



Young People Connected

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A brief history:

In late 2003 Vodafone Australia Foundation (VAF) held a round table workshop with Mission Australia, Barnardo's Australia and Youth Off the Streets to brainstorm potential projects.

- How best to use Vodafone technology to benefit those in need?
- What were the key priority areas for agencies?
- What would work across each agency?
- What would make a difference?

Collaboratively they developed and launched in 2004, a pilot programme that uses mobile phone and internet technology to improve the access of young people to support and opportunities.

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Objectives:

- To keep services connected with the young people we work with.
- To strengthen the service's capacity to manage information about clients.
- To increase the efficiency of the service and extend its resources.
- To improve the capacity of clients to move towards independence
- To foster engagement of clients with others.
- To strengthen the connection our clients have with others.

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Key Technology:

- Donation by Nokia of over 200 Nokia 2100 handsets.
- Pre-paid Vodafone SIM cards.
- SMS/Text alerts by Relationship Manager web-based software.
- “Freecall” to selected services.

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Vodafone, VAF and Mission Australia partnership:

- Funding provided for the successful pilot held over 2004 and 2005.
- Subsequent funding for 2 years enabling the employment of a National Co-ordinator and roll out to a total so far of twelve new services.
- Project Manager engaged from Vodafone Business to manage and drive the programme.
- Vodafone employees voluntarily provide technical and service support.
- Quarterly review meetings with other community partners.
- Ongoing evaluation.
- Received the Judges Encouragement Award in 2005 as part of the Prime Minister's Award for Excellence in Community Business Partnerships.

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Participating Mission Australia Services:

- Newcastle/Taree PRSP and ESP
- Clifton Adolescent & Family Solutions - Hornsby
- The Crossing – Kings Cross
- Creative Youth Initiatives – Surry Hills
- Elevate NSW and VIC – Sydney and Melbourne
- Harold Lodge - Ingleburn
- Lemongrove Lodge - Penrith
- Stepping Out
- Youth Offenders Support Programme - Campbelltown
- Onkaparinga Youth Services/Learning Unlimited

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Our clients:

- 79 young people currently participating in the YPC programme
- Priority is given to:
 - those with whom it may be difficult to connect or engage
 - low income earners
 - transient young people
 - those whose lives are affected by mental health issues
- Receive a handset, \$30 of pre-paid credit and access to Freecalls.
- Receive regular SMS messages from our web-based messaging service.
- Clients have access to a further \$30 credit at the discretion of the service.
- Clients have the opportunity to have the phone transferred to their own name, upon exit from the service.

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Text Message Examples:

- FREE DJ COURSE FOR BEGINNERS!! Mondays & Tuesdays 17th July-5th September 2006. Call Jay on 9310 4996 for more information.
- Hey ___. Just reminding you about our appointment today at 2:30pm. I'll meet you at _____ then. Barry. The Xing.
- Hey ___ it's Tim - i've got your Tax File Number to sign. Prank or msg my phone so we can meet up to get it signed and sent.
- Hi, The dates for the photography exhibition have been set! The show will be open from the 14-18 August, with the opening night on Tuesday 15th at 6:30pm. Invites will be sent to you to give out. Cheers Sera CYI.
- Hi ___, I hope your first day went OK. Just remember you can do all this you just need the piece of paper saying you can. Good luck.....Suanne
- Hey ___ is not feeling well so she will be absent today.

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Outcomes:

- 125 clients have participated in the YPC programme since January 2005
- 172 phones have been distributed to all MA partners
- 62% of staff report a higher level of face-to-face contact with their clients
- 70% of staff report less “dead” time with clients
- 78% of clients report an improvement in their time management
- 51% of clients reported they can now avoid situations becoming a crisis
- Clients report the best part of receiving text messages is to help them:
 - Keep on track
 - Stay organised
 - Be on time



Thank you
Enjoy your day!