

# Intervention

March 2011

PCYC



Police and Community Youth Centres

## From the CEO

Dear friends of PCYC

With another PCYC financial year coming to a close on the 31 March, it is time to reflect on our work over the past twelve months. I have been very pleased with the progress we have made in the last year. The remarkable success of our first state-based fundraising raffle is indicative of the tremendous support and respect PCYC has within the WA community.

2011 is an important year for WA PCYC as we are due to commemorate 70 years of serving the Western Australian community, on June 6. All of our centres are planning celebratory events in recognition of this milestone. I encourage everyone to support these events as not only is it a chance for PCYC to reflect on past achievements, but it is also a time to look forward to the future of PCYC and our evolving role within the community.

As we enter this new period of growth and change I would like to take this opportunity to welcome Inspector Sue Young onboard. Inspector Young has replaced Inspector Andrew Henderson, who has been seconded to support CHOGM. Inspector Young brings a wealth of experience and knowledge to PCYC and her enthusiasm and drive is already being noticed and appreciated in State Office. Inspector Young will be an asset to the organisation and will continue the excellent work and change that Inspector Henderson was helping drive.

I hope you enjoy reading about the fantastic work of our Police, staff, volunteers and supporters in this edition of Intervention.

**Freddie Tan**  
CEO

## Fundraising

PCYC's inaugural raffle was a huge success and exceeded expectations. The support we received from the public was extraordinary and it goes to show just how well respected PCYC is in the WA community. The prizes were drawn on 28 February. In a nice twist, the winner of the \$20,000 was an ex-volunteer from Midland PCYC, so she was well aware of the fantastic work we do at our centres. She also generously donated \$1,000 of her prize money back to PCYC.

Due to the success of this initial raffle we will be conducting a second raffle beginning April 1. The prize money on offer is \$20,000 first prize, \$3,000 second prize and \$1,000 third prize.

**To purchase tickets please call our raffle hotline on 1300 265 162.**

## Marketing

PCYC is currently undergoing a brand "over-haul", in order to create a more consistent, modern and attractive brand for WA PCYC. This process has begun with the design of a new logo, newsletter and website and will continue with the development of other marketing materials. In reviewing the logo there were a number of factors that lead to the decision to create a new design, of which included: the old design not being print friendly and the logo being quite "dated" in its style and appeal.

There were a number of necessities included in the design brief that the new logo had to include or represent, those

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being: the use of blue and red, a clean print-friendly design, a logo that represents both the serious and fun side of PCYC, and attractive to youth, but also with a wider appeal to community, sponsors and other key stakeholders. After months of ground work and various options from different designers a logo style was chosen and further refined. The end result is a logo that fits the essential elements of the initial brief and something I hope that we will all embrace. The logo can be represented in the following ways.

Original



Original with Byline



Black on White



Black on White with Byline



White on Black



White on Black with Byline



A big thank you to AVELING who provided the design work for the new logo pro bono. They have supported us in the past by creating a new website for Camp Mornington, also at no cost. We are currently working with them on the design for the PCYC website, which will go 'live' in the next few weeks. Business support such as this helps PCYC to keep marketing and administration costs down, meaning more money can be used to support our core activities and programs.

## Sponsorship

### Broome PCYC—Learning Centre

Broome PCYC has recently received \$40,000 from Woodside to aid in the up-grade of facilities to build a Learning Centre for local youth. The Learning Centre will enable youth that struggle within the traditional school structure, to engage in education at the centre in a more targeted and practical way. The centre will help teach the necessary life skills required to cope in today's society, including nutrition, health and fitness and will be a safe, drug and alcohol free environment. Thank you to Woodside for their generous support and congratulations to Broome PCYC, in particular John Allanson and Megan Spence, who were the drivers of this sponsorship opportunity.

### Geraldton PCYC—IGA Community Chest recipient

Geraldton PCYC was fortunate to be chosen as the IGA Community Chest Charity for 2010. Various fundraising events and initiatives were undertaken throughout the year, driven by IGA and involving their customers. A total of \$26,700.16 was raised, which is a fantastic effort and of huge assistance to the Geraldton PCYC. Many thanks to the staff and customers at Super IGA Geraldton for their incredible support.

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## Gosnells PCYC—Intensive Mentoring Program

Gosnells PCYC through some persistence and hard-work has secured sponsorship from BP in the form of a \$3,100 donation towards their Intensive Mentoring Program. In the last six months the local BP service station has noticed a reduction in crime at their site, which is situated near the Gosnells centre. This can largely be accredited to Kay Turner and the work she is doing with local youth at risk. Because of the subsequent benefits to the local service station and some good relationship building, BP have chosen to help support Gosnells's Intensive Mentoring Program in the form of a cash donation.

## Camp Mornington—Bunnings Bunbury

Camp Mornington held a morning tea in February and presented a plaque to Bunbury Bunnings' staff for their on-going assistance and donations, which aid the development and maintenance of Camp Mornington.

## Program in Focus—KORP, Carnarvon PCYC



Program Officer at Carnarvon PCYC, Alwyn Kruger, has recently run the KORP Program (Kids to follow On the Right Path) with the youth of Carnarvon thanks to a grant from Office of Crime Prevention. As part of this program PCYC provided a facility where the participants could practice and play basketball, which was especially well received over the December/January holidays. Alwyn used the PCYC bus and to pick boys up from their residences and transport them to PCYC. After each basketball session they were dropped off safely at their residences. 117 youths attended the facility during the holiday period. They all formed good friendships at the PCYC whilst enjoying playing basketball.

Nine youths were rewarded by going on a basketball trip to Perth in January. The trip included a game against the

Huntsmen basketball club at the Herb Graham Centre and a visit to Challenge stadium to watch the Perth Wildcats practice and a meet and greet with players after their training session. The participants were also lucky enough to attend the Wildcats vs Adelaide 36ers game on the same weekend and finished with a trip to Adventure World on the Monday, before heading home.

This program provided a great basis for Gareth Parry (Senior Youth Worker) and Alwyn to positively engage with the boys of Carnarvon to prevent anti-social behaviour and crime, which can tend to traditionally spike during school holiday periods. Another fantastic example of the opportunities available to PCYC to implement quality youth programs with the help of grant funding—well done Carnarvon!

## Rockingham PCYC

### Clean-up Australia Day

The Police Ranger Unit met at the Rockingham PCYC on Thursday, 3/3/2011 to carry out duties associated with Clean-up Australia Day. The Police Rangers removed rubbish from streets surrounding the Centre and new housing blocks collecting over 19 full bags of rubbish. It was a great effort by all rangers and they are extremely proud to have made a contribution to Clean-up Australia Day.

## Men's Shed—Carnarvon PCYC

Senior Aboriginal Police Liaison Officer Jalba Dann from the Carnarvon Police Station has worked extremely hard in establishing the "Carnarvon Men's Shed Group". The Carnarvon Men's Shed Group consist of several Carnarvon Elders whom meet at the PCYC on a weekly basis. The Men's shed group is driving a joint venture with the Justice Department. Instead of remanding people in custody or getting offenders to do their community hours in town, they will be referred to the station to do work, where they will be mentored by the elders. The elders want to take on more responsibility for their own people and encourage them to become involved on their own land and life on the station.



## Program in Focus—Northbridge Diversion, Midland PCYC

Every Friday and Saturday night the Midland PCYC acts as a "drop-in" centre for youth, offering them a safe place to hang out with friends and play basketball, x-box, pool, table tennis and other organised activities. Kids are transported home at night and a nutritious meal is also provided. The program has continued to grow at a rapid rate, with as many as 100 youth attending, not only from Midland but also from surrounding areas. The number of youth participating and also the distance some are willing to travel is a great indication of just how valued this service is.

**The program was initially developed to deter indigenous youth from the City of Swan from travelling to, and congregating in, Northbridge. Since the program first began in 2010 research indicates a reduction in migration of these youth to Northbridge on Friday and Saturday evenings by approximately 50%.**

## Armadale Police Rangers—Making a Difference in the Community



Recently the Armadale Police Rangers found themselves helping the community in a different way than usual, in response to the bushfire tragedy that affected parts of Roleystone and Kelmscott .

Armadale Arena was a hive of activity when the devastating bushfire raged through Roleystone and Kelmscott. Residents who could not return to their homes were able to come to the Arena for safety and to discover the fate of their homes. At the Arena residents were able to receive clothing and food as well as a place to sleep.

Many generous locals and businesses donated clothing, food and other goods to help the victims, but all the donations needed to be sorted and grouped. The young men and women from Armadale Police Rangers did a splendid job in assisting with these and other tasks allocated to them at the Arena.

With the help of two adult supervisors, Darryl (Volunteer) and Ben (Instructor) and the PCYC Armadale staff, the Rangers were able to make the tragedy a little less tragic. Darryl and Ben were at the Arena for up to 19 hours a day over the course of the fire evacuation to help victims with whatever they needed. Their help and empathy was appreciated by many!

This incident and subsequent involvement by the Police Rangers shows a dedication to their local community and also the adaptability of Neighbourhood Watch members, who were also there to assist.

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## Thanks to our Supporters

