

City of Albany


INCLUSIVITY LOGO ENGAGEMENT REPORT 2022

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The City of Albany respectfully acknowledges the Menang Noongar people as the traditional custodians of the land on which the city conducts its business, and pays respect to elders past and present.



Introduction

The City partnered with the Youth Advisory Council (YAC) to engage young people to design a logo that encourages inclusion and enhances safe access to City events, activities and facilities for diverse young people.

Background

Consultation undertaken with young people between 2016 and 2018 explored their barriers to feeling included and safe when engaging in services or attending facilities provided by the City of Albany.

This consultation was held with local schools, youth groups, youth organisations and the wider youth community.

Feedback from young people in high risk and marginalised groups expressed that at times they did not feel welcome or included. Their perception was that the City of Albany's venues and events are not inclusive.

Introducing simple signage was a way that the City could demonstrate inclusion and develop a more welcoming environment for this demographic.

The City's Executive Management Team endorsed the proposed creation of a logo to use on signage, emails, websites and other promotional materials on 19 October 2019.

The design, style, consultation and planning commenced in March 2020, however the consultation was put on hold due to the Covid-19 pandemic.

Consultation re-commenced in July 2020 and concluded in early September 2021.

OBJECTIVES

The inclusivity logo engagement had the following objectives:

- Be youth-led and youth-driven
- The logo be designed by YAC and the identified stakeholder focus groups
- Engage with the five key stakeholder groups:
 1. YAC
 2. Follow the Dream
 3. Albany Secondary Education Support Centre
 4. Migrant Resource Centre
 5. Albany Youth Spectrum under 25
- Engage a broad sample of young people, with representation from all population groups including young people living with a disability, those who identify as Indigenous, LGBTQIA+, English as a second language, and also support workers and key staff who facilitate and work within the identified stakeholder focus groups
- Ensure the safety of vulnerable participants by using youth mental health workers and key support staff throughout the process

The City of Albany Youth Officer was in regular communication with internal stakeholders to gain their feedback and contribution to the development of the logo.

While the views of community members and stakeholders outside of the 10-25 age group were considered, the views of young people were prioritised.

COMMUNICATIONS APPROACH

The engagement plan developed by the Youth Advisory Council included a number of face-to-face opportunities where YAC, a young graphic designer and invited guests could create a concept design prior to presenting to stakeholder groups.

Unfortunately, the planned face-to-face stakeholder engagement was delayed when Covid-19 restrictions reduced access to schools and organisations.

The types of visitors and the number of visitors were restricted so the Youth Development Officer facilitated the key stakeholder focus group engagement.

The Youth Advisory Council met a total of 10 times throughout the development of the engagement process face to face, with additional feedback provided by email.

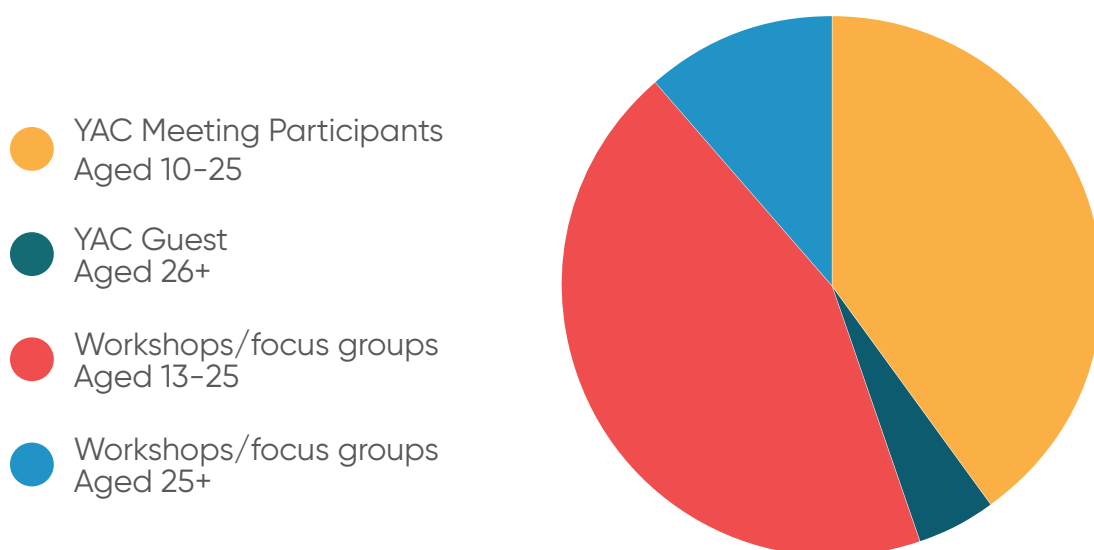
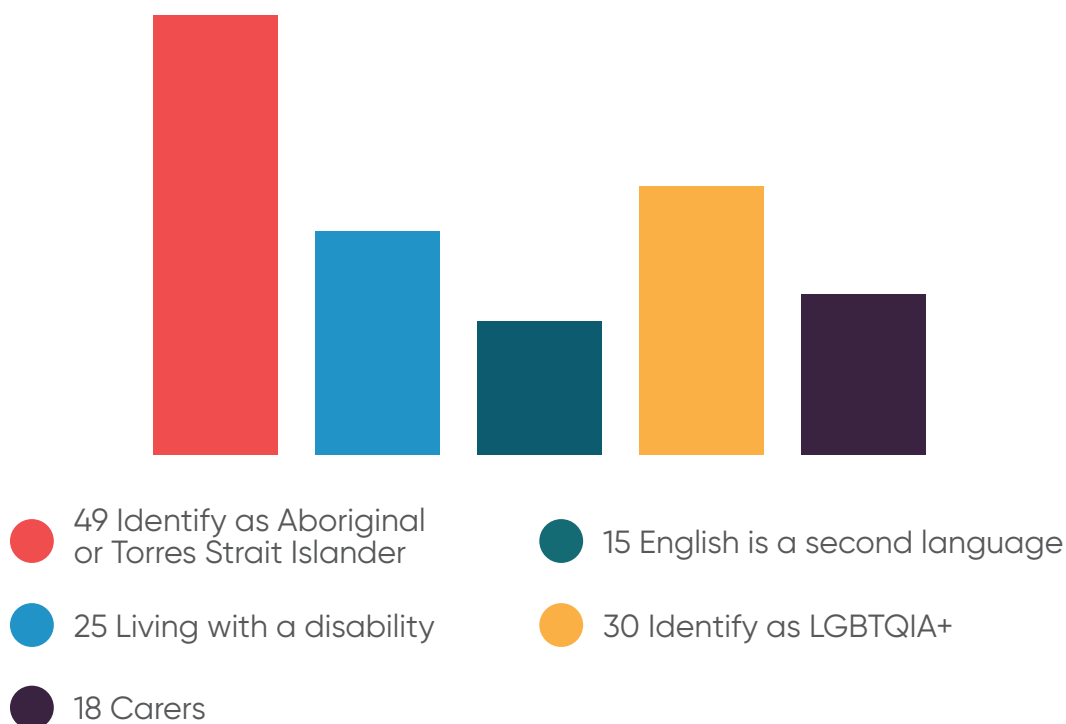


Draft design concept created by YAC

PARTICIPATION

A total of 155 young people were involved in the inclusivity logo consultation, including 10 meetings with the Youth Advisory Council and 7 stakeholder focus group face to face consultations. 46 participants were support workers, special guests and carers of young participants aged over 25.

ALBANY PARTICIPANT DATA



*Participants could identify as more than one of the included diverse backgrounds.

All focus groups were presented with the same design options prior to voting. Groups that requested changes to the design were provided with a second engagement session. Individuals could only comment on elements of the logo that related to their own identity.

CONSULTATION DATA

Three versions of the original logo were taken to four engagement sessions over a period of one month.

These sessions engaged young members of the community and a select number of over 25-year-olds from a diverse array of backgrounds. This feedback informed the design choices for the logo to ensure it accurately reflects the communities it aims to represent.

The below table distills the results from that engagement:

DESIGN 1



DESIGN 2



DESIGN 3



10 JUNE 2021 MIGRANT CENTRE		
Comments and Feedback		
N/A	N/A	Flip flag - needs to be straight lines to represent flag
Votes for Each Design		
2 young participants	2 young participants	2 young participants
1 over 25 year old participant		1 over 25 year old participant
3 TOTAL	2 TOTAL	3 TOTAL

14 JUNE 2021 SECONDARY ED SUPPORT		
Comments and Feedback		
Chair symbol vote including workers (25+)	Over 25 felt the flag or some representation of it was important	Some students didn't like skin tones and thought it picked on darker skin - feedback based on playground discussions via the principal
Universal - half the votes		
With arm (current) - quarter vote		
Didn't care - quarter vote		
Votes for Each Design		
3 young participants	5 young participants	7 young participants
	2 over 25 year old participants	9 over 25 year old participants
3 TOTAL	7 TOTAL	16 TOTAL

CONSULTATION DATA

14 JUNE 2021 | FOLLOW THE DREAM

Comments and Feedback

Aboriginal flag colours are important and can't be left out

Modify flag design and use colours to create the fourth piece

Identity can't be reduced to a skin tone – feedback from over 25 tutor

Group ideas and suggestions, including designs created and shared

Bring back Noongar design options to the group for comment

Votes for Each Design

7 young participants

6 young participants

4 young participants

1 over 25 year old participant

7 TOTAL

7 TOTAL

4 TOTAL

8 JULY 2021 | SPECTRUM GROUP

Comments and Feedback

The trans-inclusive pride flag is needed rather than the pride flag

Skin tones could be more of a gradient – feedback from over 25 headspace employee

Size is important when displayed – it needs to stand out

Group ideas and suggestions, including designs were created and shared using versions of the trans-inclusive flag

Bring back flag design through YAC members at a regular spectrum meeting

Votes for Each Design

3 young participants

1 young participant

2 over 25 year old participants

0 TOTAL

5 TOTAL

1 TOTAL

RESULTS

17 votes

20 votes

15 votes

Design 2 progressed to next stage

DESIGN PROCESS FOLLOWING FOCUS GROUPS

FOLLOW THE DREAM

All participants expressed a need for a tile representing Aboriginal people.

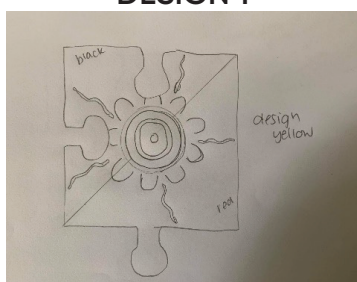
Follow the Dream students created pencil designs and concepts that they felt could be used instead of the Aboriginal flag, which was under copyright and unable to be included in the logo design.

Aboriginal artist and Menang consultant Shandell Cummings created three concept designs based on the drawings created by the students.

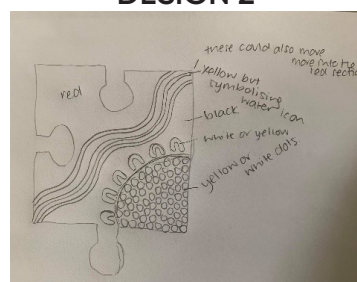
Shandell Cummings then worked with the graphic designer to create two versions of the design and ensure the designs remained culturally accurate.

These designs were then presented to the Follow the Dream engagement group for a final vote.

**SHANDELL CUMMINGS
DESIGN 1**



**SHANDELL CUMMINGS
DESIGN 2**



2 AUGUST 2021 | FOLLOW THE DREAM

Comments and Feedback

V1 closest to the Aboriginal flag

So pretty

Will this logo go up in businesses and schools as well? Can we use it?

Votes for Each Design

6 young participants

17 young participants

6 TOTAL

17 TOTAL

RESULTS

Shandell Cummings Design 2 progressed to final logo design

Engagement also revealed a desire for the addition of the trans-inclusive flag in the logo.

The graphic designer created two versions of the rainbow puzzle piece to include this element, which was then presented to the Spectrum Group for a final consultation session.

FINAL LOGO
DESIGN 1



FINAL LOGO
DESIGN 2



28 AUGUST 2021 | SPECTRUM GROUP

Comments and Feedback

V1 isn't the true flag and didn't line up with the rainbow

N/A

Votes for Each Design

0 TOTAL

17 young participants

2 over 25 year old participants

19 TOTAL

Design 2 used for final logo

RESULTS

Final logo design 2 selected as best design

KEY FINDINGS

The key area of concern for young people involved in the engagement process was safety, both real and perceived. All participants had experienced discrimination or had witnessed someone being discriminated against.

During group discussions young people from one vulnerable or diverse group expressed concern for other vulnerable or diverse groups despite differences in beliefs or core values. There was a genuine desire to ensure that everyone was considered and everyone had the right to feel safe.

Workers, carers and agency staff made comments on elements of the logo that were not necessarily related to their own personal identity, whereas young people only commented on elements that related directly to their own identities.

The only exception to this was when the original concept had no Aboriginal specific representation. Every group expressed that they felt that the inclusion of a specific reference to our First Nations people was important and clearly missing.

EVALUATION

The goals of the engagement were to:

ENGAGEMENT GOAL	ENGAGEMENT OUTCOME
Youth-led and youth-driven engagement using a collaborative consultation design style.	The concept design of the logo was created by YAC with the support of a young graphic designer. The final design was created through key stakeholder focus groups.
Engage with 5 key stakeholder groups: YAC, Follow the Dream, Secondary Education Centre, Migrant Resource Centre and Albany Youth Spectrum under 25.	7 focus groups were held with the 5 identified stakeholder groups.
Engage a broad sample of young people, with representation from all population groups including young people living with a disability, those who identify as indigenous, LGBTQIA+, English as a second language, and also support workers and key staff who facilitate and work within the identified stakeholder focus groups.	Engaged with young people and support staff from all 4 identified key stakeholder groups.
Ensure the safety of vulnerable participants by using Noongar Arts consultant, youth mental health workers and key support staff throughout the process.	Support staff that specialise in the care of young people who identify within the key stakeholder groups were present throughout the focus group consultation.
	Noongar consultant verified and endorsed the cultural accuracy of the Menang symbols within the tile. Menang youth endorsed the interpretation of their design.

EVALUATION QUESTIONS

1. How wide was the youth engagement?
2. How effective was the youth engagement?

CHALLENGES

- Covid-19 restrictions impacted on the ability to run focus groups leading to long delays between engagement.
- The original youth graphic designer found full-time employment partway through the project and was unable to see the logo to completion. Another graphic designer was brought in to complete the project, however this contributed to delays between concept design updates.
- The copyright to the Aboriginal Flag was sold complicating the use of the national symbol in the design.

OUTCOMES

- The concept was widely embraced and supported by all identified stakeholders.
- Two of the schools involved in the process have expressed their desire to use the logo within their own campuses.
- A greater understanding and acceptance between young diverse people who participated in the consultation.
- An expectation that this will be endorsed will need to be managed, there is a risk that those involved will feel let down
- Considering the safety and the mental health of vulnerable young people when managing wider community feedback should be a priority when preparing for council.

