



Caring for the future growing up today

Fremantle headspace Virtual Tour

Fremantle headspace

Fremantle **headspace** is committed to involving young people in their service wherever possible, not only as clients. One way this has been achieved is through the Fremantle headspace Youth Reference Group (YRG). Members are volunteers aged 16 to 25 years who meet on a monthly basis to help guide the service to ensure it is youth-friendly.

Members of the YRG and a young person from the community were involved in developing a Virtual Tour for young people of Fremantle headspace. This online resource explains what young people can expect from headspace staff, provides an overview of issues that headspace can help young people with, details the criteria for accessing headspace and gives information on how to make an appointment. The Virtual Tour project started in August 2010 and finished in February 2011.

Deciding

Fremantle headspace wanted to provide a youth-friendly introduction to their service and information that encouraged young people to contact the service. They decided on a Virtual Tour because the YRG identified this as a medium that was appealing and accessible to young people. It was headspace's view that by involving young people in the development of the Virtual Tour, there would be a greater likelihood of it being a success.

The members of the YRG that formed the Virtual Tour project team were encouraged to be part of every stage of the development and production including planning, writing the script, filming, presenting and providing feedback on the editing process. Project team members also attended the launch of the Virtual Tour at the Fremantle headspace open day, which gave them an opportunity to get feedback on the resource from other service providers and the general public.

Fremantle headspace made a commitment to the project by providing a dedicated facilitator, who was Fremantle headspace's Community Awareness Project Officer. The facilitator coordinated the project, ensured the YRG's involvement was meaningful and achievable, that their ideas were communicated to headspace staff and helped the YRG allocate project roles.

Preparing

Fremantle headspace runs a number of activities and projects throughout the year and all YRG members are able to nominate to become involved. As it was anticipated that the Virtual Tour would attract much interest, YRG members were asked to express their interest for key roles in creating the Virtual Tour. The facilitator assessed the nominations to assign these roles and also involve all other YRG members who wanted to take part. There was also had one person who was not a YRG member take part in the project. This young person was a young community member who wanted to learn more about Fremantle headspace and saw this project as a great way to get to know the service.

Doing it

Virtual Tour project members participated in a workshop with National headspace staff to build their skills and knowledge required to deliver the project. The project members then developed a script and produced the audio for the Virtual Tour over six meetings.

The YRG was involved in all the stages of production and had a large degree of control and ownership of the Virtual Tour. They were encouraged at each stage of production to express their ideas and develop their skills. The Virtual Tour was wholly based on the YRG's ideas and they undertook the majority of the work to produce the Virtual Tour with the support of headspace National who commissioned a professional editor for the project. The YRG provided feedback on the first and second edits so that the final product was professionally edited but very much guided by the input of the YRG. This level of genuine involvement ensured the experience was rewarding for them.

Following up

The facilitator played an important role in maintaining effective communication between the YRG and headspace, particularly to ensure that feedback from the YRG was addressed. The facilitator gave updates and feedback in the project meetings and by email.

Each member of the Virtual Tour project team was invited to complete an evaluation form for headspace National which provided valuable insight and learnings to assist other headspace centres wanting to produce youth guided virtual tours

The project team's involvement went beyond developing the idea for the project. The experience was enhanced by the opportunity to produce the Virtual Tour and promote it publicly. Having the project team as 'the face' of the Virtual Tour was seen as critical to its success, particularly in making it youth-friendly. From Fremantle headspace's perspective the Virtual Tour was a very successful project because it provides a platform to promote their service in a way that has involved the ideas and skills of the YRG.



Feedback from a guest at the Fremantle headspace open day launch:

"That was a great event that you created on Friday - We were very impressed by your team and the work that you are all doing there with young people - and also your use of multimedia in reaching out to young people, which was so good – inspirational...."

Feedback from the young people involved in the project:

"Creating and producing the Virtual Tour was an incredible challenge. We started with very minimal video and sound skills. This didn't stop us though! Somehow we managed to pool our resources and stumble our way through the process on the back of many mistakes and steep learning curves! I guess this made the experience all the more rewarding though."

It is exciting to know that youth services are incorporating youth involvement strategies in their work more and more. I'd love to see more virtual tours being created, not only because of the fun we had in making it, but because of the many barriers it breaks down for a young person seeking help from the service- it's definitely worth it for all involved!"

"There was this big feeling of togetherness and team work throughout the group. I also enjoyed the whole new experience of working with and in front of a camera."

"One thing I enjoyed about this project is the positive effect it will have on young people's lives and just all the fun of filming it"

"...the opportunity to be creative in an environment with other easygoing young people"

"I loved the opportunity to learn more about scripting and filming"

The Virtual Tour of Fremantle headspace can be accessed:

- through the following URL <http://www.headspace.org.au/about-headspace/news-videos/videos/virtual-tours-of-headspace-centres/virtual-tour-of-fremantle-headspace>
- by visiting <http://www.headspace.org.au/> and selecting About Headspace > News & Videos > Videos > Virtual tours of headspace centres > Virtual Tour of Fremantle headspace.
- on headspace's Youtube channel at <http://www.youtube.com/user/headspaceAustralia#p/c/1DD338DE40D9E517/4/Aa8LYnZAUUs>.