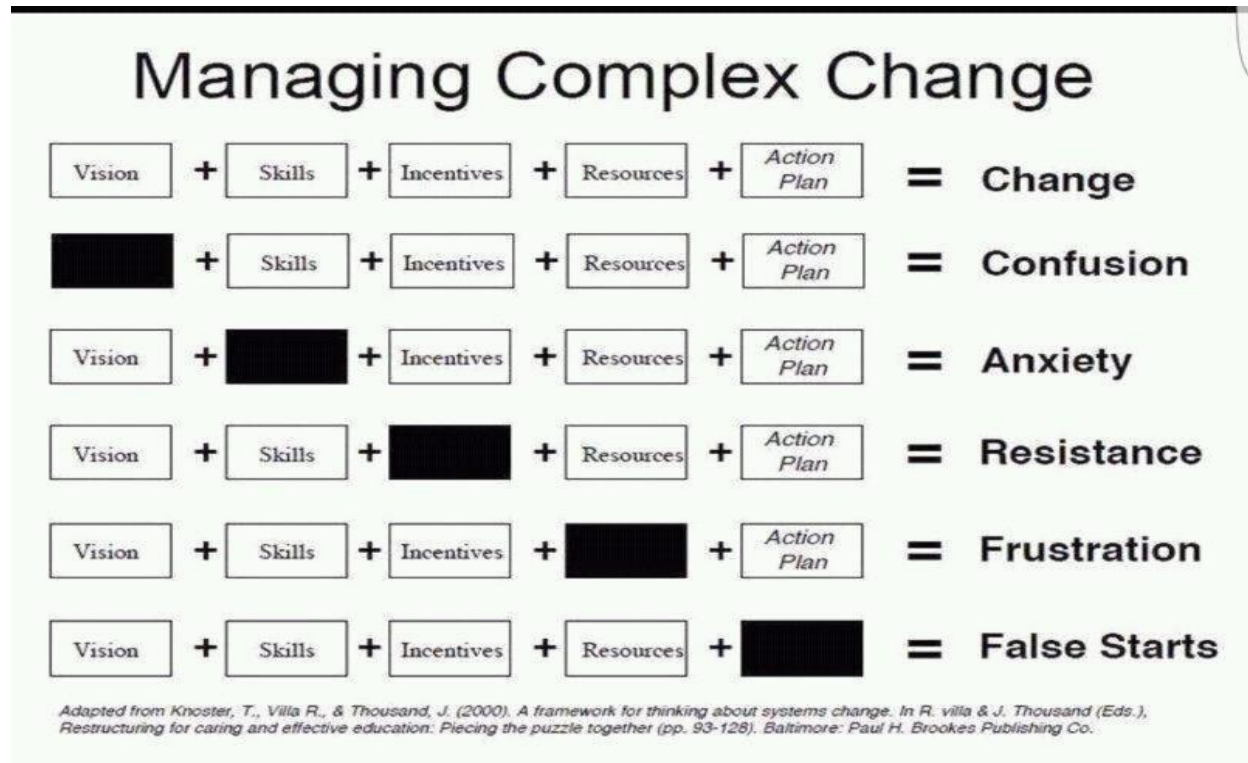
Performance measurement is an integral part of strategic planning. Performance measures that are specific, demonstrate impact and are within the capacity of both municipalities will be created upon the approval of this draft plan.

### Recommendations:

- Adopt the strategic plan and share with community stakeholders
- Next step: Resourcing - work plans will align to the strategic plan
- Implementation and monitoring of the strategic plan by a designated person
- Bring back to Council to move to adopt at next meeting in October
- Once adopted, hold a “kick off” event and social media campaign to build momentum and include stakeholders from both communities,
- Annually re-examine and update youth strategic plan
- Consideration of pursuing the Youth Friendly Community Designation
- Hire a Part time Project Lead. Assigning overall responsibility of the project to a lead will ensure action. Since St. Marys/Perth South are one of the last to complete their plan, this is an opportunity to demonstrate commitment by being the first to take action and move forward with pursuing the goals.
- Job Creation Partnership (JCP) for a FT Youth Services Assistant and addition of summer youth position (new money to fund these, but only happens with associated funding)

## 6. REPORTING MECHANISMS

Status reporting is a key project management element during the execution phase of a project. The primary intent of a status reporting is to have a consistent mechanism for project managers to report the project's progress to plan. This chart demonstrates the importance of regular reporting and shows where breakdowns potentially can occur.



Performance measurement activities will be monitored monthly to ensure progress on short term goals and to maintain momentum as we report back to the community stakeholders and funders.

Project status reporting is a regular, formalized report on project progress against the project plan. Its purpose is to effectively and efficiently communicate project status at regular intervals to project stakeholders. The project status report will also be used to provide a documented history of the project so that milestones can be celebrated.

Following each year of activities a progress report will be completed in an effort to address any revisions to the strategic plan as it is a “living document”.

A quarterly report with progress updates will be included in a Council package.

An annual written report will be made available at the end of each year to include successes and challenges and made available on the Town/Township’s website for all residents.

The annual report will also be provided to the County as requested.

## 7. COMMUNICATION PLAN

Celebrating quick wins is essential to gaining buy in and maintaining engagement. Reporting mechanisms will measure the performance of each action and will ensure that progress is being made or will identify where an adjustment may be necessary before it can proceed. Access the smart chart organizational tool to create a communication strategy at the start of implementation ([http://smartchart.org/content/smart\\_chart\\_3\\_0.pdf](http://smartchart.org/content/smart_chart_3_0.pdf)).

In the first year of the strategic plan monitoring and communication should occur monthly, so that we are able to engage community partners as the process begins and moves into execution. It will be vital to funders to have a record of all actions and activities that are undertaken to achieve the desired outcomes for measuring performance using various means available.

In the preceding years, reporting will move to a quarterly basis or as requested by any of the involved parties.

One of the emerging themes throughout the sessions was poor communication and disconnect between youth, education and employers. The relevance is monumental as we tap into the various modes of multi-media to reach our target audience.

Based on the survey results contained in the 2017 Corporate Communications Plan, there is a definitive need to alter the methods of traditional communications to engage the 15-29 year old demographic. In the plan it indicates that “engagement will be the cornerstone of the Town of St. Marys’ communications efforts to ensure a collaborative and connected town.” Serious consideration to move to video/photo sharing using an app or exploring new channels such as Instagram and Snapchat, might prove more successful to reaching this target demographic. The following link outlines the latest research for engaging the youth demographic and will serve as a guide to how to implement some of these marketing strategies: <http://www.imediaconnection.com/article/144722/the-latest-strategies-for-engaging-the-youth-demographic>

Some suggested means would include the following:

- Develop a social media campaign aimed at 15 to 29 year olds to identify their preferred communication preferences
- Digital signage/billboards in various locations in town/township to share community events
- Greater utilization of the Opportunity Lives Here website – improvements such as a YOUTH tab that provides links to employment supports, government services, family services and County amenities
- YOUTH tab and include links to resources/programs on the Town/Township website
- Updates sent out with semi-annual tax bill
- Grassroots - flyers, posters, word of mouth

- Focus groups/interviews with youth, employers, educators
- Press releases to newspapers and farming magazines
- Community boards at PRC, library, Museum, VIA Station, Town/Municipal Office, community halls, restaurants, hair salons, doctor's office, local businesses
- Share on various community events pages for Perth County (maintain a directory)
- Partner with service clubs to share on their social media pages
- Co-op opportunity for local youth as communications coordinator to gain relevant experience
- Links on community partner websites
- Develop an events tab on The Opportunity Lives Here website
- Television recording on My Stratford channel 12
- Networking at community events to "spread the word" on project updates
- Create our success story - demonstrate the importance of the project and youth conversations
- Utilize a social media guide to target audience at prime time/blitz and utilize scheduling tools such as Hootsuite
- Development of a youth app by a local youth
- Annual community celebration of reaching milestones in the Perth4Youth project
- Implement suggestions from this article: "The Best Way to Talk to Millennials, From a Millennial Communications Expert" (<https://www.inc.com/magazine/201704/coeli-carr/millennials.html>)

## 8. APPENDICES

### APPENDIX A

<b>Core Teams Members</b>	
St. Marys	Perth South
Laurel Davies Snyder	Lizet Scott
Ciaran Brennan	Dennis Menarey
Amy Cubberley	Melinda Zurbrigg
Angela Baffes	Emma Blackler
Sandy McCann (plan writer)	Josh Brick
<b>Community Partners</b>	
Rebecca Clothier, Perth South	Karen McKnight, Lions Club
Melinda Zurbrigg, Perth South	Ada De Jong, Kirkton Dairy 4H Club
Brent Kittmer, CAO, Town of St. Marys	Julie Docker-Johnson, St. Marys BIA
Hannah Conroy, Perth Economic Development Office	Councillor Carey Pope, BIA/ Youth Centre Board
Deb Hotchkiss, Partners in Employment	Allan Stewart, Human Synergistics
Matthew Corbett, St. Marys Library	Kate Stewart, Human Synergistics
Rebecca Webb, St. Marys Library	Shawna Carroll, Human Synergistics
Vicki Lass, OMAFRA	Perth South Councillor Cathy Barker
Mimi Price, Stratford Perth YMCA	LEO Program
Ryan Erb, United Way Perth Huron	LGBTQ Group
Stratford Perth Community Foundation	St. Marys DCVI
Ontario Provincial Police (OPP)	Little Falls Public School
St. Marys Station Gallery	Rotary Club
Conestoga College	Ada De Jong, Kirkton Dairy 4H Club

## **APPENDIX B**

### **1. ENVIRONMENTAL SCANS**

#### **Strengths, Weaknesses, Opportunities and Threats (SWOT)**

##### **Strengths**

Vibrant downtown | active service clubs | strong youth representation at Town/Municipal Office | supportive & friendly community | focus on culture | excellent recreation facilities | local hospital | High School in St. Marys | VIA Rail Station | strong business community | trails & parks | library | quiet & safe | lots of sports | quarry | lowest youth outmigration in Perth County | Youth Centre | Kirkton Fair | Wildwood Conservation Area | River Valley | awareness of “13 Ways to Kill your Community” | Communication Strategy | elementary schools in both St. Marys & Perth South | Master Recreation Plan addresses youth issue | St. Marys is the only community not experiencing noticeable youth outmigration

##### **Weaknesses**

Lack of activities to introduce youth to different careers | little collaboration in youth programming between YMCA & PRC | no art classes for youth | gaps in youth services | little to do for 16-17 year olds | lack of affordable housing | poor communication | lack of transportation (bus services) | lack of youth engagement | more non sport youth activities needed | no youth incentives with BIA initiatives | schools not teaching kids consequences of not meeting requirements | no 1 point of contact for youth activities/ initiatives | low engagement in youth 15-29 years, mainly grade 7 & 8 | church youth groups dwindling | need more effective communication tools to reach youth ie. Instagram & Snapchat | not signing MOU with Four County Labour Market Planning Board- lack of input from local employers responses (data) | closed relationship with DCVI | not doing what you said you were going to do in variety of planning documents | community capacity

##### **Opportunities**

More community interaction with the high school to promote local businesses | youth centre to cross program with the friendship centre to expand skills/ build relationships (mentoring) | share local success stories of home grown youth who went away to school and came back to great jobs | greater promotion of volunteering to get youth into their desired career | increased coops and internships in community | YMCA receptive to collaborate on shared services/ space at PRC | property severance | Library programming/partnering on youth initiatives | increased collaboration will build community capacity

##### **Threats**

\$15 minimum wage for small business | aging population | no influx of millennials | service club membership declining | more volunteers needed | increase in land prices

#### **Political, Environmental, Social, Technological & Other (PESTO)**

##### **Political**

Trudeau/Liberal government | Ontario Hydro costs in rural areas | Donald Trump in power | Provincial cutbacks

### **Environmental**

No focus on the environment in St. Marys | energy consumption/conservation | few vacant storefronts |

### **Social**

Gaps in youth services | poor engagement with this demographic | youth want more activities geared to specific age groups | build/strengthen relationships between young & old

### **Technological**

Mobile platforms/app needed to engage youth | opportunity to deliver local workshops to all ages on variety of programs available | partner with the Friendship Centre and have youth teach them something new

### **Other**

Skilled trades are booming | shortage of skilled labour

The youth asset map below outlines where youth assets are delivered in and around Perth County, which highlights the issue of transportation.



## STUDIES, REFERENCES OR SUPPORTING DOCUMENTS

### 1. Data – Survey & Results (attached)

- Opportunities 2020
- Youth Friendly Communities link
- LDSS study
- Employer One Survey Local Lens on Perth South
- Rural Ontario Institute Youth Council Report
- Rural Ontario Institute TORC Report
- Tamarack Institute Collective Impact Planning Tool
- Newcomer and Youth Community Indicators Tool
- Iceland Youth Project
- Migration Report Perth County 2016
- Rural Ontario Institute Newcomer & Youth Community Indicators Tool
- Perth County Youth Asset Map
- Huron Immigration Partnership
- Four County Labour Market Planning Board
- 2017 Federal Budget Opportunities
- Exploring Strategies for Rural Youth Retention: A Case Study of the Town of Goderich, Huron County, Ontario
- The Premier's Highly Skilled Workforce Expert Panel - Summary of Recommendations to Build The Workforce of Tomorrow
- Stepping Up Annual Report - A strategic Framework For helping Ontario's Youth Succeed
- Millennials Values Study  
[http://www.counselling.net/jnew/index.php?option=com\\_content&view=article&id=151](http://www.counselling.net/jnew/index.php?option=com_content&view=article&id=151)
- ROI's Fact-Finder's Guide to Local & Regional Data
- Youth Voice Ontario <http://youthvoiceontario.ca/>
- Innovation for a Better Canada - Innovation and Skills Plan  
[https://www.ic.gc.ca/eic/site/062.nsf/eng/h\\_00051.html](https://www.ic.gc.ca/eic/site/062.nsf/eng/h_00051.html)

- 2017 Budget & HRP A Analysis
- <https://mail.google.com/mail/u/0/#label/Perth4Youth/15bb1542eef28134>
- [https://www.canada.ca/en/innovation-science-economic-development/news/2017/03/ministers\\_bains\\_andhajduannouncecanadasglobalskillsstrategy.html](https://www.canada.ca/en/innovation-science-economic-development/news/2017/03/ministers_bains_andhajduannouncecanadasglobalskillsstrategy.html)
- [youthineurope.org/](http://youthineurope.org/)
- [www.enviroleaders.ca/\\_An\\_Award\\_/Winning\\_Program](http://www.enviroleaders.ca/_An_Award_/Winning_Program)
- <https://www.ontario.ca/page/job-programs-youth>
- <http://www.you.ca/>
- [http://www.outwardbound.ca/course\\_index.asp?Category=113](http://www.outwardbound.ca/course_index.asp?Category=113)
- <http://www.yes.on.ca/workshop-schedule/>
- <http://www.employmentservice.sl.on.ca/files/YouthEmploymentFundPresentation1.pdf>
- [http://www.redcross.ca/crc/documents/1-1-7\\_youth\\_engagement\\_strategy.pdf](http://www.redcross.ca/crc/documents/1-1-7_youth_engagement_strategy.pdf)
- <https://www.slideshare.net/fivebyfive/evolving-youth-communication-strategies>
- <http://www.theglobeandmail.com/news/national/postsecondary-schools-and-employers-partner-to-curb-youth-underemployment/article34744307/>
- HRP A Webinar - How to Access Hiring Incentives
- A Call to Action on youth Employment  
<http://www.imaginecanada.ca/comment/reply/25436#.WQX09hHTnzk.email>
- <https://youthcore.ca/index.php?action=resources&cat=2>

## 2. Other

- Launch Pad Model
- Grey Roots Model
- Fusion Youth Centre Model
- Wilmot Township Youth Friendly Community Designation
- Halifax Youth Engagement Strategy for Engaging Youth and Building Strong Communities
- Hanover Youth Summit

## 3. Town of St. Marys documents

- 2010 Community Based Strategic Plan & 2017 Revised Updated Version

- 2012 BR&E Project Final Report
- 2010-2014 Economic Development Strategy & Action Plan
- 2013 Municipal Cultural Plan
- 2015 Municipal Study
- 2017 Visitors Guide
- 2017-2018 Recreation & Leisure Program Guide
- 2017 Recreation & Leisure Services Master Plan DRAFT
- 2017 Corporate Communications Plan

## **APPENDIX C**

### **GLOSSARY OF ACRONYMS, SHORT FORMS**

- OMAFRA: Ontario Ministry of Agriculture, Food and Rural Affairs
- OTF: Ontario Trillium Foundation
- CED: Community Economic Development
- CMHA: Canadian Mental Health Association
- YOF: Youth Opportunities Fund
- RA: Regional Advisor
- TORC: The Ontario Rural Council
- RYWG: Rural Youth Working Group
- ROI: Rural Ontario Institute
- SBEC: Small Business Enterprise Centre
- CFDC: Community Futures Development Corporation
- REI: Rural Employment Initiative
- NCP: Newcomer Centre of Peel
- LMEIC: London-Middlesex Immigration Employment Council
- OYAP: Ontario Youth Apprenticeship Program
- TTG: Technical Training Group
- EOSP: Employment Ontario Service Providers
- PCEDO: Perth County Economic Development Office
- MATSD: Ministry of Advanced Training and Skills Development (formerly the MTCU)
- PRC: Pyramid Recreation Centre
- FCLMPB: Four County Labour Market Planning Board
- COJG: Canada Ontario Job Grant
- YAC: Youth Action Council
- BIA: Business Improvement Association
- JCP: Job Creation Partnership
- RED: Rural Economic Development
- SEEP: Summer Employment Experience Program

- TTG: Technical Training Group
- PRC: Pyramid Recreation Centre
- SM: St. Marys
- PS: Perth South

## APPENDIX D

### PARTNERS AND FUNDING SOURCES

- OTF - YOF
- Corporate Funders: <https://charityvillage.com/directories/funders/corporate-funding-programs.aspx>
- Ministry Funding Sources RA Overview
- Youth Opportunities Fund - Trillium by July 19:  
[http://www.otf.ca/sites/default/files/yof\\_aboutyof\\_en.pdf](http://www.otf.ca/sites/default/files/yof_aboutyof_en.pdf)
- Ministry of Advanced Training and Skills Development (formerly the MTCU) - carryover funds from 2014 report
- National Research Council employers: [http://www.nrc-cnrc.gc.ca/eng/irap/services/youth\\_initiatives.html](http://www.nrc-cnrc.gc.ca/eng/irap/services/youth_initiatives.html)
- Young Canada Works Program internships & jobs:  
<http://canada.pch.gc.ca/eng/1466191409480>
- Youth take Charge Program: <http://canada.pch.gc.ca/eng/1452888265378> Sept deadline 2018
- Stratford CMHA Program :  
[http://www.mindingourbodies.ca/program\\_directory/the\\_fresh\\_project\\_food\\_recovery\\_exercise\\_skills\\_hope](http://www.mindingourbodies.ca/program_directory/the_fresh_project_food_recovery_exercise_skills_hope)
- <https://www.canada.ca/en/canadian-heritage.html>
- <http://canada.pch.gc.ca/eng/1427741123839>
- <http://canada.pch.gc.ca/eng/1459523443780>
- <https://www.canada.ca/en/employment-social-development/services/funding/career-focus.html>
- <https://www.canada.ca/en/employment-social-development/services/funding/skills-link.html>
- <https://www.ontario.ca/page/job-programs-youth>
- <https://www.canada.ca/en/employment-social-development/services/funding/literacy-skills/eligibility.html>
- <https://www.ontario.ca/page/entrepreneurship-funds-and-resources-people-under-30>
- [http://www.mindingourbodies.ca/toolkit/resources/youth\\_grants](http://www.mindingourbodies.ca/toolkit/resources/youth_grants)
- <http://www.imaginecanada.ca/resources-and-tools/grant-connect/sign-guided-tour>

- <http://allontario.ca/2012/07/private-grants-national-and-ontario-private-foundations/>
- <http://www.mcconnellfoundation.ca/en/programs/engaging-youth>
- <http://www.grants-loans.org/>
- <https://inspiritfoundation.org/en/about/vision-mission>
- <http://www.coca-colacompany.com/our-company/the-coca-cola-foundation>
- Cooperators Foundation <http://www.impactleaders.ca/funding>
- <http://www.rbc.com/community-sustainability/commitment-to-youth/index.html>
- <https://www.libro.ca/community/prosperity-fund>
- <https://www.statefarm.com/about-us/community/education-programs/grants>

### **SCHOLARSHIPS PARTNER-GRANTS**

- <https://www.canada.ca/en/employment-social-development/services/funding/career-focus/eligibility.html>
- <https://charityvillage.com/directories/funders/canadian-foundations.aspx>
- [http://www.afc-fac.ca/youth\\_education\\_application.php?lang=en](http://www.afc-fac.ca/youth_education_application.php?lang=en)
- <https://fef.td.com/>
- <http://laidlawfdn.org/funding-opportunities/apply-for-a-grant/>
- <http://www.innoweave.ca/en/modules/collective-impact/grants>
- <http://www.innoweave.ca/en/workshops/collective-impact/58a4c51f-01a0-49d4-a5ad-6702413c357a>
- <http://www.lcif.org/EN/apply-for-a-grant/recent-grants.php>
- <http://mcleanfoundation.ca/applications.html>
- <http://www.otf.ca/what-we-fund/action-areas>
- [http://otf.ca/sites/default/files/grantmetrics\\_allactionareas\\_en.pdf#page=13](http://otf.ca/sites/default/files/grantmetrics_allactionareas_en.pdf#page=13)
- <http://joe-kelly.com/foundation/> funding open to Aug 31/17
- <http://raschfoundation.ca/>
- <http://www.heartandstroke.ca/get-healthy/healthy-kids>
- <http://kenrubin.ca/foundation/index.html>
- [http://www.hilaryweston.com/en/for\\_Youth.html](http://www.hilaryweston.com/en/for_Youth.html)
- <http://zukermanfamily.com/>
- <http://spccf.ca/>

- <https://www.canadahelps.org/en/charities/rotary-foundation-canada/>
- <http://jacanada.org/london-district-cp>
- <http://www.4-hontario.ca/youth/>



## APPENDIX E GOALS, OBJECTIVES AND ACTION PLANS

<b>GOAL 1 - IMPROVE YOUTH EMPLOYABILITY AND ENTREPRENEURSHIP</b>				
<b>OBJECTIVES:</b>	<ol style="list-style-type: none"> <li>1. Increase awareness of local employment opportunities for youth that exist and how to access them</li> <li>2. Youth are better equipped to find meaningful employment in their community</li> <li>3. Create training and entrepreneurial opportunities to promote youth self-employment</li> </ol>			
<b>ACTION PLAN</b>				
<b>#</b>	<b>ACTIONS</b> Actions to advance the objectives	<b>RESOURCES</b> (human, financial, other)	<b>LEAD &amp; CHAMPIONS</b>	<b>REPORTING STATUS</b> For updating purposes
<b>1</b>	a) Semi-annual job fair (youth council section- ensure youth workforce development is part of the mandate)	<ul style="list-style-type: none"> <li>▪ Acquire space</li> <li>▪ Recruit employers</li> <li>▪ Funding</li> </ul>	<ul style="list-style-type: none"> <li>▪ Municipal Liaison</li> <li>▪ Project Lead</li> <li>▪ Youth Council</li> <li>▪ JCP</li> </ul>	
	b) Provide and promote networking opportunities for youth	<ul style="list-style-type: none"> <li>▪ Willing business owners</li> <li>▪ Marketing student</li> </ul>	<ul style="list-style-type: none"> <li>▪ BIA</li> <li>▪ SPCB</li> </ul>	
<b>2</b>	a) Needs assessment of local youth to identify workshops of interest	<ul style="list-style-type: none"> <li>▪ Develop needs assessment</li> <li>▪ Location</li> </ul>	<ul style="list-style-type: none"> <li>▪ EOSP</li> <li>▪ St. Marys DCVI</li> </ul>	
	b) Host a youth (14 - 18) focus group at a PRC with min 20 people to determine top 10 list of skills they want to have or need to find employment, pizza provided	<ul style="list-style-type: none"> <li>▪ Budget for food</li> <li>▪ Recruit youth</li> <li>▪ Meeting room at PRC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ Youth coordinator</li> <li>▪ Municipal Liaison</li> </ul>	
<b>3</b>	a) Develop a pilot workshop for teachers to integrate into the careers class to integrate soft skills training into their curriculum	<ul style="list-style-type: none"> <li>▪ Budget</li> <li>▪ Grant funding</li> </ul>	<ul style="list-style-type: none"> <li>▪ EOSP</li> <li>▪ Foundation for Education</li> </ul>	
	b) Source a group of willing teachers/guidance counsellors to test the pilot program on grade 10 students	<ul style="list-style-type: none"> <li>▪ Recruit teachers</li> <li>▪ Budget for materials</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ School Principal/Guidance Lead</li> </ul>	
<b>4</b>	a) Educate youth about the top employment sectors in the municipality and entry level requirements	<ul style="list-style-type: none"> <li>▪ Library space</li> <li>▪ Summer student</li> </ul>	<ul style="list-style-type: none"> <li>▪ PCEDO</li> <li>▪ FCLMPB</li> </ul>	
	b) Increase local presence of CFDC and SBEC to provide	<ul style="list-style-type: none"> <li>▪ Library space</li> <li>▪ Marketing materials</li> </ul>	<ul style="list-style-type: none"> <li>▪ SPCB</li> <li>▪ CFDC</li> </ul>	

	entrepreneurial resources to youth who are interested in starting a business		<ul style="list-style-type: none"> <li>▪ Municipal Liaison</li> <li>▪ BIA</li> </ul>	
	c) Consider undertaking “Win the Space” competition (19 - 29yrs)	<ul style="list-style-type: none"> <li>▪ Marketing</li> <li>▪ Available locations</li> </ul>	<ul style="list-style-type: none"> <li>▪ BIA</li> <li>▪ SPEC</li> </ul>	
<b>5</b>	a) Begin to teach job search skills at an elementary level/employer awareness (focus on grade 7&8) what is in the community and how to access it	<ul style="list-style-type: none"> <li>▪ Funding</li> <li>▪ Employer</li> <li>▪ EOSP</li> </ul>	<ul style="list-style-type: none"> <li>▪ Teachers</li> <li>▪ Project Lead</li> </ul>	

## GOAL 2 - DEVELOP A YOUTH COUNCIL TO ENGAGE LOCAL YOUTH IN THE CIVIC PROCESS, INCREASE VOLUNTEERISM AND MENTOR TOMORROW'S LEADERS

<b>OBJECTIVES:</b>	<ol style="list-style-type: none"> <li>1. Connect with communities who have implemented a youth council and steps to action including Town of Minto and Wilmot Township</li> <li>2. Structure a youth council to provide recommendations and guidance around issues affecting young people in PE, apply for a youth friendly community designation and become a youth friendly community</li> <li>3. Create municipal summer job experiences to increase knowledge of municipal processes of youth for youth SEEP funding</li> </ol>
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### ACTION PLAN

#	ACTIONS <small>Actions to advance the objectives</small>	RESOURCES <small>(human, financial, other)</small>	LEAD & CHAMPIONS	REPORTING STATUS <small>For updating purposes</small>
<b>1</b>	a) Seek one person who is willing to “champion” the idea of the Youth Council to the community	<ul style="list-style-type: none"> <li>▪ Seek community champion</li> <li>▪ Council delegation</li> </ul>	<ul style="list-style-type: none"> <li>▪ PRC Youth Centre Rep</li> <li>▪ Lions Club</li> </ul>	
	b) Identify partners who can assist with activities and spread information	<ul style="list-style-type: none"> <li>▪ Pursue sponsorship</li> <li>▪ Recruit new members</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lions Club</li> <li>▪ PRC Youth Centre</li> <li>▪ 4H Club</li> </ul>	
<b>2</b>	a) Recruitment of dedicated youth members	<ul style="list-style-type: none"> <li>▪ Funding</li> <li>▪ Marketing</li> </ul>	<ul style="list-style-type: none"> <li>▪ 4H Club</li> <li>▪ Project Lead</li> <li>▪ PRC Youth Centre Rep</li> </ul>	
	b) Recruit Adult Advisors for the Board of Directors	<ul style="list-style-type: none"> <li>▪ Adult advisors</li> <li>▪ Time commitment</li> </ul>	<ul style="list-style-type: none"> <li>▪ PRC Youth Centre Rep</li> <li>▪ Lions Club</li> </ul>	
<b>3</b>	a) Identify WHY the Youth Council is required	<ul style="list-style-type: none"> <li>▪ Youth participation</li> <li>▪ Time commitment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ PRC Youth Centre Rep</li> </ul>	
	b) Host a Needs Assessment event to focus on the interests and objectives of youth	<ul style="list-style-type: none"> <li>▪ Funding</li> <li>▪ Library space</li> </ul>	<ul style="list-style-type: none"> <li>▪ St. Marys DCVI</li> <li>▪ PRC Youth Centre Rep</li> </ul>	
<b>4</b>	a) Arrange an “asset mapping” process in your community	<ul style="list-style-type: none"> <li>▪ Space</li> <li>▪ Service providers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ St. Marys DCVI</li> </ul>	
	b) Establish a group agreement, or Terms of Reference (TOR) to provide a guideline for how the Council members will interact	<ul style="list-style-type: none"> <li>▪ Pursue funding opportunities</li> <li>▪ Meet with Town of Minto YAC for ideas</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ PRC Youth Centre Rep</li> </ul>	

## GOAL 3 - PURSUE THE YOUTH FRIENDLY COMMUNITY DESIGNATION PLAYWORKS PARTNERSHIP FOR ACTIVE & ENGAGED YOUTH AGES 13-19 YRS

<b>OBJECTIVES:</b>	<ol style="list-style-type: none"> <li>1. Earn the youth friendly community designation</li> <li>2. Connect youth to their community in a meaningful way</li> <li>3. Determine best practices of youth friendly community</li> </ol>
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### ACTION PLAN

#	ACTIONS <small>Actions to advance the objectives</small>	RESOURCES <small>(human, financial, other)</small>	LEAD & CHAMPIONS	REPORTING STATUS <small>For updating purposes</small>
<b>1</b>	a) Set up a personal orientation call with Playworks by calling 416-426-7142	<ul style="list-style-type: none"> <li>▪ Telephone</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ PRC Youth Centre Rep</li> </ul>	
	b) Get any questions answered and receive helpful hints, engagement tips and information on supporting documentation	<ul style="list-style-type: none"> <li>▪ Time</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ PRC Youth Centre Rep</li> </ul>	
	c) Reach out to Town of Ingersoll for further advise on process and maintenance	<ul style="list-style-type: none"> <li>▪ Time</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> </ul>	
<b>2</b>	a) The community recognizes and celebrates youth - if not, start to do so	<ul style="list-style-type: none"> <li>▪ Time</li> <li>▪ Youth stories/achievements</li> <li>▪ Community organizations</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ PRC Youth Centre Rep</li> <li>▪ Corporate communications</li> <li>▪ Library &amp; Museum</li> </ul>	
	b) Youth Advisory Committee formed - carryover from Goal #2	<ul style="list-style-type: none"> <li>▪ Meeting place</li> <li>▪ Training</li> </ul>	<ul style="list-style-type: none"> <li>▪ PRC Youth Centre Rep</li> <li>▪ Local youth</li> <li>▪ Municipal Staff</li> <li>▪ 4H, Lions Club, Rotary, church groups, schools, YMCA, Girl Guides</li> </ul>	
	c) Solicit youth community agency supports to champion the idea			
<b>3</b>	a) Effective communications for this age demographic evidence of variety of methods	<ul style="list-style-type: none"> <li>▪ Classroom space</li> <li>▪ Computer</li> </ul>	<ul style="list-style-type: none"> <li>▪ Corporate communications lead</li> </ul>	
	b) Demonstrate formal funding of youth play from a variety of sources	<ul style="list-style-type: none"> <li>▪ Local youth</li> <li>▪ Local employers</li> </ul>	<ul style="list-style-type: none"> <li>▪ PRC Youth Centre Rep</li> <li>▪ Municipal staff</li> </ul>	
<b>4</b>	a) Collaborate with schools and school board with reciprocal agreements for use of space/transportation	<ul style="list-style-type: none"> <li>▪ Transportation budget/funding</li> <li>▪ Space/ activity resources</li> </ul>	<ul style="list-style-type: none"> <li>▪ Foundation for Education</li> <li>▪ Civics Teachers/School Principals</li> <li>▪ PRC Youth Centre Rep</li> </ul>	
	b) Ensure accessibility and inclusion	<ul style="list-style-type: none"> <li>▪ Grants if needed</li> </ul>	<ul style="list-style-type: none"> <li>▪ Schools</li> </ul>	

		for accessibility	▪ PRC Youth Centre Rep	
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## GOAL 4 - IMPLEMENT A GEOGRAPHIC PERTH LEADERSHIP DEVELOPMENT PROGRAM FOR 15-29 YEAR OLDS

<b>OBJECTIVES:</b>	<ol style="list-style-type: none"> <li>1. Increase community capacity through a Perth County collaboration</li> <li>2. Increase youth leadership abilities and equip them with skills to be successful in achieving their desired goals</li> <li>3. Create the framework and schedule to roll out to the various age cohorts (15-19)(20-24)(25-29)</li> </ol>
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### ACTION PLAN

#	ACTIONS <small>Actions to advance the objectives</small>	RESOURCES <small>(human, financial, other)</small>	LEAD & CHAMPIONS	REPORTING STATUS <small>For updating purposes</small>
<b>1</b>	a) Human Synergistics is offering complimentary professional training as a community service to all youth in Perth County	<ul style="list-style-type: none"> <li>▪ Transportation</li> <li>▪ Space</li> <li>▪ Food</li> <li>▪ Print materials</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ Human Syneristics</li> <li>▪ BIA</li> </ul>	
	b) Libro to deliver digital literacy workshops in each community	<ul style="list-style-type: none"> <li>▪ Space</li> <li>▪ Transportation</li> </ul>	<ul style="list-style-type: none"> <li>▪ Libro</li> <li>▪ Project Lead</li> <li>▪ CEDO</li> <li>▪ OMAFRA</li> </ul>	
<b>2</b>	a) Launch a motivational speaker series on local success stories of youth entrepreneurs from around Perth County	<ul style="list-style-type: none"> <li>▪ Schedule of sessions</li> <li>▪ Local speakers</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ BIAs</li> <li>▪ PCEDO</li> <li>▪ OMAFRA</li> </ul>	
	b) Development of local mentorship group with industry professionals	<ul style="list-style-type: none"> <li>▪ Willing partners</li> </ul>	<ul style="list-style-type: none"> <li>▪ BIA</li> <li>▪ Local businesses</li> </ul>	
<b>3</b>	a) Organize a regional speed networking event between students and business professionals		<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ BIA</li> <li>▪ Schools</li> </ul>	
	b) Transportation of youth around the region to attend training	<ul style="list-style-type: none"> <li>▪ Transportation budget/funding</li> <li>▪ Partnership with bus company</li> </ul>	<ul style="list-style-type: none"> <li>▪ Project Lead</li> <li>▪ Foundation for Education</li> <li>▪ Student Services</li> </ul>	
<b>4</b>	a) Utilization of Rideshare site to address transportation challenges	<ul style="list-style-type: none"> <li>▪ Marketing promotion</li> <li>▪ Funding</li> </ul>	<ul style="list-style-type: none"> <li>▪ Municipal Liaison</li> <li>▪ SMPL</li> </ul>	

## GOAL 5 - CONSULT ON OR PARTICIPATE IN A COLLABORATIVE GEOGRAPHIC PERTH PROJECT

<b>OBJECTIVES:</b>	<ol style="list-style-type: none"> <li>1. Connect employers, youth and educators in a meaningful way by developing career cards and skills video vignettes for local employers and to be used in schools</li> <li>2. Share best practices in areas of job search training for youth, entrepreneurs</li> <li>3. Explore ways to bring clustered resources to all geographic areas of Perth County</li> </ol>
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### ACTION PLAN

#	ACTIONS <small>Actions to advance the objectives</small>	RESOURCES <small>(human, financial, other)</small>	LEAD & CHAMPIONS	REPORTING STATUS <small>For updating purposes</small>
1	c) SM/PS will be offered the opportunity to participate. Details will be finalized as other strategic plans are finalized.	<ul style="list-style-type: none"> <li>▪ Funding</li> <li>▪ Core teams</li> </ul>	<ul style="list-style-type: none"> <li>▪ PCEDO</li> <li>▪ OMAFRA</li> </ul>	

## Survey Results: Perth4Youth Project (Town of St. Marys)

How old are you?

	Response Total	Response Percent	Points	Avg
0 - 14	49	66%	n/a	n/a
15 - 18	8	11%	n/a	n/a
19 - 24	3	4%	n/a	n/a
25 - 29	5	7%	n/a	n/a
30 - 39	4	5%	n/a	n/a
40 - 55	4	5%	n/a	n/a
55+	1	1%	n/a	n/a
<b>Total Respondents (For this Question)</b>		<b>74</b>		

What grade are you in?

	Response Total	Response Percent	Points	Avg
Grades 1 - 4	0	0%	n/a	n/a
Grades 5 - 8	46	62%	n/a	n/a
Grades 9 - 11	5	7%	n/a	n/a
Grade 12	4	5%	n/a	n/a
College	3	4%	n/a	n/a
University	1	1%	n/a	n/a
<b>Total Respondents (For this Question)</b>		<b>74</b>		

What place do you identify as your community? Where do you call "home"?





		<b>Total Respondents (For this Question)</b>	<b>69</b>
1.	St.Marys		
2.	My parents' house in St. Marys		
3.	St.Marys		
4.	St.Mary's		
5.	St. Marys		
6.	RR6 - st Marys		
7.	Right now since I just moved back to my hometown from Toronto I refer to both as home		
8.	St. Marys		
9.	Rannoch		
10.	Kirkton		
11.	St Mary's		
12.	St. Marys		
13.	Kirkton		
14.	My house		



15.	St. Marys
16.	St.Marys
17.	The country
18.	Kirkton
19.	St.marys
20.	My house
21.	Perth South
22.	Perth South
23.	Kirkton
24.	Perth south
25.	st.marys
26.	Rannach
27.	St Marys
28.	Blanshard County
29.	St.Marys
30.	Rannoch Ontario
31.	My house
32.	Kirkton ontaro
33.	St.marys
34.	St.marys
35.	St. Marys
36.	Perth County
37.	St. Marys!
38.	Perth south, st, Mary's
39.	Kirkton
40.	st. Mary
41.	Rannoch, ON
42.	Rannoch in the country
43.	Lakeside/Rannoch
44.	The shcool

45.	St.Mary's
46.	St marys
47.	St. Marys
48.	Skate Park with friends
49.	St. Marys
50.	St. Marys
51.	St. Marys
52.	St. Marys
53.	St. Marys
54.	Lakeside ON
55.	Elimville
56.	St. Marys
57.	St. Marys
58.	St. Marys
59.	St. Marys
60.	Lakeside
61.	Uniondale
62.	Kintore
63.	Thorndale
64.	St. Marys
65.	St. Marys
66.	St. Marys
67.	St. Marys
68.	St. Marys

How long have you lived in your community?

		Response Total	Response Percent	Points	Avg
0 - 5 years		15	20%	n/a	n/a
6 - 10 years		16	22%	n/a	n/a
11 - 15 years		31	42%	n/a	n/a
15+ years		12	16%	n/a	n/a
<b>Total Respondents (For this Question)</b>		<b>74</b>			

Do you feel that youth are important in your community?

	Response Total	Response Percent	Points	Avg
Yes	69	95%	n/a	n/a
No	4	5%	n/a	n/a
<b>Total Respondents</b> (For this Question)				

What are the TOP THREE things you LIKE about your community?

		<b>Total Respondents</b> (For this Question)	<b>73</b>
1.	Walking trails, Stores, library		
2.	1. There are a lot of places to explore 2. It's relatively quiet 3. It's relatively safe		
3.	I like that we have a recreational centre to play sports at. I like that there are lots of opportunities for agricultural education. I like that there is a library in my community because I enjoy reading.		
4.	The Trail The events we hold (heritage weekend) Small town can feel like one big family Pool,gym ,arena lots of activities		
5.	Trails PRC		
6.	Friendly Lots of activies for kids great services- lirbary and Pool in kirkton		
7.	The friendliness of everyone How everyone knows each other Being respected for my skills		
8.	The size- not too small. The unity- people coming together. The history- beautiful landscapes.		
9.	It is small, it has friendly people, everyone helps each other.		
10.	There's lots of space to play and have fun while growing up. It's not busy (there isn't much traffic). There are activities outside of school to participate in nearby.		
11.	They have a pool They have a rink They have a store		
12.	Sports, clean city, and love the arena		
13.	It's not very big Everyone's friendly Everyone helps eachother		
14.	It is small It has a store It has a ice rink and a pool		
15.	I know all the people All the people are nice We all have lots of space to our selfs		
16.	1. I like how it embraces its haratige and history 2. How it has so many sports and clubs 3. How it is a beautiful and welcoming place		

17.	People,the beauty,the after school activities
18.	A lot of land, small not huge, road isn't a really busy highway
19.	1. Clean air 2. Living in the open 3. Not being close to people
20.	Close community Everyone knows everyone Friends/family
21.	Friends Safe Know everyone
22.	The parks, the pools, and downtown
23.	That the people around us are really nice.
24.	The Privacy. The kindness of the people. The small town feel.
25.	1. My fiends 2. My family 3. Because it's small, and there are a few open spaces
26.	It's smallish Qaurry It's hang out places
27.	the skate park the river m&m
28.	Dirt bikes cool neighbors and dirt biking
29.	School is close to my house Gas station is close by Roads are not that busy
30.	Community attitude Size Quality
31.	Farming and Farm land and open space
32.	There is a lot of stores. You can go and meet people at places. There is health care.
33.	The parks, Beautiful landscapes, nice stores
34.	Friendly Caring Quiet
35.	Small not that many cops lots of dear
36.	That everybody is kind. Their are tons of this to do in kirkton. It's fun.
37.	Stores are Close to me Heath care is close to me
38.	It's nice here, There a lot of stuff to do.

	There's no robbers here
39.	Lots of parks, kind people and lots of outdoor activities
40.	I like how there is lots of agriculture, 4-H clubs and people care about others.
41.	Everyone is friendly and kind We have a lot of recreational places in town and just outside of town Store owners or employees are really understanding and friendly
42.	We are clean We have many schools And we have many grocery stores
43.	We have a store We have a pool We have a community centre
44.	My friends and pizza
45.	It's Quiet, We have a good school, there are nice people
46.	I can get on my quad or dirtbike and just ride You can have a big shop I can hunt
47.	The Waterfall and places to hangout with my friends.
48.	Skating,swimming,video games
49.	My community is in the country Thames River Quiet
50.	Beautiful landscape Lots of amenities Walkable
51.	1. Tight knight aspect - everyone knows everyone 2. Uniqueness of downtown shops 3. Community feel at sporting events
52.	Most places are very friendly
53.	The quaintness The friendly attitude The beauty of it
54.	Pizza My friends Pathfinders
55.	Girl guides Basketball My school
56.	School Pyramid Centre Pathfinders/Girl Guides
57.	Programs for all ages School That it's unique
58.	I like the Grand Trunk Trail

59.	Friends Family It is pretty
60.	School Lots of kids my age Library
61.	Teachers, for the most part, aren't soul-sucking reptiles Subway (the food place) The media and other businesses are mostly receptive and open to helping students
62.	You can walk most places We have a library Lots of coffee shops
63.	The youth program Having a blood donation clinic every month at the Pyramid Centre
64.	Small community Friendly people
65.	Knowing the neighbours
66.	Very friendly Always offer to help
67.	Small Rural Friendly
68.	It's small, you know everyone Has everything I need Great service
69.	The people The facilities The variety of stores
70.	The arena The restaurants The schools
71.	Mostly everyone's friendly Has a lot for a small town Got lots of pizza
72.	Rec programs and facilities Safe community

What are the TOP THREE things you would CHANGE in your community to make things better for youth?

		<b>Total Respondents (For this Question)</b>	<b>67</b>
1.	More jobs, more mental health, more doctors		
2.	I honestly don't interact with people much in town or go to places where there are many, so I don't really know. I am content.		
3.	To make St.Marys better for youth I would add more activities for youth that would introduce them to working on a farm or other jobs in the agriculture area. I would like to see public trails or tracks for dirt bikes and four wheelers. I would like to have more programs based at the elementary school level to introduce students to job opportunities in their community.		
4.	Maybe a few different restaurant options Art classes or some way we can showcase art in town buildings/cooking classes Organize a marathon for the youth and proceeds can help them go to college		
5.	More activities for youth More groups for youth to be a part of		

6.	-more youth in the area -build our church community -more 4-h clubs (hopefully we'll see that more in the future!)
7.	More things to do at night More activities from the town for people 20-25.
8.	More hangout spots that are welcoming. Non-profits connecting with youth. Better transportation methods (that are safer and easier than walking).
9.	More part time jobs offered to students looking for jobs.
10.	Nothing. I live in a youth friendly environment.
11.	Make the pool open more Make the rink open more They store should have lower prices
12.	I would change more police to make it safer
13.	More job opportunities for young people.
14.	I would change some of the housing Fix the road and sidewalks Get a police force
15.	Nothing
16.	1. More opportunities for youth to get jobs 2. More school bus routes 3. More places to volunteer at
17.	More after school activities, community activity,more/bigger parks
18.	A dirtbike track, trails for riding dirtbike,
19.	More job opportunities Things you can adapt and change with Part time jobs for work experience
20.	Nothing
21.	Have more clubs
22.	More stores targeted at the teen youth. More areas for the youth to hand out or play. More variety of places for work and volunteer work for younger people.
23.	I wouldn't change anything, I like it just the way it is.
24.	Idk
25.	the nose law the store hours the police staion
26.	More dirtbike trails
27.	More parks More jobs More ponds
28.	Connection opportunities with older residents Opportunities for entry level employment that also lead somewhere Post secondary education opportunities and venues

29.	Stop building houses. Don't hunt in the bushes
30.	Had a dance studio. Gym. Mall
31.	Road not as busy Kade Farms wasn't selling We owned a farm
32.	A dirt bike track
33.	Have more places to shop for like groceries.
34.	Malls Gymnastics classes Dance classes
35.	To clean up all the garbage here. And to make st.marys bigger And a better place to live.
36.	No pollution, more job opportunities and more babysitting opportunities.
37.	I would change how people build houses instead of using the farm land, plant lots of trees and use chemicals that won't harm the environment.
38.	Add a few more activities for youth (public skating, activities at the pyramid centre?) Clubs made for younger children for a day of the week just after school A place to do yoga after school for highs hook students or adults to go to
39.	Maybe more stores downtown No littering Gymnastics downtown
40.	We need a pizza pizza We need more restaurants We have to many
41.	Nothing
42.	Tell the motorcycles to stop going full blast at 12:00 am.
43.	Barneys wasn't selling More spread out Bigger property
44.	More restaurants. More eating places. More parks.
45.	Work out ages groups,comic book stores,personal transporters
46.	People need to stop littering everywhere Cleaner water/Falls More areas to shop
47.	Better sidewalks/sitting areas Mentor/hobby programs Rec club with ping pong pool bowling games tables in one building
48.	1. More youth friendly areas. Not much do for teens on a Saturday night. 2. Continue physical activity programs and classes for youths.
49.	Less hassling just because we are teenagers
50.	I'd suggest implementing drug information services to youth since drugs are overly popular in our town. Other than that I don't really know what else I'd change.



51.	A hot tub for 14 and younger
52.	Hang out place for youth that serves food. Networking groups for youth. More sports clubs. (other than hockey)
53.	Better transportation
54.	That they could give program to help with career
55.	I would add a park I would add a general store
56.	I'd leave it the way it is
57.	We need more activities for teens More inclusion groups Less pizza & café places
58.	Start more public groups and clubs specific to interests/issues of the youth A bigger public crackdown on drug usage Improved high school education system and more opportunities to explore more career options
59.	More activities to do Better activities for youth Get word out about activities better
60.	More events as a community A place teens can hang at More activities for teenagers
61.	Ball diamonds Playground Indoor community centre
62.	More activities More entertainment
63.	More places to hang out More groups to gather to do good things Work/volunteer clean up
64.	Better basketball courts
65.	More activities More entertainment
66.	Make programs more affordable

What do you do in your spare time? What are your hobbies?

		Total Respondents (For this Question)	73
1.	Watch TV, read books, housework		
2.	I like making things (sculpting, painting, drawing, etc.) and playing music, mainly.		
3.	In my spare time I play hockey at the PRC. I also ride dirt bikes and four wheelers. I like to read.		
4.	Art Cooking Camping Design Spending time with friends and family		
5.	walking reading		

6.	Reading, sewing, gardening in the summer, swimming
7.	I design, Skype my friends in Toronto, and watch Netflix
8.	Baseball, walking my dog, working out, cooking.
9.	Play hockey, take photos.
10.	I take Muay Thai lessons. I like playing football with my friends. I dirt bike and go on bike rides.
11.	Basketball and horse back riding and karate
12.	Play hockey all the time.
13.	Play hockey
14.	I play hockey and foot ball, I also like to go skating with my friends at the kirkton rink
15.	Hockey Baseball Basketball
16.	1. Hang out with friends 2. Play with my dog 3. Go for walks 4. Help dad on farm
17.	Play basketball,play baseball hang with friends in town
18.	Dirt biking, hockey, football,
19.	I hang out inside or I go for a walk to my gravel pit with my dog.
20.	Hanging out with friends Playing instruments guitar, drums etc Learning new and exciting things
21.	Baseball
22.	I like to practice karate
23.	4-h Dairy club, practice piano and singing,
24.	Collecting. Wood Working. Corking.
25.	Dance, swimming, walking, biking, playing with a pet, hanging with friends
26.	Basketball T.V. Sleeping
27.	listen to music very loudly play video games bmx tricks
28.	Dirt bike, shoot, work on three wheelers
29.	Watch tv Play hockey outside Play with my cats

30.	Music Writing TV / media
31.	Hockey/ sports Farming
32.	Play on the trampoline Play volleyball Play on my phone
33.	Crafting and dancing
34.	Fishing Playing with animals Friends Fourwheeler
35.	Play five finger fella dirt biking and muding
36.	Go to work. Ride my horses. Have fun.
37.	Gymnastics Girl guides
38.	Gymnastics, Play a game, Go fishing,
39.	Video games, camping and playing with my friends and baking.
40.	My hobbies are riding, hockey, and lacrosse. I read, write, and play outside in my spare time. I also do Dairy 4-H.
41.	Playing piano Reading Playing outside
42.	Do gymnastics in my house Play on iPad Play with my pets Do homework
43.	YouTube My bed The tv
44.	Listening to books
45.	Reading and video games.
46.	Ride my dirtbike or quad Hunt Fish
47.	Hangout with my friends.
48.	Graphic novel comics,video games,lifting weights
49.	Sports Work around the house
50.	Hiking tennis swimming picnics

51.	Volleyball, running, yoga, cycling, kayaking, reading
52.	Skating Drumming Filming
53.	Mainly I study, read, play chess, and the occasional video game.
54.	Listen to books
55.	Drama Dance French
56.	Girl guides Roller derby
57.	Babysitting Swimming Pathfinders Leo Reading
58.	Crafting Girl Guide/4-H Knitting, sewing, crocheting
59.	Chill
60.	Theatre Writing
61.	Watch sports talk shows (eg. prime time sports, Tim & Sid) Watching YouTube Writing a variation of stuff regarding sports, wrestling, etc.
62.	Kayak Mountain bike Read Write Paint Craft Listen to music Play music
63.	Hockey Work Peers
64.	Hockey Baseball Bike Walking
65.	Driving my kids to their hobbies
66.	Hockey
67.	Hockey Farming
68.	Sports Workout Hang out with peer
69.	Read Go to parks

70.	Practice my sports
71.	I work Go to the gym Hang with the boys
72.	Sports - hockey, cycling, ball YMCA

Do you have a part-time job?

		Response Total	Response Percent	Points	Avg
Yes		37	51%	n/a	n/a
No		35	49%	n/a	n/a
<b>Total Respondents (For this Question)</b>			<b>72</b>		

If you have a part-time job, what is it and how did you find out about it?

		<b>Total Respondents (For this Question)</b>	<b>43</b>
1.	I have a full time job. Found it on Indeed		
2.	I babysit and I found out through my mom who had friends that needed a babysitter.		
3.	I work for the town of St.Mary's		
4.	I don't have an official part time job, but I help with the admin side of our farming/custom work business. I also help with the financial side of our church		
5.	I have a Full time job and I heard about it from my mum		
6.	The Beer Store- Their website, online.		
7.	I was babysitting and saw an add on Facebook		
8.	I part time work on my uncles farm and I found it because he's my uncle. I also have a part time job babysitting for my teacher		
9.	I babysit I met the kid through school and found out about the job on facebook		
10.	Newspaper and my mom helped get it for me		
11.	I babysit my neighbor and my dad told me about him and that his mom needed someone to look after him.		
12.	My dad owns a business so I work for him, also i enjoy babysitting and my younger sisters friends need a baby sitter so I babysit them.		
13.	I don't have one but I want one.		
14.	I babysit, and the parents are my mom and dad's close friends		
15.	I catch chickens and my mom works on that farm so they normally need people to catch the chickens to go to the kill plant		
16.	I babysit just from word of mouth		
17.	It is babysitting I found out about this because my friend asked me if I can babysit her kids		
18.	It's not easy to take care of a lot of kids		
19.	Babysitting		
20.	I work at a horse barn, my moms boss is my boss!		

21.	Yes I cut grass
22.	Selling cool things to people for a lot of money , I found it out about because of my friend named Andrea told me and her grandmother owns the store and so me and my sister and her are working there the name of the store is emporium.
23.	Well I work in the emporium downtown on Sunday and Saturday some weeks
24.	I babysit and I started after my friend told me about the babysitting course
25.	I sometimes do dishes for my dad's tent company
26.	Working with my dad whenever I can
27.	My part time job is working as a chicken catcher my mom worked for him and said he needs more chicken catchers.
28.	N/A
29.	Lifeguard for the Town of St. Marys. Always just knew that opportunity was there for employment.
30.	Through a friend who works there
31.	--
32.	I sometimes wash dishes for my dad's tent company
33.	I wash dishes at J. Marshall Tent Company. I found out about it because my dad owns it.
34.	Babysitting Mom
35.	Babysitting through my family and friends (found out by the babysitting course) Cutting the grass (found out by my dad)
36.	Server/dishwasher at Kingsway Lodge Family connection
37.	Grocery & produce worker at Foodland I found out about it through a friend who also works there
38.	Tim Hortons. There was a sign saying that they were hiring.
39.	Arena selling tickets (Mom was treasurer) Dow agra sciences (newspaper)
40.	Veterinarian Word of mouth
41.	Minor Hockey ticket salesman A friend told me about it
42.	With the Town Job bank
43.	Foodland Michael Campbell told the boss I was good












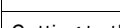
How do you get to your job?

<b>Total Respondents (For this Question)</b>		<b>43</b>
1.	My two feet :)	
2.	I was asked to babysit and I went and they ask me to babysit again.	

3.	I used to be employed with the town and have now returned
4.	Co-Op student, then part time canteen worker, then part time Guest Services, then full time Guest Services coordinator
5.	I applied and had an interview
6.	Drive my car.
7.	A Facebook add
8.	I walk for babysitting and I get a ride when I work at the barn.
9.	The parents pick me up or my mom drives me there
10.	Mom drives me or dad
11.	My brother drives me, I walk, I bike or snowmobile depending on the season.
12.	Their parents pick me up and drive them. When I work for my dad I get off the bus close by and walk the rest of the way.
13.	I don't know you tell me.
14.	In a car.
15.	My parent drive me or I bike on a nice day
16.	Parents drive get picked up or off bus
17.	My mom drives me.
18.	They come to my house
19.	By asking
20.	My parents drive me!
21.	My papa
22.	My friend
23.	Friends or my parents
24.	People ask u to wache ur kids for a bit
25.	I asked
26.	My dad and uncle and Scott Taylor
27.	I have someone to drive me.
28.	N/A
29.	Drive
30.	Sent an email to my current boss that I was looking for work and was hired the next week.
31.	Went to their job fair, was later hired
32.	--

33.	Dad drives me
34.	I bike or my dad drives me
35.	Cars or bike
36.	Parents/siblings
37.	walk 20 minutes
38.	Walking or a ride from my parents
39.	Was interviewed, got job.
40.	Walking (arena) Driving one way, bike back (Dow)
41.	car
42.	Drive

What are the challenges and barriers to finding a part-time job? (check all that apply to you)

		Response Total	Response Percent	Points	Avg
Being able to get to a job and back home		11	15%	n/a	n/a
Having the right clothing or equipment		5	7%	n/a	n/a
Knowing where to look for a job		19	26%	n/a	n/a
Knowing how to look for a job		11	15%	n/a	n/a
Knowing how to write a professional letter and resume		11	15%	n/a	n/a
Knowing how to prepare for and have a good interview		10	14%	n/a	n/a
I don't have any challenges		13	18%	n/a	n/a
Knowing how to start		11	15%	n/a	n/a
Knowing who I can talk to about this		6	8%	n/a	n/a
I don't need a part-time job		6	8%	n/a	n/a
I don't want a part-time job		2	3%	n/a	n/a
Other, please specify		10	14%	n/a	n/a
	Job relevant to my skills				
	Managing my time between school, hobbies, and work.				
	Getting to the job my parents work				
	The age limit for jobs.				
	I'm too young				
	I need a part time job for money.				
	I'm too young				
	I'm too young				
	Bosses are usually not understanding of what students can do				



<b>Total Respondents</b> (For this Question)	<b>74</b>
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Do you want to stay in your community to live and work as you get older?

	Response Total	Response Percent	Points	Avg
Yes	41	59%	n/a	n/a
No	28	41%	n/a	n/a
<b>Total Respondents</b> (For this Question)		<b>69</b>		



What kind of job or career do you want to have and why?

<b>Total Respondents</b> (For this Question)		<b>62</b>
1.	I would like to be an opp officer. At this point I've gone through enough jobs and experience that I know what I want.	
2.	As of right now, I'm hoping to pursue a career in art education.	
3.	I want to be an agricultural mechanic. I want to be a agricultural mechanic because any job in agricultural is in high demand so I would always have job availability. The job would also pay good because it is in high demand. I also want this job because it is a skilled trade because skilled trades pay well and are in demand.	
4.	[No Answer Entered]	
5.	I hope to be an Art Director in Advertising someday. So I will not be able to reach that career goal in town. As the bigger ad agencies are in big cities (Toronto, Montreal, and Vancouver)	
6.	Social services, communications. I went to school for these sectors and enjoy it.	
7.	Something having to do with animals, because I like he company of animals.	
8.	I want to be n engineer because everything in engineering is new ground. You're not just doing something that somebody has already done or can do. You have to constantly innovate.	
9.	A designer because I like making things more fun and beautiful	
10.	I want to be some sort of police officer so I can help out many communities and make them safe as possible	
11.	Something to do with animals because I enjoy working with them.	
12.	I want to be a fire fighter because I think that it would suit me.	
13.	Farmer because my dad is and I learn a lot of stuff from him so I already know a little about it	
14.	I would like to have some sort of important role in health care like a surgeon.	
15.	I want to have a job that I can work with people no matter the age,I just think working with people is fun and I working with people even if its not as a job	
16.	Professional dirtbiker, police, construction, mechanic	
17.	I want to be a dance teacher or a physiotherapist.	
18.	I would like to be a lawyer and one of he reasons s I'm good at arguing seconf they make good money and thirdly you never know what will happen next.	
19.	Idk	
20.	I want to be a doctor because health interests me and I want to help people.	
21.	Horse trainer or something related to animals because I love animals especially horses and cows.	
22.	Carpentry,wood working, art, because I like creativity and working with my hands. Dog breeder, animal adoption centre, vetrenarian, because I like working with animals.	








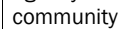
23.	A grade 1 or 2 school teacher because I love working with kids and filling people's brains with knowledge! Also a dmace teacher and performer. Or for a job just to have for a few years, I would be a waitress.
24.	I would like to be a dentist because I've suddenly taken interest in it they also make good money and my mom said that when she is going into a nursing home it better be a good one... LOL
25.	biologist
26.	I want to be a millionaire when I grow up
27.	Driving a school bus
28.	Farmer because I am very passionate about that occupation and I already have one
29.	A chef because I like to cook.
30.	I don't know
31.	Live on a farm and own a bakery because I love animals and always wanted to live on a farm and I love baking
32.	I want to be a dentist because I always thought that it would be a great experience.
33.	Loon cutting
34.	I want to be a actor and model .
35.	A baker because I like to bake treats.
36.	I want to have a career that has something to do with animals because I am a farmer and like working with animals.
37.	I don't know
38.	I won't to be and engineer or a dairy farmer
39.	I want to be an engineer
40.	I don't know
41.	physicist Because I'm interested in it.
42.	Mclean Taylor president
43.	I want to be a vet tech. I love pets and want to help them heel.
44.	Technology developer beacause I wont to make everyone have a device and save lives.
45.	I want to have a babysitting job because I love kids.
46.	I want to be an anesthesiologist.
47.	Going to school and hoping to become part of the film industries
48.	I'm planning on going into medicine, specifically psychiatry. I want to help people who are mentally ill.
49.	I don't know
50.	Actor
51.	Will depend on my career

52.	Pastry chef/baker I like to bake and I enjoy doing it
53.	I want to open a bakery because I like cookies
54.	I want to write a television series because I like script writing
55.	Radio broadcaster primarily working in sports or a play-by-play commentator
56.	Teacher because I want to get paid to talk about English and books to teenagers.
57.	Firefighting, physical job that I feel I would like
58.	Unsure
59.	Customer service I'm good with people
60.	Game warden
61.	Banking/finance

Do you think that you can have this career in your community?

		Response Total	Response Percent	Points	Avg
Yes		37	54%	n/a	n/a
No		31	46%	n/a	n/a
<b>Total Respondents (For this Question)</b>			<b>68</b>		

If "no", why not? What's missing in your community that would help you? (check all that apply to you)

		Response Total	Response Percent	Points	Avg
Availability of different types of careers		14	19%	n/a	n/a
Job opportunities (full-time or part-time)		19	26%	n/a	n/a
Training opportunities for jobs/careers		12	16%	n/a	n/a
Education for jobs/careers		9	12%	n/a	n/a
Activities and social opportunities		7	9%	n/a	n/a
Transportation options		5	7%	n/a	n/a
Housing options		4	5%	n/a	n/a
Other, please specify		11	15%	n/a	n/a
	Again you can't have a major ad agency in rural community				
	I don't think that they usually perform big surgeries in the st. Marys hospital				
	A dirt bike track				
	There is not a lot of jobs in st, Mary's but I would be a dairy farmer				
	They don't have that high tech stuff				
	It's too small				
	No major sports teams or stations/channels to broadcast				

	Not around here			
<b>Total Respondents (For this Question)</b>		<b>74</b>		





What would keep you in your community?

<b>Total Respondents (For this Question)</b>		<b>60</b>
1.	Library	
2.	As of now, I don't think there is anything.	
3.	I would stay in this community because the housing is cheaper than in the city. I would stay here because there is lots of agricultural job opportunities. I like to be near my family. I also like to live in the country.	
4.	At my age, of over 30 I feel I will be staying in this community regardless. If I choose to find work outside of the farm in the future, I am ok with commuting to larger areas to work.  I feel some of these questions below do not apply to me as I've settled into my life path.	
5.	I do love my community and wish I could stay for life but to do so would mean giving up on my dreams. I don't plan on staying here for a good while.	
6.	More career options.	
7.	More diverse job opportunities and more activities/things to do.	
8.	If they added more stuff to the job area	
9.	Sports like the arena, more stores, not as many Chinese places but more restaurants	
10.	Having a good job.	
11.	I want to stay in my community because it is where I lived my whole life	
12.	There are lots of really nice neighbors and friends	
13.	1. My family farm 2. I am used to the surroundings 3. I don't like too much big change 4. It's just the right size 5. There is good housing being built	
14.	There's a lot you can do as a teen you could go for a walk by the flats/river, play many sports, go to the parks and there's many stores to go through	
15.	Family, friends	
16.	Everything.	
17.	I would keep everything in my community if it was to change it would feel different to be there.	
18.	A university that I could go to so I would be able to get that career	
19.	My family, and because I like it where I live.	
20.	The smalltown feel, the people.	
21.	The people, but like I said there are close to no places to work where I live because it is a very small village, but in St. Marys, there are lots of choices.	
22.	A decent priced house	
23.	nothing I don't like it here I'm teased and picked on there's no jobs I want here I have no friends I'm followed in stores and many other reasons all because I'm different the police should enforce the law of no bullying	










24.	I would make sure to keep all the farm land and forest
25.	A place to go fishing A bush to go hunting
26.	Farming
27.	The library
28.	Family
29.	Bigger gym Fun things for kids
30.	Every thing but the tattoo shop
31.	If it was a bit bigger with more places to shop at and do more things in.
32.	Swimming
33.	My family
34.	A healthy environment and lots of kind people.
35.	All of the agriculture and good farming land.
36.	Library Small stores in old, historical buildings KEEP THE OLD BUILDINGS! THEY MAKE THE TOWN SO BEAUTIFUL!
37.	I feels like home and I lived there my whole life.
38.	The pool and the rink every thing but the Kirkton sore
39.	Nothing
40.	Everything I love it there
41.	My friends and family.
42.	Making the community a big city
43.	Nice people
44.	If their was an oppportunity close enough to commute from St. Marys, which isn't very economical considering the price of gas.
45.	If there was more options for what I'm personally interested in
46.	I'd say the rural-esc feeling. But that's a somewhat unrealistic request as the town is going to grow regardless.
47.	Everything
48.	Nothing
49.	Friends & family Job Education and things like quarry, Pyramid Centre, activities/clubs
50.	Don't know

51.	Family Shops School
52.	If it was bigger
53.	Nothing probably
54.	Nothing that is feasible. They would need at least one major (NHL,NBA) sports team and a nationally syndicated radio or tv station for starters
55.	More affordable housing
56.	Great town to grow up (summer activities, quarry) Small town, not over-crowded
57.	Nothing I wish to travel
58.	Close to London, central Ontario
59.	It's quiet

Do you feel that you

		Response Total	Response Percent	Points	Avg
have good interview skills?		30	41%	n/a	n/a
communicate well when talking with people in person?		35	47%	n/a	n/a
can write clearly?		34	46%	n/a	n/a
are getting good preparation to find a job?		27	36%	n/a	n/a
<b>Total Respondents (For this Question)</b>		<b>74</b>			

Are you learning about any of the following? (check all that apply to you)

		Response Total	Response Percent	Points	Avg
Different types of jobs		31	42%	n/a	n/a
Training opportunities		14	19%	n/a	n/a
Skills training		25	34%	n/a	n/a
How to look for a job		16	22%	n/a	n/a
How to apply for a job		16	22%	n/a	n/a
How to write a professional resume and cover letter		15	20%	n/a	n/a
How to prepare for and have a professional interview		11	15%	n/a	n/a
How to prepare a budget		12	16%	n/a	n/a
How to know what you are really good at and have talent for		29	39%	n/a	n/a
<b>Total Respondents (For this Question)</b>		<b>74</b>			

here are you learning about these things? (check all that apply to you)

	Response Total	Response Percent	Points	Avg

In class at school		24	32%	n/a	n/a
At school, talking to a teacher		11	15%	n/a	n/a
In school, talking with friends		16	22%	n/a	n/a
In a club or team		5	7%	n/a	n/a
At a part-time job		10	14%	n/a	n/a
In a course offered outside of school		5	7%	n/a	n/a
At home, talking with family and friends		39	53%	n/a	n/a
On-line		14	19%	n/a	n/a
School Guidance Teacher		6	8%	n/a	n/a
School Co-op Coordinator		3	4%	n/a	n/a
Other, please specify		15	20%	n/a	n/a
	Experience and my wife				
	I had a class back in College about this				
	Partners in Employment				
	A person came into our class and did a presentation				
	I'm not				
	At home				
	Collaboration with community service providers, apprenticeship providers, teacher/coordinators, and area school boards				
	Farming from my parents at home				
	No were				
	Mom				
	I am not learning about it.				
	workplace presentation at school				
	4-H				
<b>Total Respondents (For this Question)</b>		<b>74</b>			

Are there things that you would like to learn about or do in terms of skills, activities, jobs, training and careers?

		Response Total	Response Percent	Points	Avg
Yes		34	53%	n/a	n/a
No		30	47%	n/a	n/a
<b>Total Respondents (For this Question)</b>			<b>64</b>		

If "yes", what would you like to learn about, be trained in, take a course about? What would you like to learn how to do?

<b>Total Respondents (For this Question)</b>		<b>33</b>
1.	Where to find jobs in this town, what are all the different businesses	
2.	I would like to learn how to look for available jobs in the community. I would like to learn how to write a resume and have a job interview.	
3.	I want to learn about anything that could help in the real world. A lot of things we learn about in school we will never use in real life. I would never use remembering the dates of when the early explorers came to North America. Some stuff is just useless.	

4.	I want to take a course for a carpenter
5.	I would like to learn about how to find and apply for a job
6.	I would like to learn more about the community like how old it is,when some things were built,why they used lime stone
7.	How to build stuff/put together, how to do certain things on a bike,
8.	I would like to learn more about what kind of careers there are.
9.	I would like to be trained in all of the above things asked if I was learning abo them in question 21.
10.	I would like to learn how to teach because I would like to be a school teacher. I'd also like to take a hair and makeup course.
11.	skuba dive
12.	I wish there was a wider variety and more hands on in public school
13.	How much money it would cost to go to college
14.	Hunting coarse
15.	No
16.	Do the splits and more gymnastics
17.	I would like to learn how to be a professional baker.
18.	I would like to learn how to be a vet so that I can look after my animals better and look for symptoms of sicknesses.
19.	How to be an engineer
20.	??????
21.	More about matter and energy.
22.	I would like to learn how to save animals lives when they get hurt... in the future.
23.	How to make stuff like iPads
24.	I would love to learn about how to take care of kids when sick.
25.	Film making. I think art is important to get people's creative juices following
26.	I'd love to have an in depth understanding of psychology and medicine.
27.	Acting
28.	Don't know
29.	Baking classes
30.	How to go about looking for a job and a better designed school system in high school that tailors to what a student wants to do.
31.	More general life skills (cooking, buying a house, etc.) More about Canadian law
32.	About being a game warden



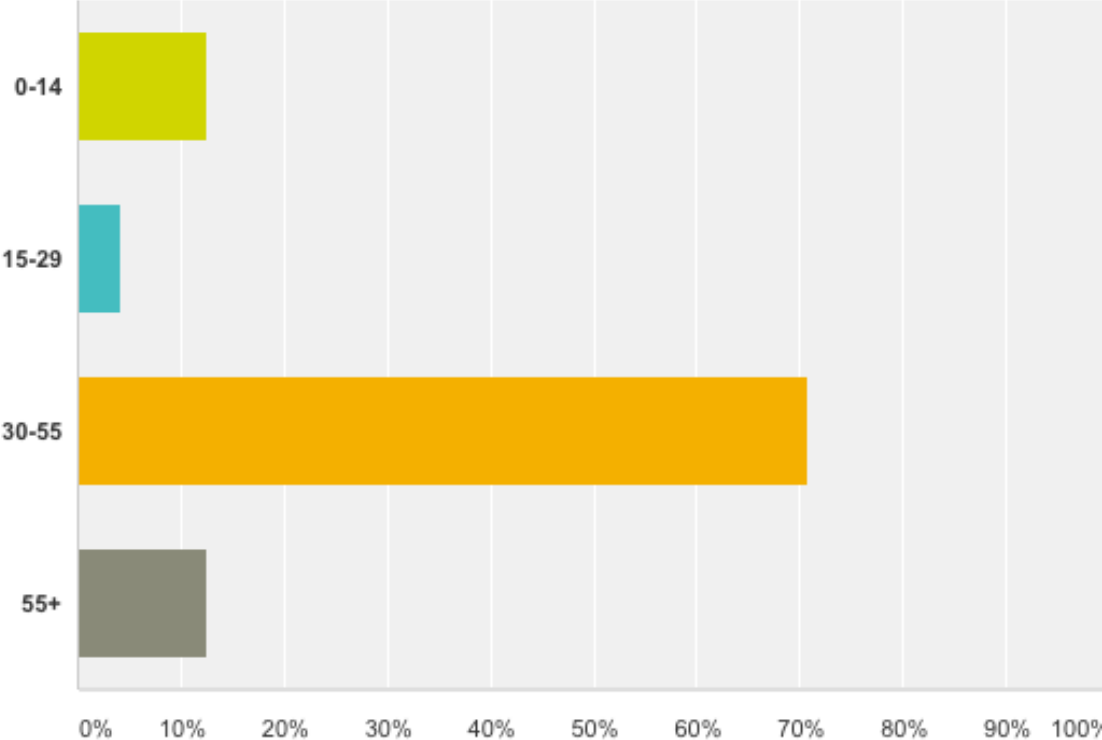
What do people not understand about youth? Is there anything else you'd like to tell us?

		Total Respondents (For this Question)	45
1.	no		
2.	We understand, but don't appreciate it when you treat us with suspicion in your stores.		
3.	I feel like some people do not understand that just because you (adults / people in charge) do not always understand or like what a youth is passionate about or likes does not mean that is it is not important. I like dirt bikes but some adults do not like dirt bikes and they think that they are a waste of time. Just because you do not like an idea does not mean that other people will not like it. Value every youths opinion even if you personally do not like what they are saying or enjoy.		
4.	I feel like it is hard for youth to get involved and find jobs best suited for them.		
5.	That we are hard working. I feel that people so quickly judge the millennial as lazy. We just see the world different then people before us. We have different barriers to push through. I wish older people would give us just a bit more respect and listen to us more openly.		
6.	Youth need new experiences and need to be taught about the different job opportunities out there. Most people don't know what they want to be until they are older and by then, it may be too late to get that job.		
7.	We sometimes don't want to have a job or we want to explore our options		
8.	Some people do not understand that kids have a big effect on the world		
9.	People don't understand about how interested we really are in finding a good career or getting work expirience		
10.	I think people don't understand that we do need space with are friends by are selfs but at the same time we get bored easy and need things to do		
11.	Most people don't take youth seriously and they seem to think that their opinion doesn't matter because they are too young to understand most things.		
12.	Let people don't understand that all youths need space. We need space to grow and we need space to expand our minds so that we can learn from our mistakes and learn to fix them as adults or as young teens.		
13.	They don't understand how much of youth wants jobs but can't get it, and how much youth needs money from these jobs since some parents don't give their kids what ever they want because they don't need to but they want to buy stuff.		
14.	I think that what people not understand about youth is that we have our own opinion, and we shouldn't get in trouble for our opinion. People like teachers and adults need to stop and listen to our reasoning. There is nothing else I'd like to tell you.		
15.	No!		
16.	we airnt all bad stop juging kids by what they look like		
17.	Adults never ever ever ever ever understand how youth feel it's almost that if we like it it's wrong		
18.	Why they are treated differently		
19.	We need more dirt bike tracks		
20.	No		
21.	No		
22.	I'm not to sure		
23.	People don't understand that being a kid is stressfull and parents can be really annoying sometimes.		
24.	I think that some people don't understand that the youth in the community are the next generation and can be trusted most of the time.		
25.	Nothing and no		

	Thankyou for caring about youth and taking time to make the survey!
26.	??
27.	That we are more capable than people think
28.	No.
29.	Technology
30.	I don't think youths know how to behave very well or how to control their behaviour.
31.	Mentorship programs increased coop opportunities family/parenting and life skills programs
32.	We aren't all hulligins
33.	It's hard. There's such a disconnect between people who are and aren't millennials. Millennials grew up in a different age than their parents. One where there's constant communication and inter connectivity. I think people who are older have trouble relating to youth because this forms an in group and an out group between the two.
34.	I don't know
35.	Don't know
36.	That they should have more opportunities
37.	No
38.	There's nowhere in St. Marys that we want to apply
39.	That a lot of the youth, while we may not always be perfect, will work hard if given valuable and meaningful opportunities.
40.	We can act professional and proper but need people to actually believe we can do stuff.
41.	Can be very stressful and difficult Would be nice to have a "fun" day (snow games or summer games) to relax
42.	It's different being a youth now than in the past
43.	They are going through a huge change and need as much help as possible
44.	They think they are lazy

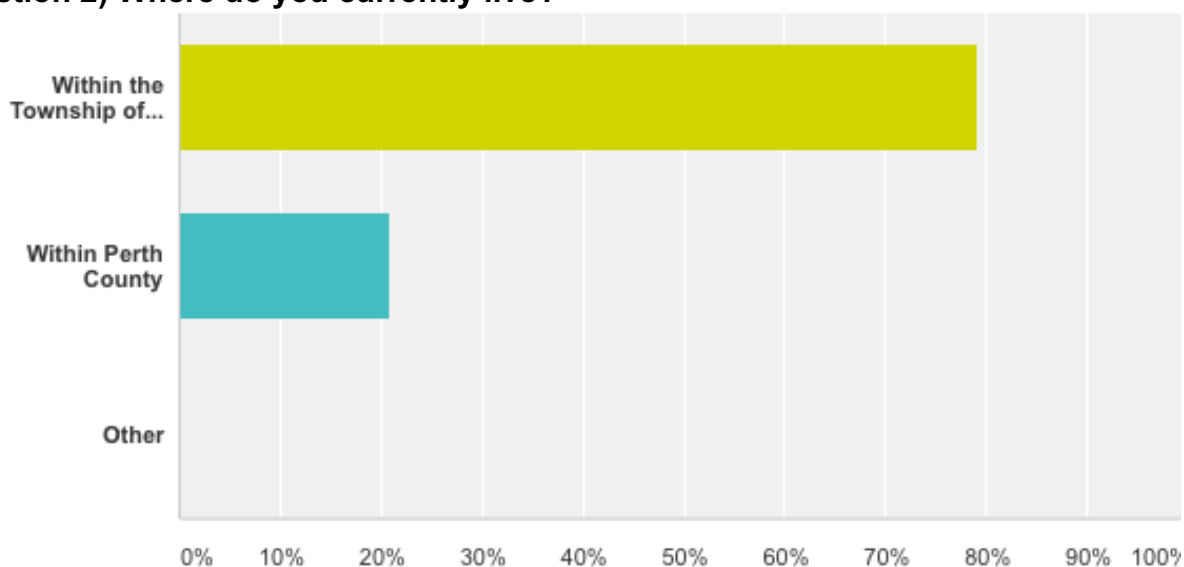
# Perth South “Perth4Youth” Survey Data

Question 1) What is your age?



Answer Choices	Responses
0-14	12.50% 3
15-29	4.17% 1
30-55	70.83% 17
55+	12.50% 3
Total	24

**Question 2) Where do you currently live?**



Answer Choices	Responses
Within the Township of Perth South	79.17% 19
Within Perth County	20.83% 5
Other	0.00% 0
Total	24

**Question 3) In your opinion, what opportunities are there for youth (15-29) in Perth South? What would you like to see?**

-The Perth County Jobs site is useful, but I'd like to see more options and ways to connect with employers

-I don't know what opportunities there are, I would like to see more places like the pyramid centre though, with more out of school activities for all ages.

-Well there is the pool in Kirkton but that's not really what this age group likes. So maybe if they built a youth center for kids it might be a bit better for the youths of our age

-There are opportunities to work on a farm and learn agricultural knowledge. I would like to have a motorcross track for all the people in Perth County with dirt bikes to ride on.

-Haven't looked for activities for this age group yet, but offering subsidized programs to teach life skills in a manner that engages the younger people of this age group would be nice to think available when my young children become older. It would be nice if there

were more evening locations open with game activities or a better movie theatre in stratford..right now I would rather choose to go to london to see a film on the big screen.

-Even something like more of the puzzle room type activities...anything to do on a date night other than eat and walk in the park +/- stratford festival..

-More mentorships within businesses and students.  
limited farming, healthcare opportunities. Good "trades" and factory opportunities and physical labour including construction jobs. Few "professional" opportunities.

-There are many opportunities for what I would call non-professional professions. There's lots of trade jobs, retail jobs etc., however for professional jobs in the medical, financial, engineering etc fields most exist in larger centres.

-I think the youth in Perth South are blessed to be part of a rural community with lots of caring people, recreational facilities and lots of wonderful farms. I would like to see more jobs (better paying jobs) available for them as the cost of living is only going up.

-more events for them like dances, concerts

-Bowling youth centre...I would like to see other activities that keep them off streets

-4H, CO-OP, Sport activities, gym memberships, apprenticeship programs. Be nice to see more job opportunities, night courses for trades and technology.  
Available - sports teams, music lessons, 4-H - Would like to see more diverse clubs, arts (opportunities), possibly a centre for getting together

-Co-op placements, young mentor programs

-Unfortunately I don't think there are many opportunities for youth in P. South. The township needs more industrial or commercial zoning so businesses can set up here, ie a centralized area such as St. Pauls or something similar. Need more secondary farm businesses. Unless you are born into a farming operation, you'll never be able to buy one.

-Skate park in St. Marys. Using this demographic to strengthen existing volunteer groups/associations to better grow our communities.

-not many job opportunities but there are great community groups. optimist, ag Society, 4h, several churches, library.

-Employment: Factory, Customer Service, Farming - Leisure: Very little  
Some farming, little retail, some factory, not an overabundance of any one thing. It would be nice to see a more vibrant downtown in St. Marys that would have opportunities for young people in the area. It's tricky though because of the dependence on consumer viability!! Lots of people conserving which is good but it effects business.

-Some farming, little retail, some factory, not an overabundance of any one thing. It would be nice to see a more vibrant downtown in St. Marys that would have opportunities for young people in the area. It's tricky though because of the dependence on consumer viability!! Lots of people conserving which is good but it effects business.

-More advocacy for 4-H and Jr. Farmer as we can't se em to find info anywhere more low cost safe alternatives offered more locally - outside of Stratford

**Question 4) Picture yourself flying over the community or your organization in a hot air balloon in 5 years. What would you see if your wishes for the community came true?**

-More employment in arts sectors, more solar panels probably. less farmland and more urbanization and arts.

-would like to see more fields, the same small town, one tiny mall on the outskirts, and more public places like the the pyramid centre with Korea things.

-If my wishes came true there would be basketball courts foot bal fields mountain bike trails and o bunch of other outside stuff

-I would see lots of farms, and trails for hiking. I would also see a motorcross track.

-additional businesses adding evening entertainment geared to younger crowd that stays open later

-Thriving and diverse across city AND rural areas; draws for and feasible financial options for rural housing opportunities for young families and youth (perhaps in the form of farmhouse severances?????). Improved "professional" opportunities.

-A family living (and owning) every farm.

-There would be people coming home from higher paying jobs (close to home-or a shorter commute) where they didn't have to struggle to pay their bills (high taxes, hydro, ect)..The rural garbage would come once a week so the wheelie bins aren't overflowing. The community centers would be full of community gatherings that would bring everyone together and all of the baseball diamonds and parks would be filled with children outside. The rural schools would be at capacity and everyone living in a city would be looking at realtor.ca in hopes they could move into a piece of this heaven!  
downtown St. Marys stores all fully rented

-Larger population in rural communities and rural schools thriving

-Youth engaged in activities, revival of small businesses and churches, youth involved in community initiatives

-More youth staying close to home and working

-I'd see a commercialized/industrial section - maybe 10 businesses in total.

-Allowing the youth to engage in meaningful leadership that will guide their journey into career, placing roots for their own family, and living in a synergistic community. more houses!!!! but at least since farm house severance has gone through we will be retaining a few more than we would have otherwise .

-Focus on developing more activities and options for people who want to spend time outdoors. Hiking, biking trails, camping, etc.

-All the empty stores/businesses occupied and thriving.

-A much needed hospice like Woodstock

-More trees being planted!

-vibrant small towns and hamlets

**Question 5) Please tell us any other thoughts or opinions you have about youth retention, attraction and engagement in Perth South and Perth County.**

-I don't have any except that I would like to see more opportunities for paying jobs during summer

-I think that there aren't enough places like the pyramid centre that have out of school activities for every age.

-I have nothing to say about that every one has there own thoughts about the youth.

-I feel like living in perth county opens an opportunity to work in agriculture.

-Affordable housing and taxes for young people. More job advertisement for rural careers.

-I don't really know the answer - I feel that a lot of young people (I know I certainly felt this way when trying to make employment decisions upon graduating) are drawn to more "specialized" and seemingly high quality services and opportunities (at least in the healthcare field) that is sometimes difficult to offer in a more rural center. I think that many youth feel passionately about their local community, just need to be encouraged to participate and given clear opportunity in their local community. As they do this more, I think their connection to it will deepen and make it more drawing to return to. I don't know where this encouragement should come from - parents, peers, schools etc. but organizations such as The Power of We encourage young engagement in "community"

and social initiatives - perhaps a great starting point would be to model after these types of things but for helping purely local areas of need. If they can connect face to face with need in our communities, they may be more motivated to receive training to assist with these areas and then later return to be part of the community after training.

Perth South is a rural community. It is very difficult for youth to live here because it's nearly impossible for them to own property here. As farmland prices increase it becomes difficult for anyone other than already established farmers to own farm land.

-<http://www.cfra.org/renewrural/s/desirable-communities> I read this article and 100% agree with it...read it over and share!

-Affordable housing is a must. Currently I don't think the vacancy rate is too high.

-Market it in a way that the youth can see that community engagement will ready them for an initial career & will continue to support them as they move through adulthood.

-Maybe ask the youth what it is they want and what would bring them back to the area after post secondary education.

-We need to bring more agricultural awareness to the county schools! Get the kids out visiting farms, interacting with animals, learning how to manage money and about agriculture in general!

-decent paying local jobs and low cost safe activities and places to be creative