



Scouts Australia NSW

# Strategy for Growth Areas

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Commissioner's Conference

18<sup>th</sup> March 2017

Peter Lee

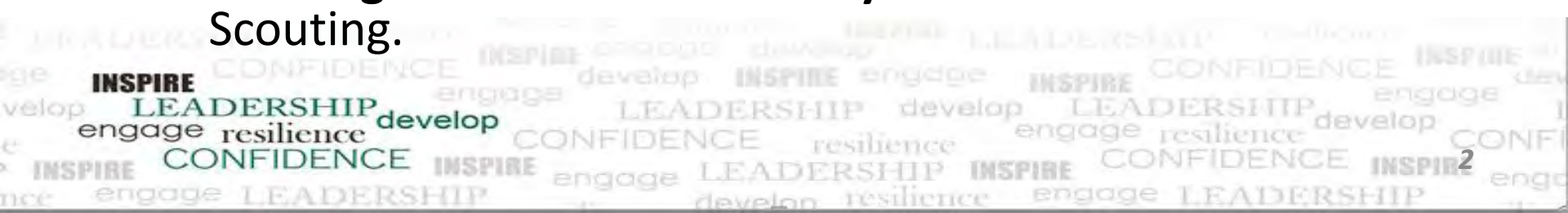


# A Vision for Growth

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## Chief Commissioner's message – August '16

- **Growing membership** of youth members and adult leaders with a **particular focus on retention** and support of “**grass roots**” Scouting
- Further **building trust** among all key stakeholders
- Further developing a **positive and enabling culture**
- To be a “**youth- led, adult supported**” organisation drawing on the **vital experience, skills and wisdom** of all our adults
- Ensuring a **safe environment** for all
- Building **stronger community engagement** with State and Local Government, as well as the corporate sector, and philanthropists
- **Building financial sustainability** to ensure affordable Scouting.



# NSW Scout Strategic Plan

## 2016-2018

- Our Vision, Goals and Mission
- Key focus on Our Public, Our People & Our Community
- Membership Growth Drive
  - Youth & Leader Recruitment
- Strategic Marketing & PR Campaign

**What is your Growth Strategy ?**

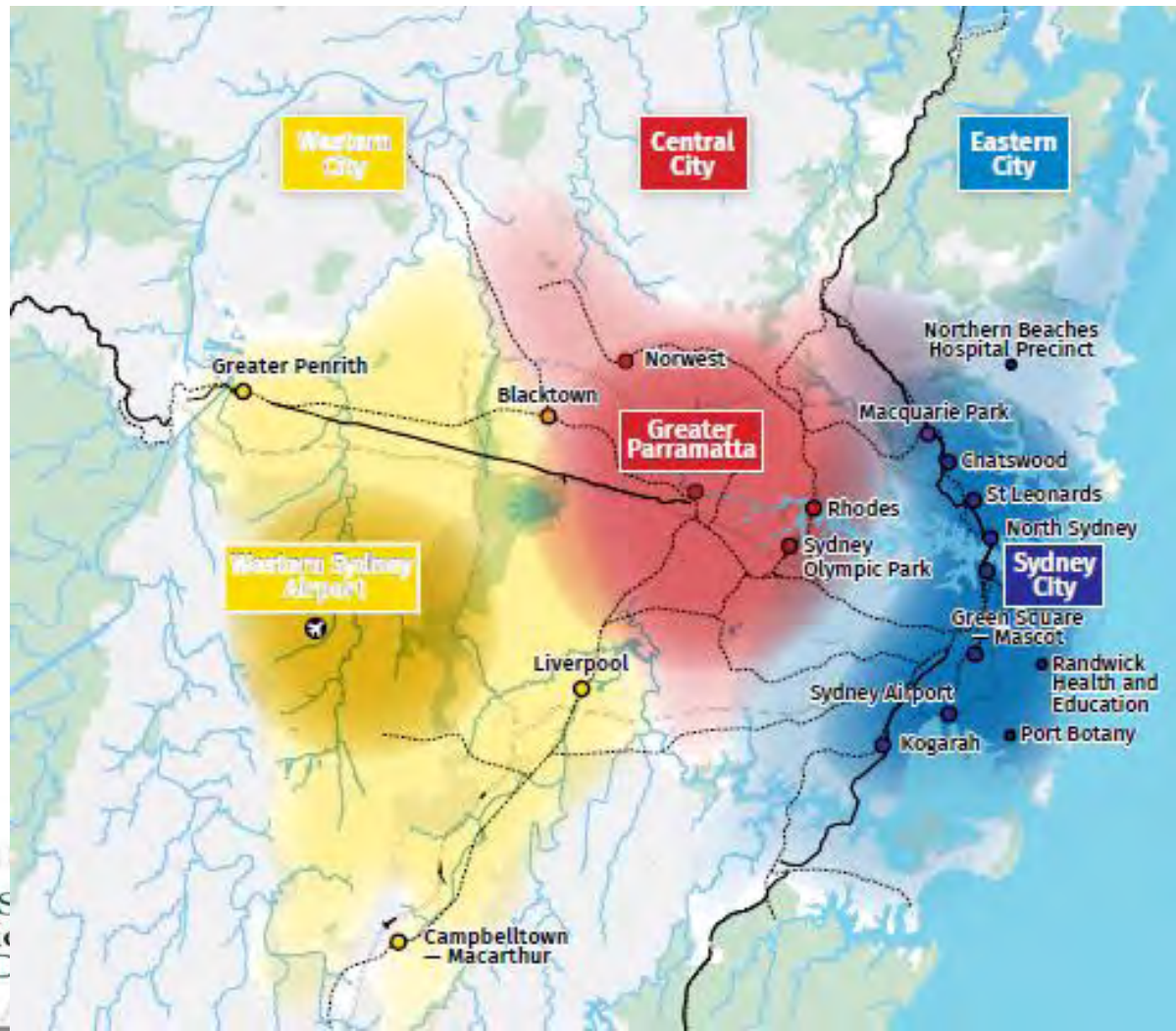
**Where are the Growth Areas ?**

**How do we find out about Growth Areas ?**



# Towards our Greater Sydney 2056

## Greater Sydney Commission



# Future Strategy for Sydney (cont)

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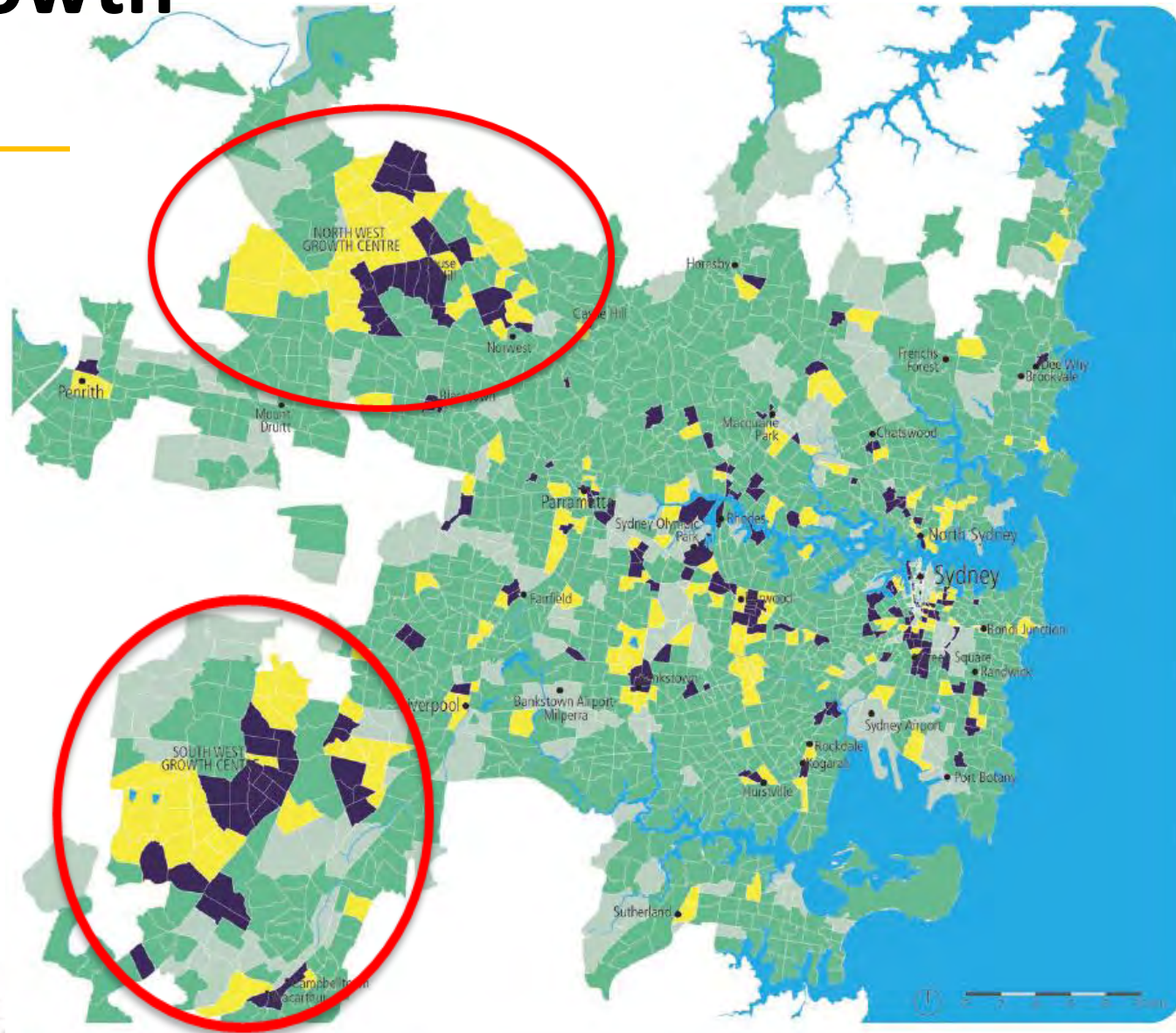
- A metropolis of 3 cities
- 40 year vision
- A changing, growing Greater Sydney
- Housing opportunities
  - Priority Precincts – Metro stations & along corridors
  - Urban renewal projects – Rhodes Peninsula
  - Medium density in-fill
  - New communities in land release areas



# Existing Growth Areas

North West Release Area

South West Release Area



Forecast additional persons / hectare by 2031

No change

1-9

10-19

20 and above

# NORTH WEST PRIORITY LAND RELEASE AREA

**Vineyard**  
2,500

**Box Hill**  
10,000

**Riverstone**  
8,500

**Marsden Park North**  
4,000

**Riverstone East**  
6,000

**North Kellyville**  
4,500

**Marsden Park**  
11,000

**Area 20**  
2,500

**West Schofields**  
2,000

**Alex Avenue**  
7,000

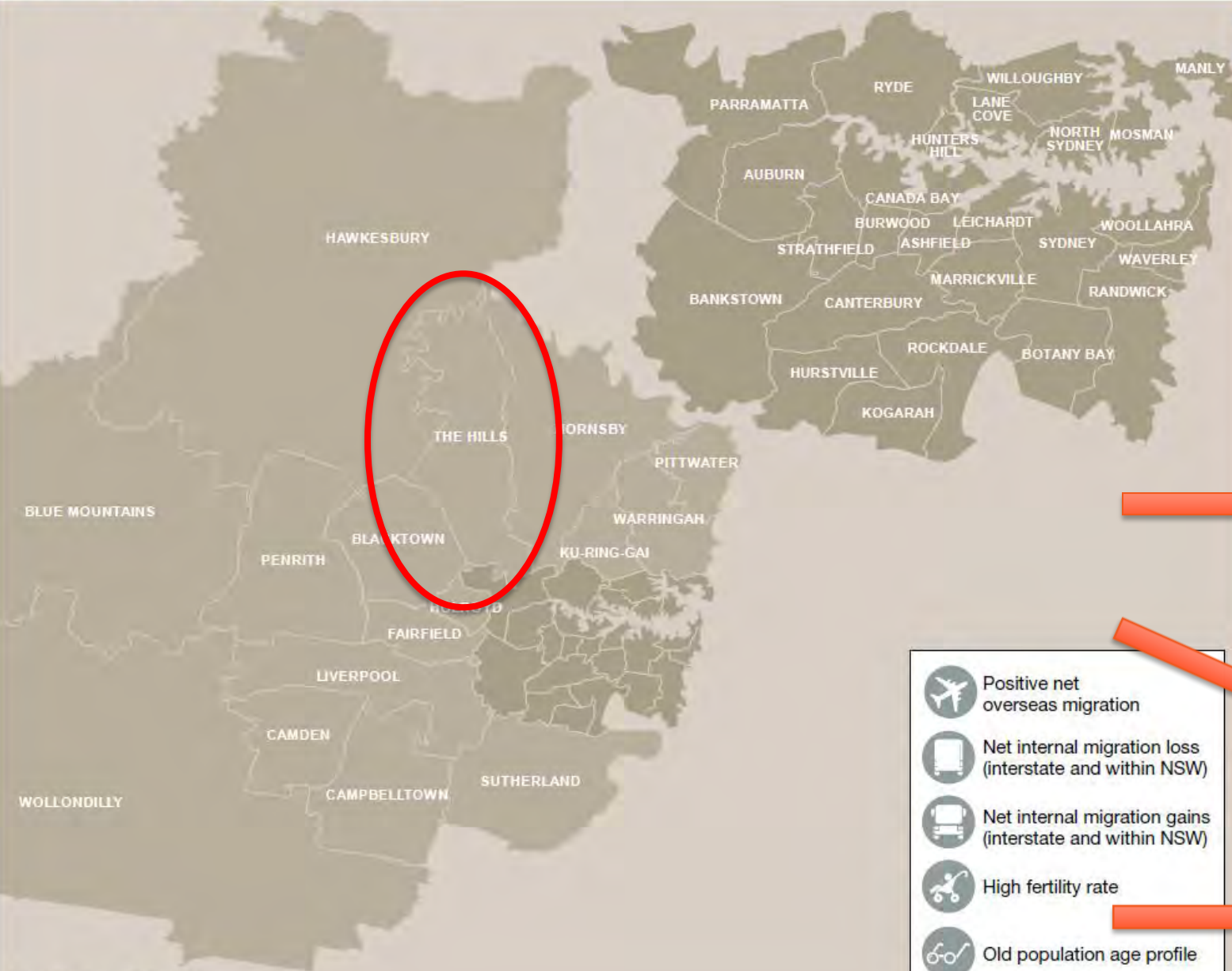
**Colebee**  
1,000

**Schofields**  
5,000

LEGEND	
	Rail station
	Major roads
	Priority land release area
	Priority land release precincts – in planning
	Priority land release precincts – zoned
	Parks & reserves
	Waterway
	Priority Growth Area
	Local Government Area

M7

M2



### The Hills Shire

2011 Population  
**177,000**

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2031 Population  
**275,350**

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Population Change

**+98,350**  
**+55.6%**

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Age Changes

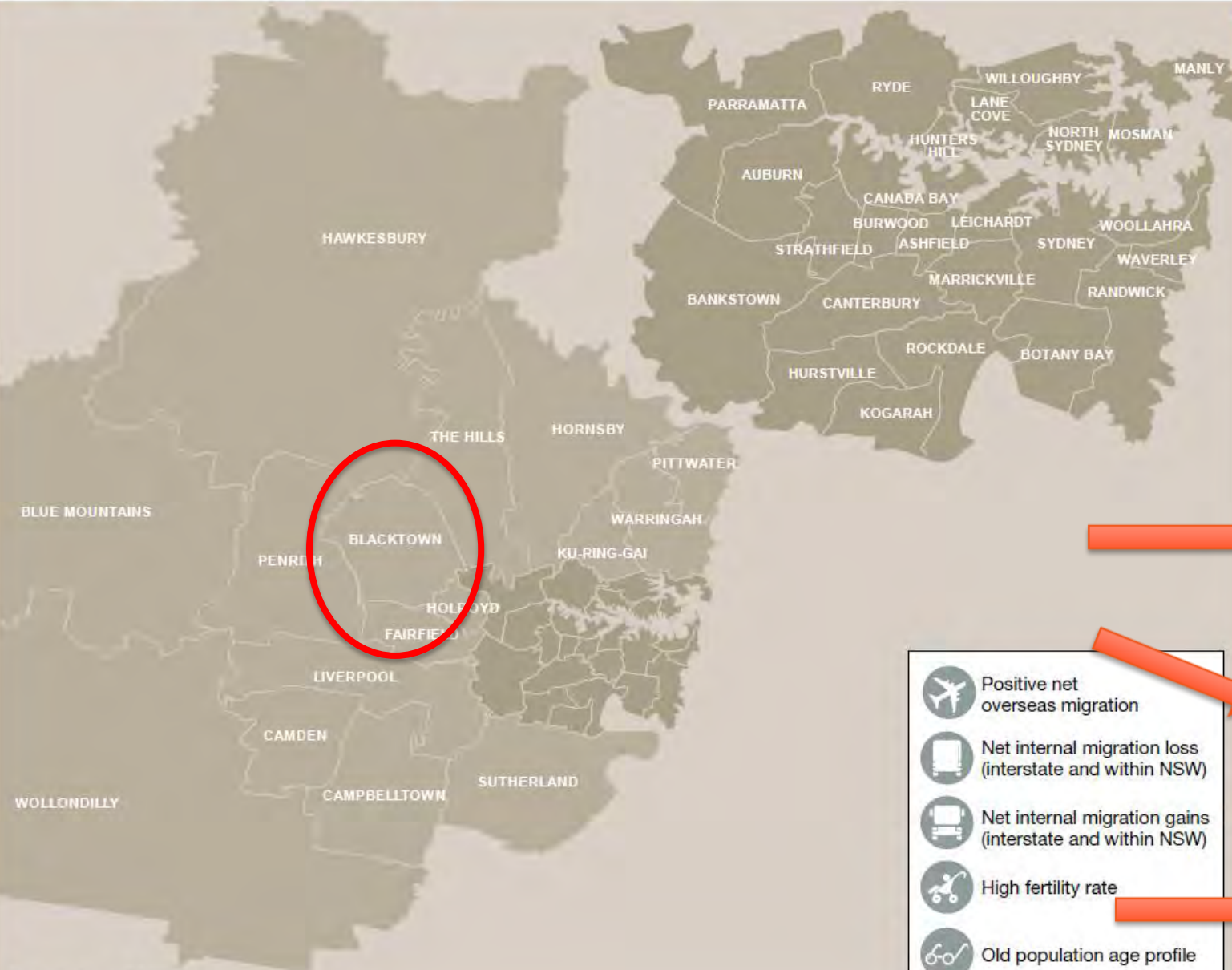
51.3%	43.5%	134.3%
<15	15-64	65+

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Key Drivers

- Positive net overseas migration
- Net internal migration loss (interstate and within NSW)
- Net internal migration gains (interstate and within NSW)
- High fertility rate
- Old population age profile

## Preliminary 2013 Population Projections



### Blacktown

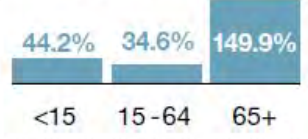
2011 Population  
**312,500**

2031 Population  
**459,750**

Population Change



### Age Changes

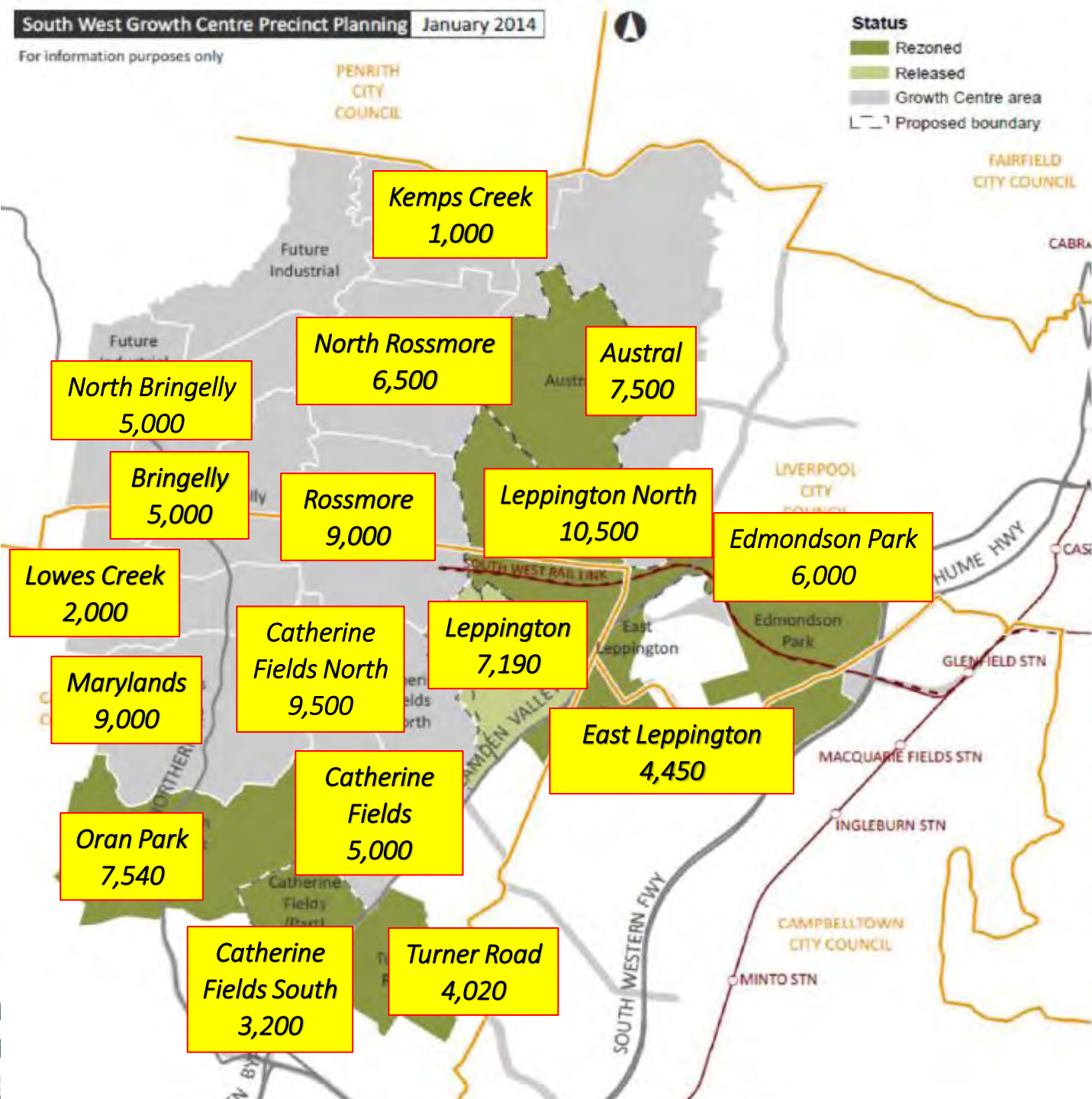


### Key Drivers



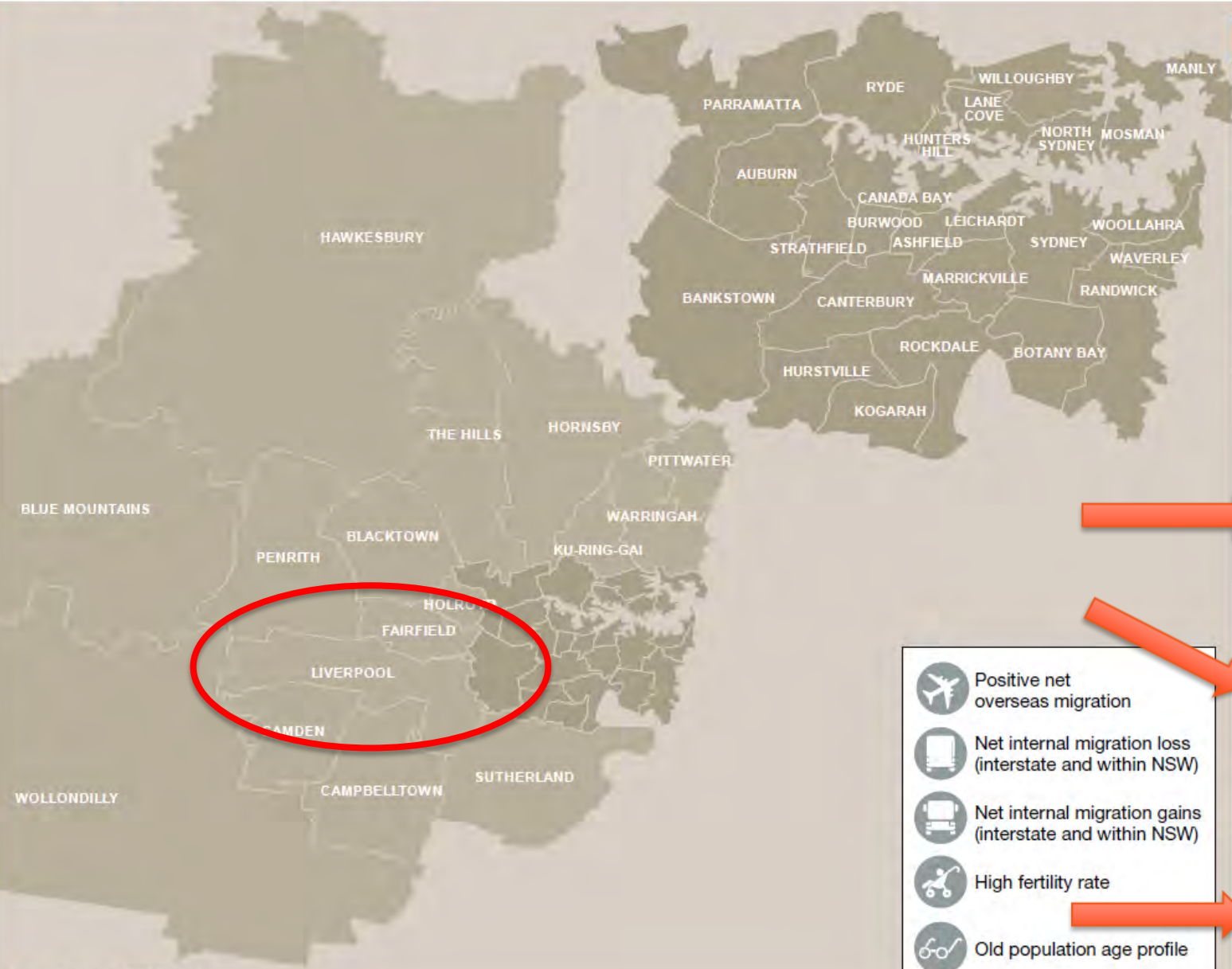
- Positive net overseas migration
- Net internal migration loss (interstate and within NSW)
- Net internal migration gains (interstate and within NSW)
- High fertility rate
- Old population age profile

# South West Release Areas shown



INSPIRE CONFIDENCE  
 LEADERSHIP  
 engage resilience  
 INSPIRE CONFIDENCE  
 engage LEADER

## Preliminary 2013 Population Projections



### Liverpool

2011 Population

**188,100**

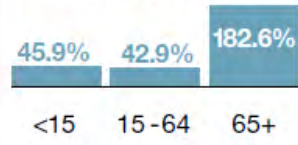
2031 Population

**294,050**

Population Change



Age Changes



Key Drivers



- Positive net overseas migration
- Net internal migration loss (interstate and within NSW)
- Net internal migration gains (interstate and within NSW)
- High fertility rate
- Old population age profile



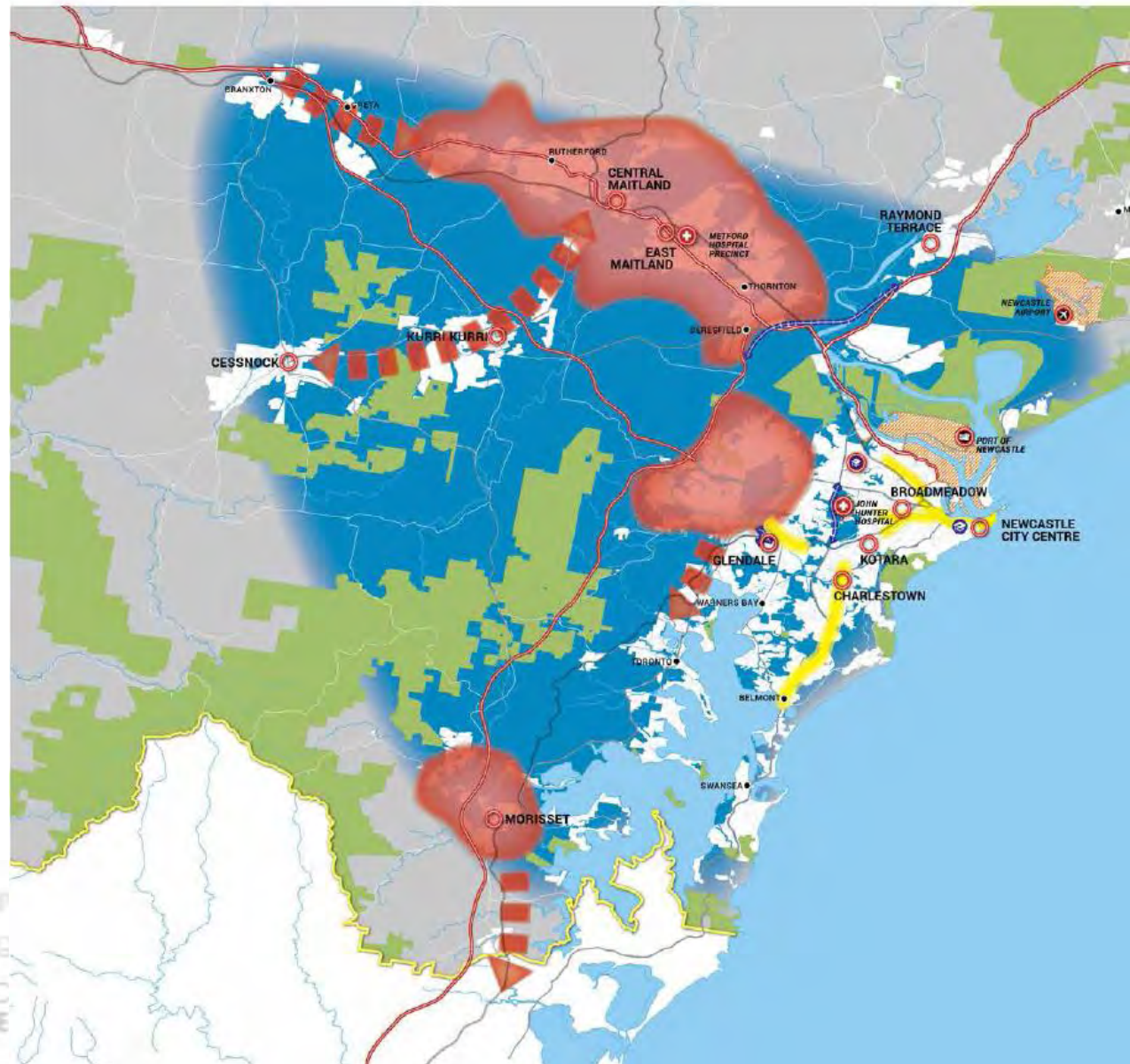
# Summary of Projected Population for Sydney Release Area Councils

The Hills	Blacktown	Liverpool	Penrith	Camden
2016 <b>165,550</b>	2016 <b>349,050</b>	2016 <b>214,100</b>	2016 <b>205,150</b>	2016 <b>80,900</b>
2036 <b>290,900</b>	2036 <b>521,450</b>	2036 <b>331,000</b>	2036 <b>270,750</b>	2036 <b>224,550</b>
Pop change <b>+125,350</b> <b>+75.7%</b>	Pop change <b>+172,400</b> <b>+49.4%</b>	Pop change <b>+116,900</b> <b>+54.6%</b>	Pop change <b>+65,600</b> <b>+32%</b>	Pop change <b>+143,650</b> <b>+177.6%</b>
Age changes <b>&lt;15: 67%</b> <b>15-64: 69.7%</b> <b>65+: 119.5%</b>	Age changes <b>&lt;15: 42.9%</b> <b>15-64: 42%</b> <b>65+: 110%</b>	Age changes <b>&lt;15: 49%</b> <b>15-64: 44.6%</b> <b>65+: 128.5%</b>	Age changes <b>&lt;15: 25.1%</b> <b>15-64: 22.1%</b> <b>65+: 103.7%</b>	Age changes <b>&lt;15: 169.1%</b> <b>15-64: 165.5%</b> <b>65+: 271.1%</b>



# Hunter Region Strategy - 2036

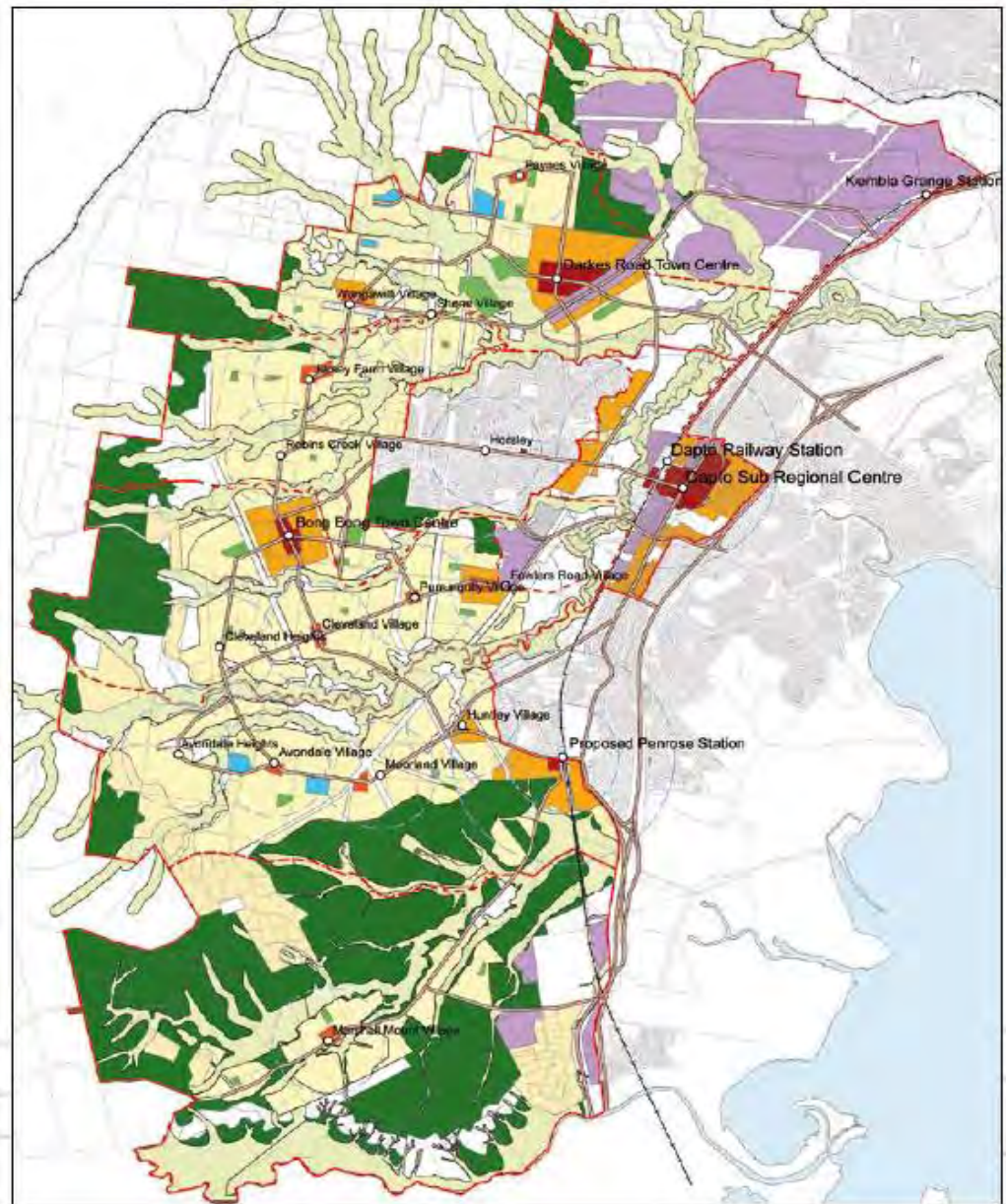
- Additional 70,000 dwellings
- Newcastle - 16,800
- Maitland – 12,500
- Lake Macquarie/ Morriset – 13,500



INSPIRE  
LEADERSHIP  
CONFIDENCE  
engage  
develop  
resilience  
INSPIRE  
CONFIDENCE  
INSPIRE  
engage  
LEADERSHIP

# Illawarra Region

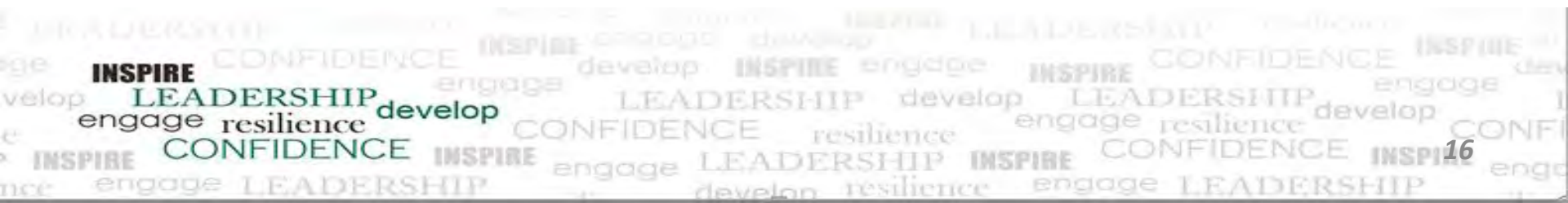
- West Dapto Release Area  
– 16,000 new dwellings



# 2016 Population Data by Council

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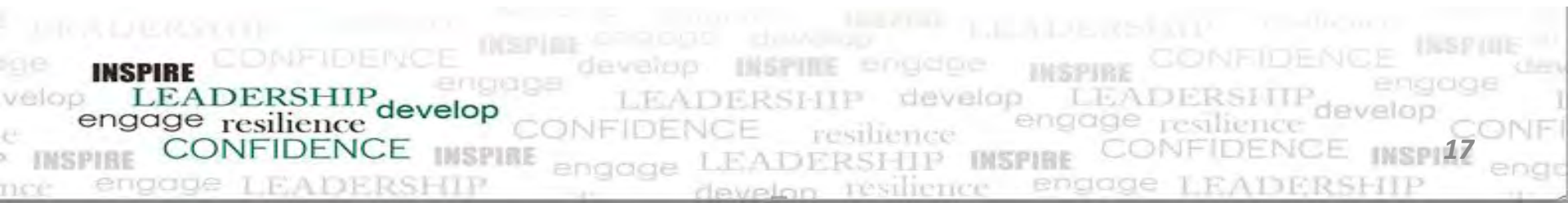
- Census population
- Projected population
- Age groups
- [LGA](#)
- Local Councils
- Department of Planning & Environment



# Census Data

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- 18% of the State's population are young people
- Just under 32% (1,249,185 of 3,992,038) of Australia's young people live in NSW
- 64.8% of young people in NSW live in Sydney
- 35.2% live in regional & rural areas
- 24.6% of the State's young people live in Western Sydney Local Government Areas (LGAs)



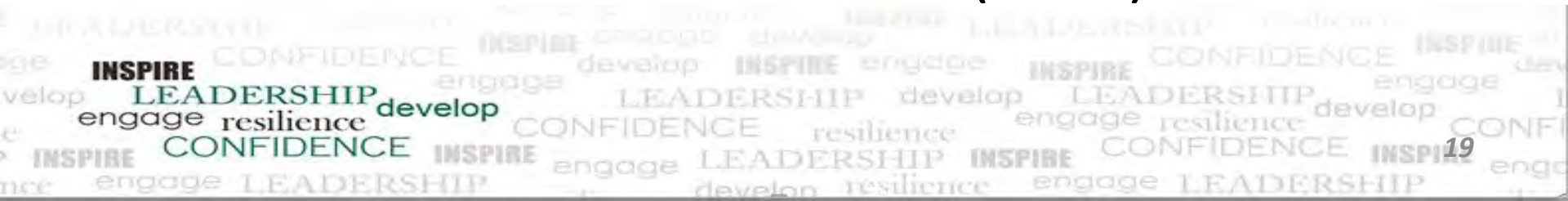
# More young people live

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- Regional and rural NSW (outside Sydney) (436,670) than live in Western Australia (429,337)
- Western Sydney (308,336) than live in South Australia (289,311)
- The Hunter region (including Newcastle) (107,242) than live in Tasmania (87,609)
- Blacktown and Penrith LGAs combined (85,449) than live in the ACT (73,628)
- Blacktown LGA (60,566) than live in the Northern Territory (44,711)

# Cultural background

- 20% of young people living in NSW in 2011 were born overseas
- There are significant populations of young people born in North East Asia (4.3%), South East Asia (2.5%) Southern and Central Asia (2.5%) and North West Europe (1.6%)
- The greatest number of young people born overseas were born in China (2.7%)



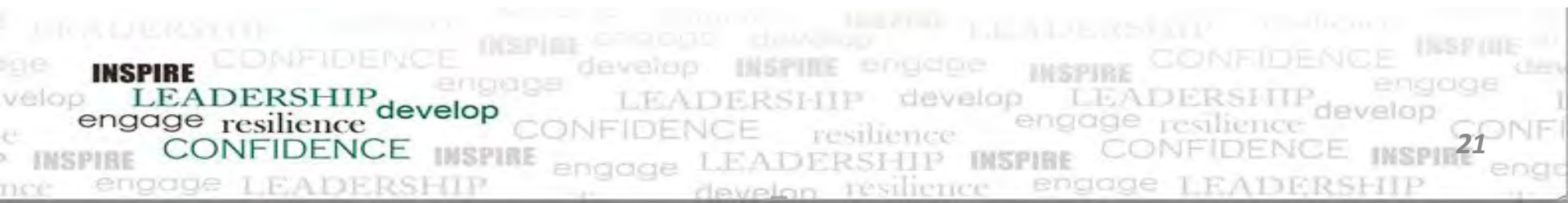
# Scout Youth Per Region 2011-2016

<i>Region</i>	<i>2011-12</i>	<i>2012-13</i>	<i>2013-14</i>	<i>2014-15</i>	<i>2015-16</i>	<i>Difference</i> <i>2011/2016</i>	<i>%</i> <i>Change</i>
GWS	1,890	1,793	1,629	1,715	1,785	-105	-5.5
Hume	905	862	863	813	808	-97	-10.7
HC	2,448	2,454	2,445	2,226	2,397	-51	-2.1
NC	565	575	644	565	647	82	14.5
NW	224	204	194	160	220	-4	-1.8
RIV	489	426	439	481	511	22	4.5
SCT	1,700	1,613	1,532	1,405	1,331	-369	-21.7
SM	2,082	1,971	1,976	2,013	2,052	-30	-1.4
SN	3,389	3,310	3,492	3,545	3,546	157	4.6
TGW	402	372	270	277	286	-116	-28.8
NSW	14,094	13,580	13,484	13,200	13,583	-511	-3.6

# Scout Penetration

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- Based on 2016 data
- NSW Scout youth 13,583
- NSW youth 1,249,185
- NSW Scout represents 1.1% of the youth population
- 1.5% penetration represents 18,700 youth
- Increase by 5,000 youth members
- Target of Strategic Plan



# Growth Targets

- Recruitment targets
- Turnaround current trend
- Growth rates
- Recognise some regions such as country regions may achieve a 2-5% increase while in Sydney and Hunter regions the growth should be 15-20%



# Challenges

- Growth rates
- Recruitment plan – set targets
- Development plans
- Liaise with Local Councils
- Consider different model(s) for delivery of Groups and Scouting Facilities



