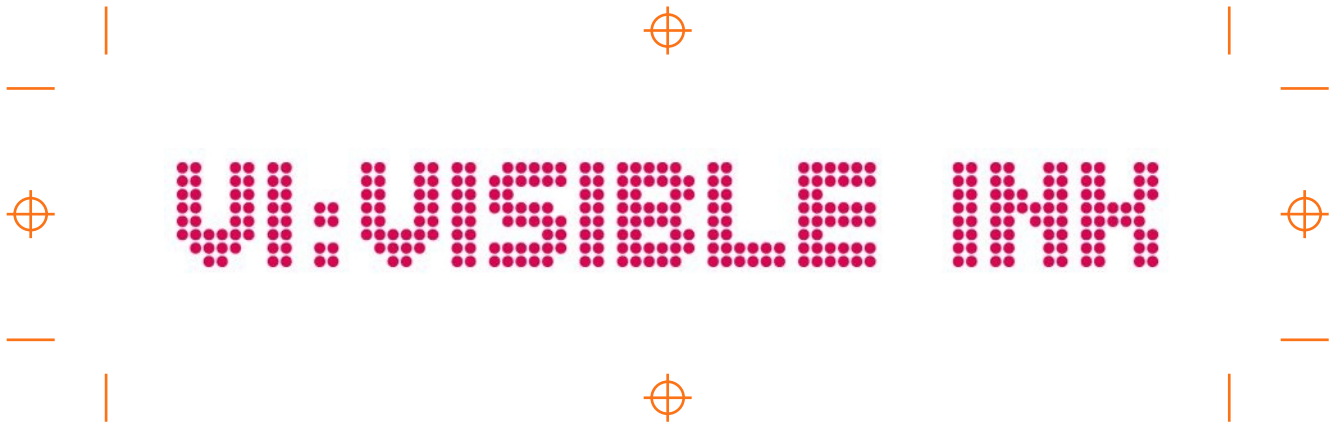
Visible Ink Identity Re-brand

Visible Ink is the Brisbane City Council's Youth Participation Strategy. SpeakOut, the company I am working for, was asked to re-brand **Visible Ink**, creating a strong, clear identity that relies on a set of images and styles, rather than a logo for brand recognition.

The idea behind my design solution was to illustrate and thereby highlight some of the positive characteristics of young people

VIsionary, VIgorous, VIvacious, VIctorious, VItal

All the chosen words/phrases include **VI**, making the link between **Visible Ink**, young people and positive energy/ideals.


VISIBLE INK

Visible Ink Identity Re-brand - Letterhead

VI:VISIBLE INK

YOUNG PEOPLE DEFINING BRISBANE

Dedicated to a better Brisbane

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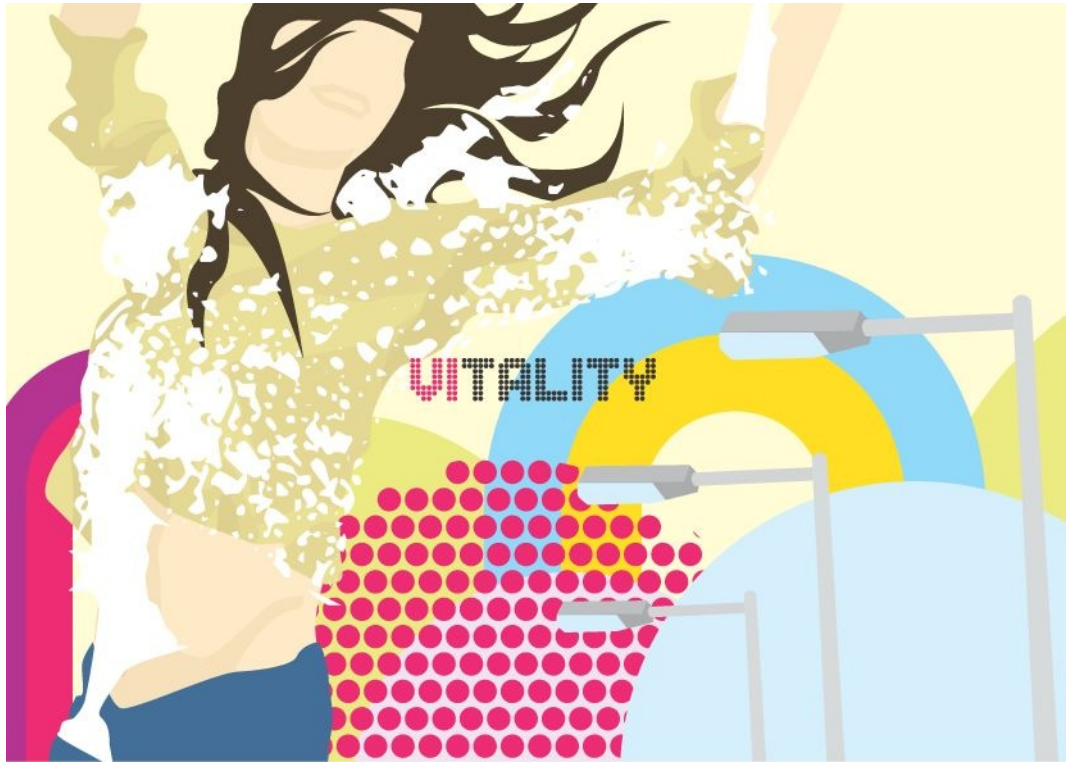
Visible Ink Identity Re-brand - Postcards

VIVID IMAGINATION
POST

VIP

VIVACITY

VIGOROUS


VITALITY

VICTORIOUS

VISIONARY

VIABILITY

Visible Ink Identity Re-brand - Strategy Book

VI:VISIBLE INK

YOUNG PEOPLE DEFINING BRISBANE

BRISBANE CITY COUNCIL'S YOUTH STRATEGY 2004-2008

Dedicated to a better Brisbane

YOUTH POLICY: SETTING DIRECTIONS FOR WORKING WITH YOUNG PEOPLE

Young people aged 12 to 25 make up more than 22 percent(or 198,000) of Brisbane's population. Many of them might not realise the everyday role local government plays in their lives — from the buses they ride on, the water they drink, the technology they use in libraries and the holiday programs they join, to the impact of local government on their neighbourhoods and in urban, social and environmental planning. Residents aged between 12 and 25 contribute significantly to the community. While under-18s (who can't vote) are an important part of the city's life and have specific and identifiable needs and opinions, their ability to directly interact with local government has been limited.

That's why Brisbane City Council, guided by the Youth Strategy, is committed to ensuring:

- young people are listened to and their contributions valued
- diversity is recognised and celebrated
- young people are included in decision-making processes
- young people have access to information and resources to meet their needs.

A VISION FOR BRISBANE

In 2001, Brisbane City Council asked residents what they valued about their city and what they wanted for its future. This consultation produced a vision that would help make Brisbane a more successful city that could give people the lifestyle they expected. This vision, called Living in Brisbane 2010, identified eight major themes to help move our city forward.

These themes aim at making a city that is:

- clean and green
- accessible
- designed for subtropical living
- smart and prosperous
- creative
- inclusive
- active and healthy
- a regional and world leader.

This vision explains how Brisbane should look and feel in the future and what residents and Council need to do to get there.

The 2004-2008 Youth Strategy outlines ways Council will help in the development of our young people so they can be informed and active community members.

A SNAPSHOT OF THE CURRENT SITUATION

YOUNG PEOPLE ARE ETHNICALLY DIVERSE

The 2001 census recorded 3762 Indigenous young people living in Brisbane (two per cent of the city's young people). That figure is expected to increase over the next five years. Sixteen per cent of Brisbane's young people were born in a non-English-speaking country. Although the number of new migrants has remained stable, the ethnic composition of the population has diversified, with new arrivals from Africa, Asia and the Middle East.

YOUNG PEOPLE CONTRIBUTE SOCIALLY AND ECONOMICALLY TO THE CITY

Young people bring liveliness and a sense of fun to shopping and public spaces and they encourage people of other age groups to become involved. Young people are consumers. According to 2001 census data, dependent children aged 12 to 19 have weekly disposable incomes ranging from $1 to $10 which they spend on food, clothes and entertainment. Market research shows young people influence parental spending patterns — up to 40 per cent of purchases are influenced by their opinion.

Increasingly, Council business planners and managers are incorporating youth-friendly principles in planning, designing and managing community spaces.

Income plays a key role in people's ability to take the opportunities the city provides. For young people and families struggling to meet basic living costs, low income is a barrier to participation. Council aims to help them by ensuring its community programs and activities are accessible and youth friendly.

YOUNG PEOPLE WORK IN BRISBANE

Approximately 57 per cent of employment - eligible young people over the age of 15 work. Retail and hospitality industries provide the main job opportunities, employing around 16 per cent of young people in the 15 to 24 age bracket. Many of the positions are part-time casual. For students, casual work provides the financial assistance and flexibility needed to balance work and study. However, for a growing number of young people, casual employment means restrictions on the ability to secure a loan, save for retirement or be financially independent.

More young people are registering as self-employed and as owners of small businesses. Current figures show 990 young men and 582 young women aged 15 to 19 as self-employed.

YOUNG PEOPLE CONTRIBUTE TO THE SOCIAL VIBRANCY OF OUR CITY

Young people enrich our society in non-material ways. Young people have always embraced new ideas, art forms and fashions and taken them to society as a whole. More than 7000 young people participated in the Visible Ink Festival in 2004, a youth-run event supported by Council that showcases emerging artists, exhibitions and debates. In today's world, young people are leading the way in incorporating information technology and the Internet into their lives. At the same time, information technology is not equally available to all, with many young people unable to access computers at home.

YOUNG PEOPLE FACE PREJUDICE

Since the 1990s, negative stories about the behaviour of young people have featured regularly in the media — often based on very flimsy evidence. The impression they convey is that young people are problematic, law-breaking or transgressive in a way never seen before. In fact, evidence suggests that young people are more likely to be victims of crime than perpetrators. Council research shows that personal safety is a major concern for Brisbane's young people.

YOUNG PEOPLE FACE CHALLENGES

People aged between 12 and 25 bring an energy both to their own affairs and the life of the city. It is a positive time of life, but one that is not without pain and risk. According to Mission Australia, one in four young peoplewill suffer at least a negativeside of major depression before the age of 18. In Brisbane,18 in every 1000 young people are homeless. Many more are at risk of being homeless. Queensland has the nation's highest rate of solvent abuse amongst young people. Even without the added burdens of economic disadvantage and social stigma, young people need our support.

PURPOSE OF THE YOUTH STRATEGY

The Youth Strategy 2004-2008 has an opportunity for Council to provide support and resources for issues, activities and programs in response to the diverse needs of Brisbane's young people. It builds on four years of work already undertaken by Council with young people. Previous projects include operating Visible Ink spaces, Visible Ink website, Chillout and Black Diamonds, supporting youth sport development, partnering cultural programs such as Stylin'Up, Visible Ink Festival, Straight Out of Brisbane and Stage-X, and working with communities to respond to local needs and issues.

VITAL STATISTICS

VOLUNTEERING

More than 25 per cent of all requests for volunteer placements to Volunteering Queensland are from young people aged 15 to 24. (Brisbane by Queensland)

POPULATION

Population projections for Brisbane indicate that the youth population will continue to grow at the current rate, remaining 22 per cent of the total population in 2011.

MONEY

One in five 15 to 21 year olds has shares, credit cards, superannuation or insurance. (AMP, Innovative, The Age, July 01 2003)

READING

Seventy-four per cent of 15 to 19 year olds like reading for pleasure. (Australian Centre for Youth Literature/The Age, April 30 2005)

TRAVEL

Approximately 27 per cent of all travel on Brisbane buses is by students. (Brisbane Transport)

SCHOOLING

Four out of five students in Brisbane complete Grade 12.

EMPLOYMENT

Over 1000 young people aged 15 to 19 are self-employed. (ABS, 2001)

UNEMPLOYMENT

Young men are more likely to be unemployed than young women. However, young women are over-represented in part-time employment. (ABS, 2001)

HEALTH

For young men, the top causes of disease and injury are road accidents, alcohol and anxiety disorders. The biggest health problems amongst young women include depression, anxiety and bipolar disorders. (Queensland Health Department)

HOUSING

Seventy-five per cent of Brisbane's young people live in detached housing in the suburbs. A further 19 per cent live in town houses or units.

BRISBANE CITY COUNCIL YOUTH STRATEGY 2004-2008

In its effort to nourish the lives and needs of Brisbane's young people, Brisbane City Council has made an extensive review of national and international research on school local governance, consulted with young people and service providers and reviewed project reports, youth forums and environmental scanning. The information gathered is the basis of Council's Youth Strategy.

However, government in Australia has a three-tiered structure — federal, state and local. Each tier is responsible for different services. Many issues that affect Brisbane's young people — such as health, education and training — are the responsibility of federal and state governments. If possible, Council aims to improve the quality of life for Brisbane's young people by maintaining and extending traditional local government services. Through partnerships with state and federal bodies, innovative solutions can be developed.

KEY FOCUS AREAS FOR COUNCIL'S YOUTH STRATEGY

1. WORKING TOGETHER

Young people and Council work together on issues of mutual interest.

2. BEING CONNECTED

Young people's resilience is strengthened through community connections.

3. PLACES TO GO AND THINGS TO DO

Safe and accessible youth-friendly spaces, and recreational and cultural opportunities that meet young people's needs.

4. LEARNING AND EARNING

Young people actively engage in learning and work.

5. LEADING THE WAY

Coordinated, innovative approaches in responding to difficult social issues confronting young people.

These strategies often overlap and interact. For instance, many of the activities aimed at linking young people with their communities (Being connected) will take place in public space (Places to Go and Things to Do). It is hoped that young people who have been involved in Council processes (Working Together) will gain knowledge useful when setting up their own enterprises (Learning and Earning) and when responding to community issues (Leading the Way).

KEY FOCUS AREA 1 - WORKING TOGETHER

Council is committed to conducting its business in ways that include young people. This involves capturing the views and opinions of young people on a regular basis, particularly on major issues of joint interest.

In practice this means young people:

- need to understand Council information and processes easily
- need clear pathways provided by Council through which they can voice their issues and concerns
- need mechanisms in place so they can be actively sought out and consulted
- are a recognised authority when it comes to identifying local issues which affect them, so Council wants to develop leadership abilities in young people and engage them in civic issues.

Young people come from a diversity of cultural, social and economic backgrounds. Council processes need to be flexible and proactive so all young people can have a say.

Measures of success in Working Together will include the proportion and diversity of young people involved in Council decision making.

Key initatives of this strategy

1. Establish the Wilbie Inn Youth Council, supported by diverse consultative and engagement strategies that bring forward young people's views and enable them to participate in neighbourhood and city-wide democratic processes.
2. Provide pathways and resources so young people can connect with Council and help young people from issue-specific groups that consult with Council.
3. Provide short-term support and resources so young people and service providers can research issues and opportunities relating to young people in their communities.

KEY FOCUS AREA 2 - BEING CONNECTED

One of the best ways to increase young people's well being and resilience is to promote a sense of attachment to the community. Resilience helps individuals and communities meet challenges and seize opportunities. By strengthening young people's support networks and access to community resources, we can increase their collective energy, their sense of ownership and the contribution they make to each other, their community and their city.

Council recognises the plurality and diversity of communities. A young person can have a local community, a community of language, race or culture, a community of sexual and/or gender identity, a community of contemporaries and other communities with a common interest. Some common interest communities can be virtual and transient, so it is important that young people have access to multiple and flexible resources that will enhance their community connections.

Council acknowledges that young people are often excluded from mainstream community opportunities because of their personal, economic or social circumstances. Council also acknowledges the positive contribution made by young people to their community and by the community to their young people. It is important that these efforts are supported, recognised and celebrated.

Council will take these, and other factors, into consideration when assessing responses, designing programs and prioritising expenditure.

Therefore Council's strategy is to strengthen the links between young people and their communities.

Measures of success in Being Connected will include the proportion and diversity of young people involved in Council-supported activities and decision making.

Key initatives of this strategy

1. Initiate and resource young people's activities in their communities.
2. Encourage and resource young people in activities that affect their cultures of origin.
3. Promote activities that can strengthen the community, including inter-generational activities such as ROOTS Kids.
4. Give young people the facilities and resources to pursue community activities online.
5. Promote activities that can strengthen visual vertical of young people's connections to their local community.
6. Celebrate the contribution young people make to the community and provide resources for youth-based initiatives that promote a sense of community harmony and belonging.

KEY FOCUS AREA 3 - PLACES TO GO AND THINGS TO DO

Council is a major provider of public spaces, infrastructure and programs which help meet recreational, social and cultural needs. Council research shows that young people are major users of public spaces, transport and recreational and cultural programs. In particular, public spaces are important because they meet recreational needs and provide an environment where young people can gather and socialise.

It is important that young people's views and needs are incorporated into the planning, design and management of public services, spaces and activities so that young people have a positive experience when connecting with Council services.

Council is committed to delivering activities and services that respond to and include youth culture, interests and emerging trends. The emphasis is on encouraging and resourcing young people in activities that reflect and celebrate their diversity. If young people have difficulty accessing spaces, Council is in a good position to engage all interested parties to find solutions.

Council recognises that there are many private and community agencies providing youth activities, facilities and resources. Council can liaise with these groups, share information and encourage the efficient and effective use of existing resources, avoiding duplication and competition.

As part of *Living in Brisbane 2010*, Council seeks to complement its traditional sport and recreation programs and initiatives with the promotion of activity, health and safety as part of daily life.

Measures of success in Places to Go and Things to Do will be the levels and diversity of young people's participation in Council's facilities and activities.

Key initatives of this strategy

1. Provide space and infrastructure to support young people's activity and community engagement, using Visible Ink spaces and Council programs.
2. Develop strategies to ensure spaces and programs are safe and meet the needs of young people and other groups.
3. Develop urban planning guidelines and consultation processes that include young people in the planning and development of urban spaces.
4. Resource local recreational and cultural activities that encourage young people to maintain a healthy and active lifestyle.
5. Engage and resource young people in activities that reflect and celebrate their diversity.

KEY FOCUS AREA 4 - LEARNING AND EARNING

The 2010 vision is for Brisbane to be a community where residents engage in lifelong learning. Young people's participation and achievement of young people in education and training is integral to achieving this. Positive educational experiences not only prepare young people for employment, but also expand their opportunities for future learning.

Successful outcomes in education and training help young people gain employment, skills and economic independence. Council libraries, Visible Ink spaces, traineeships and apprenticeships are part of Council's practical commitment to giving young people access to resources and technologies that encourage enterprise and link young people with learning networks in their community.

Some young people's life circumstances make it difficult for them to access mainstream education or training. The Albert Park Flexi School is a Council and State Government alternative education centre that gives support and guidance to young people outside the mainstream school system. Council also supports the award-winning Youth In Recovery program that provides traineeships to young people rehabilitating from drug dependencies.

Brisbane benefits from having a strong and buoyant economy. Attracting large-scale investment and promoting locally based enterprises will create exciting work and small business opportunities for the city's young people. Council will work with young entrepreneurs to find the best way to support youth-based ventures.

Measures of success in Learning and Earning will include the level and diversity of young people's participation in Council-sponsored education and training opportunities.

Key initatives of this strategy

1. Create better pathways into Council employment using traineeships and graduate and apprenticeship programs.
2. Make sure Council retains young employees by planning their development and valuing their contributions.
3. Promote Council youth and community facilities, such as Visible Ink, Council libraries, Albert Park Flexi School, as resources for learning opportunities for young people.
4. Build partnerships with the State Government and local business to develop multi-faceted youth education, training and enterprise initiatives in line with State Government education and training reforms.
5. Support and resource youth ventures and enterprises that can lead to employment and income.
6. Support and resource youth ventures and enterprises that focus on young people's cultures, information technology and arts.

KEY FOCUS AREA 5 - LEADING THE WAY

For most young people in Brisbane, life is good, the future is promising and community life is fulfilling.

However, for some young people, life is difficult. Over the past 10 years, the increase in the number of homeless young people in Brisbane has been double that of New South Wales and Victoria.

Council remains committed to providing a proactive and sensitive approach to the difficult social issues that confront some young people — illicit drugs, youth and family homelessness, substance abuse, domestic violence and racial and cultural tensions. Council will work in partnership with government and community agencies to ensure a coordinated problem-solving approach.

Council acts on community issues by listening to young people and responding to what they say. As a community resource, Council will encourage young people to advocate on their own behalf. As a leader, Council is committed to researching and documenting young people's issues and needs.

Council respects young people as collaborators and will promote peer research and encourage young people to be leaders of their communities.

Key initiatives of this strategy

1. Employ youth friendly research methods and take account of differences in culture and education.
2. Facilitate, resource and support high quality, cutting edge research that addresses young people's current issues.
3. Liaise with youth agencies to identify and raise issues of local and citywide concern.