

THE GUSTO PROJECT

How we can better engage young
Queenslanders in the public realm

THE PLANNING

ISSUE

disconnection

depression

screen time

THE PLANNING

ISSUE

disconnection

sleep disturbance

depression

burnout

technology addiction

screen time

low self-esteem

THE PLANNING

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disconnection

stress

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psychological distress

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anhedonia

social anxiety

loneliness

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technology addiction

self-harm

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pressure

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disconnection

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the youth mental health crisis.

social anxiety

loneliness

burnout

technology addiction

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pressure

low self-esteem

“The safety and mental and physical health of our young people is **paramount.**”

- PRIME MINISTER OF AUSTRALIA, ANTHONY ALBANESE

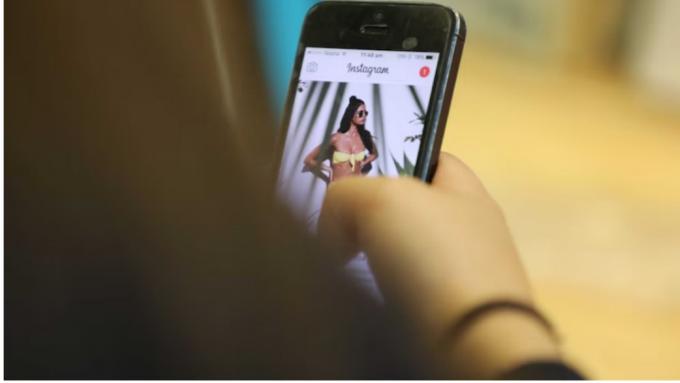
EVERYONE IS TALKING...

ABC NEWS

Queensland chief health officer declares 'public health alert' over mental wellbeing of teenagers

By Janelle Miles **Health**

Tue 21 May



Earlier this year, Queensland Health brought together a group of mental health and social media experts to examine the effects of social media on young people. (ABC News: Elise Pianegonda)

SBS News

The kids are not alright: Is Australia in the midst of a youth mental health crisis?

Loneliness and psychological distress are decreasing in most age groups – but for young people, it's getting worse.



The latest HILDA report has found young Australians are experiencing more loneliness and psychological distress. Source: Getty / Johnner Images/Johnner RF

The Guardian Aus

News Opinion Sport Culture

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Mental health • This article is more than 1 month old

'Alarming' surge in mental ill health among young people in face of 'unprecedented' challenges, experts warn

Insecure employment, climate crisis and social media are driving 'dangerous' decline, research finds

Melissa Davey medical editor

Wed 14 Aug 2024 08:30 AEST

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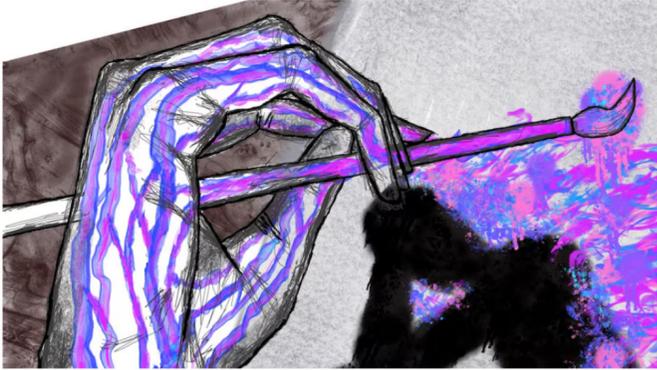
ABC NEWS

There's a mental health crisis gripping kids today, but the way out is a job for all of us

By the Specialist Reporting Team's Gemma Breen

Mental Health

Sun 5 May



Finding meaning and joy in everyday things is important for our mental health. (ABC News: Alexi Belacqua)

BUT WHO IS WILLING TO TAKE *RESPONSIBILITY*?

40%

of 16-24 year olds
experienced a mental disorder
in the past 12 months.

AUSTRALIAN BUREAU OF STATISTICS, 2020-2021

\$12.2b

annual national spending on
mental health-related services
(2021-22).

AUSTRALIAN INSTITUTE OF HEALTH & WELFARE

98%

of young people regularly
use at least one social media
platform.

The most popular social media platforms...

Instagram (86%)
Snapchat (76%)
TikTok (72%)

ANU GENERATION STUDY, 2022

SAFE SPACES: Growing up in Queensland Study

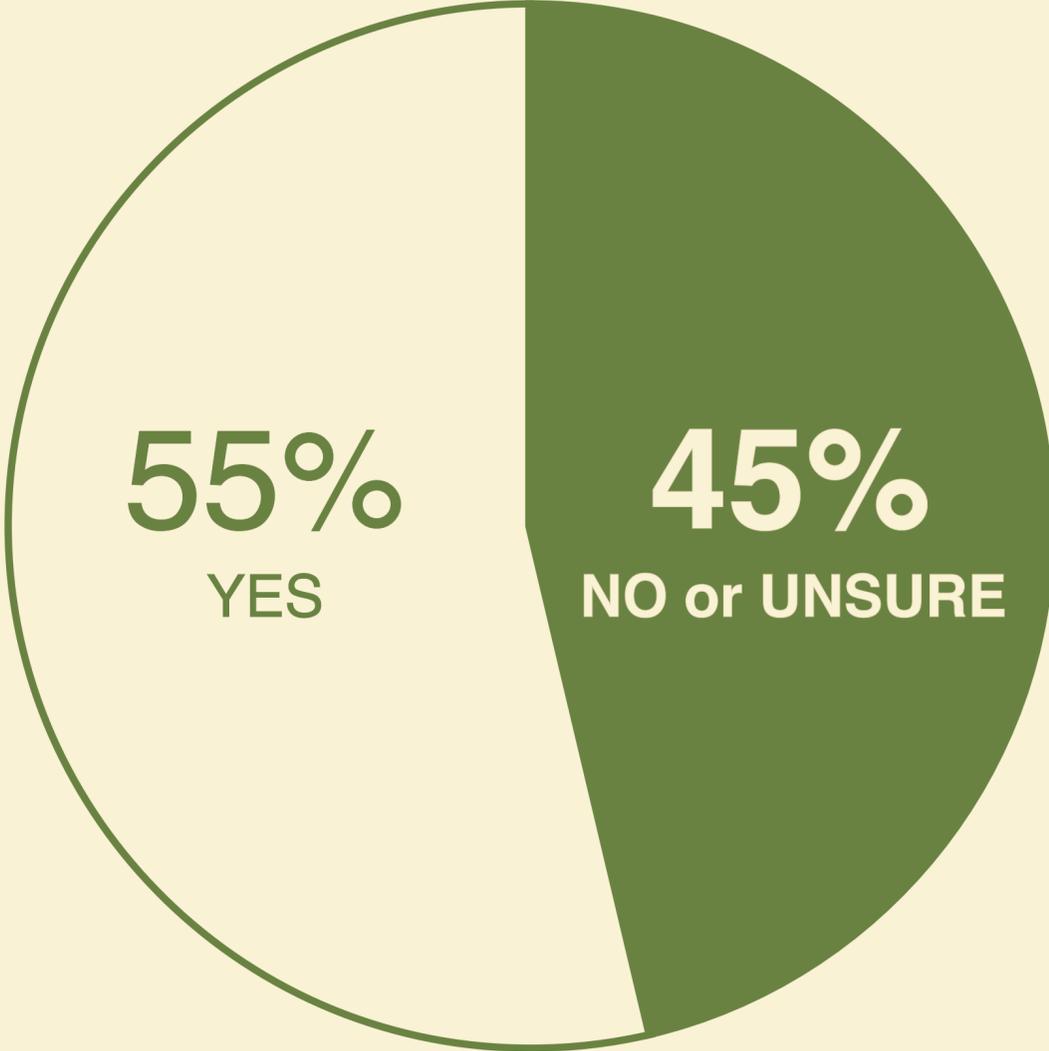
YOUNG QUEENSLANDERS, aged 13 to 18 in 2022 were asked...

Are there are enough safe spaces
where you can spend time with
friends in your community?

SAFE SPACES: Growing up in Queensland Study

YOUNG QUEENSLANDERS, aged 13 to 18 in 2022 were asked...

Are there are enough safe spaces where you can spend time with friends in your community?



SAFE SPACES: Growing up in Queensland Study

In the **Growing up in Queensland 2020 Study**, young people acknowledged how valuable community spaces are:

40% said spaces to spend time with their friends make their community a great place.

They told researchers that using public spaces can promote...

- Social inclusion
- Relaxation
- Autonomy
- Health & Fitness
- Security



Brisbane's Visible Ink Youth Hub

BRISBANE CBD



July, 2016



A location-based augmented reality mobile game that captured global attention.

Aim: to collect virtual Pokemon characters that have been placed in prominent public locations.



Benefits:

This game motivates young people to...

- Get active & “off” devices
- Explore their local communities
- Gain increased awareness, excitement and curiosity of their surroundings
- Engage in positive social interactions
- Improve intergenerational relationships (parents & children playing together)

“It’s clear there is an **undeniable link** between social media use and mental health impacts on our young people”

- QUEENSLAND PREMIER, STEVEN MILES

TECHNOLOGY...



THE PROBLEM AND ***THE SOLUTION.***

HOW CAN WE GET YOUNG QUEENSLANDERS...

gusto

noun [U]

UK  /'ɡʌs.təʊ/ US  /'ɡʌs.toʊ/

great energy, enthusiasm, and enjoyment that is experienced by someone taking part in an activity, especially a performance:

- **with gusto** *Everyone joined in the singing with great gusto.*

Synonyms

relish

zest

EXCITED ABOUT ***THE PUBLIC REALM?***

THE PROPOSITION

A **mobile app** that promotes physical activity, social engagement, joy and adventure for young Queenslanders...



THE PROPOSITION

& An associated set of *youth-friendly places*, events and volunteering opportunities

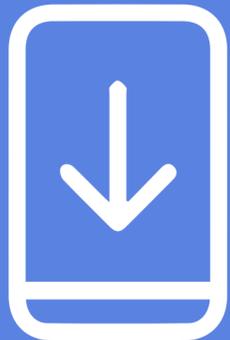


HOW DOES IT WORK?

1.

Players will **download Gusto** for free onto their smartphones. They can then...

- Complete challenges as a 'roamer'
- Play in teams with friends
- Meet other players at Gusto Events
- Vlog and share their adventures

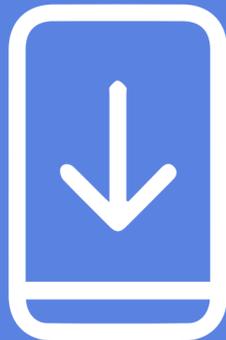


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2.

Top roamers will be rewarded with **incentives and prizes** to further encourage engagement.

These may include...

- Outdoor Cinema passes
- AFL, NRL & Big Bash tickets
- Food/drink vouchers
- Sports and music equipment

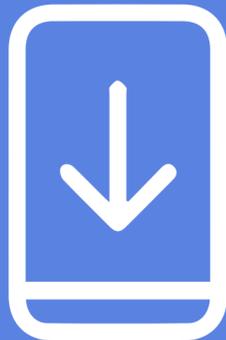


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3.

Players will be drawn to a series of **new Gusto points** across the state.

These youth friendly spaces will offer a safe forum to host events and meet ups.



CHALLENGE

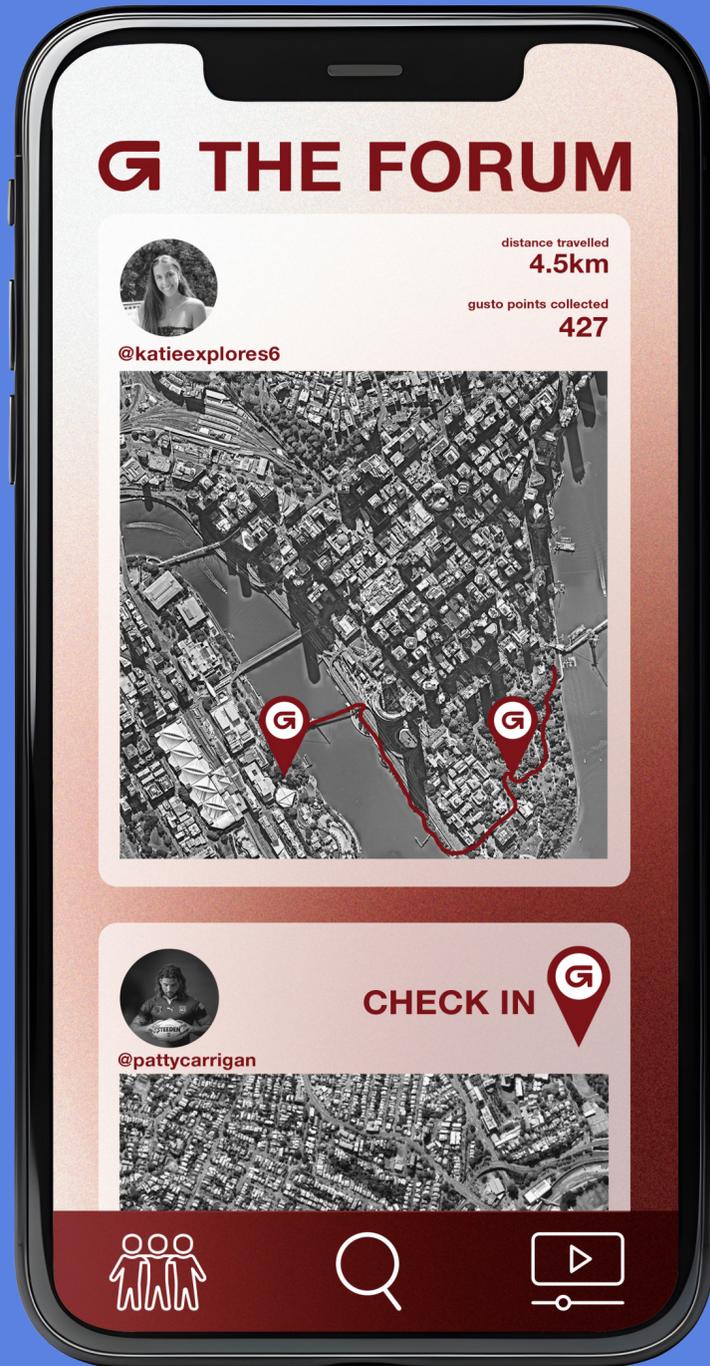
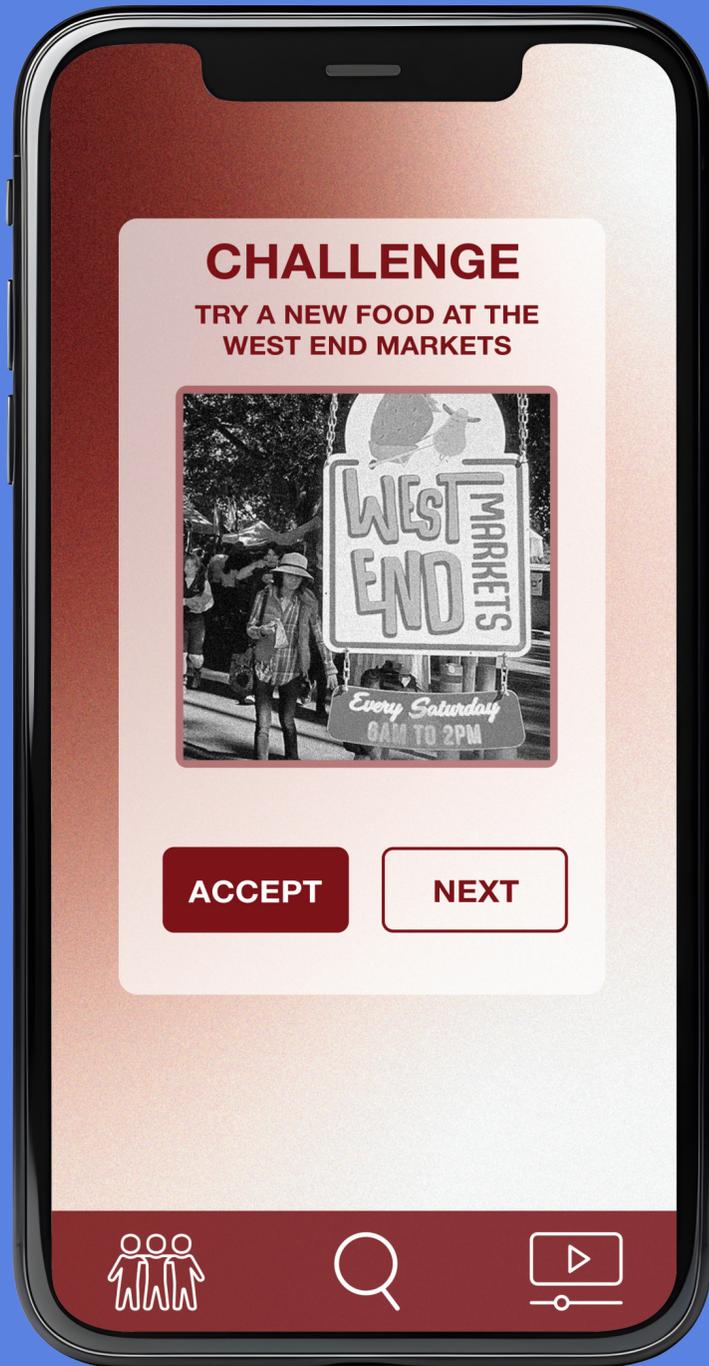
TRY A NEW FOOD AT THE
WEST END MARKETS

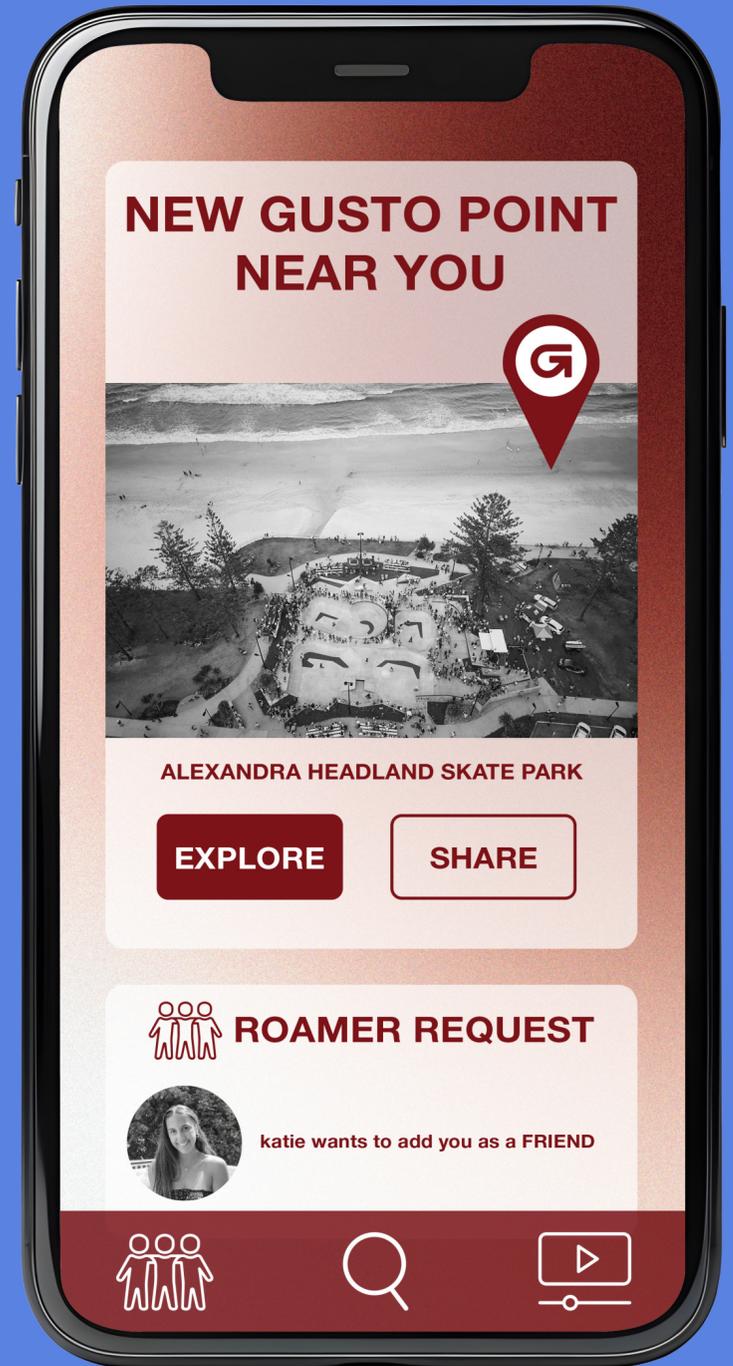
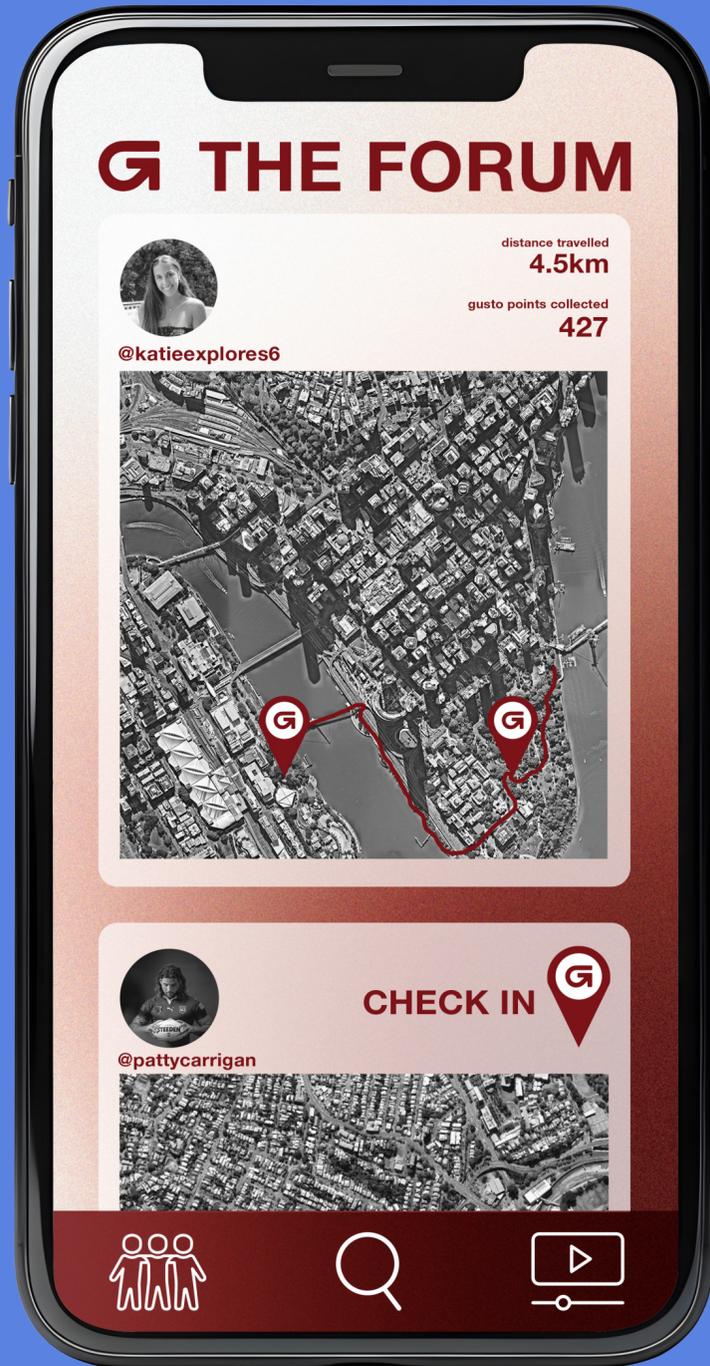
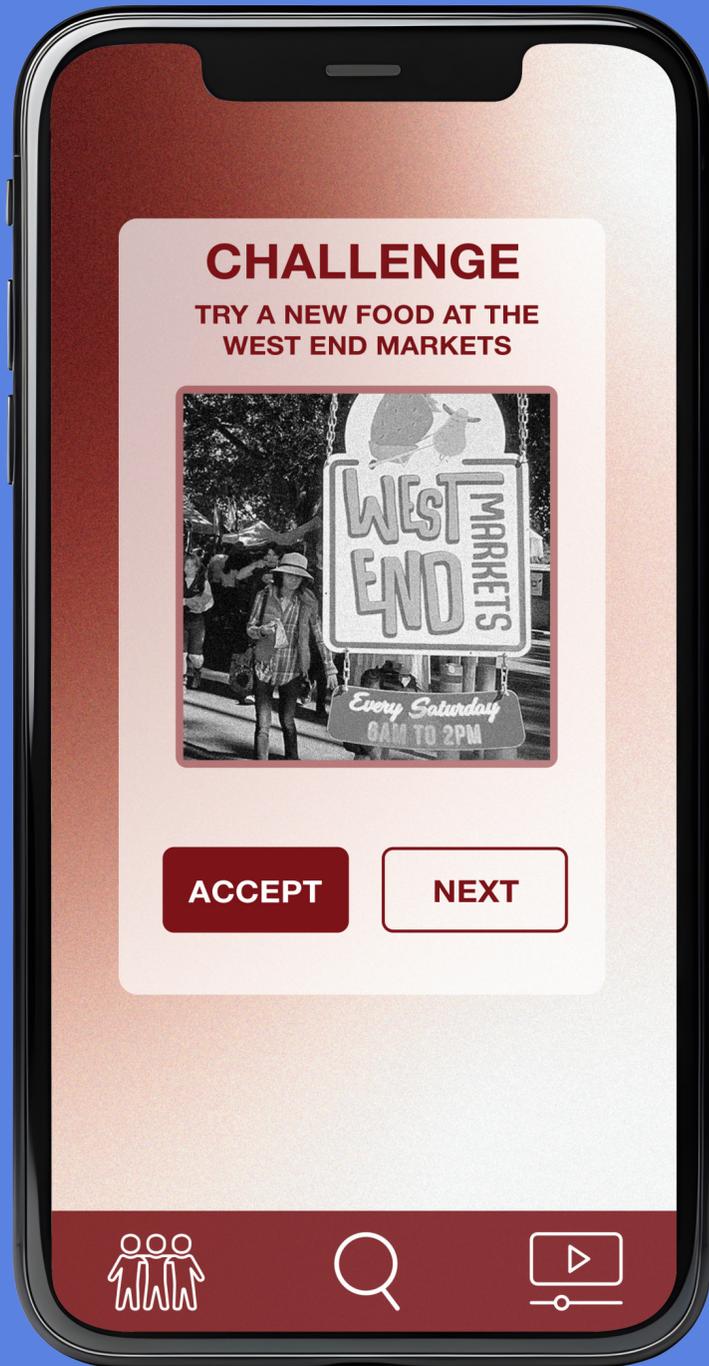


ACCEPT

NEXT







FEATURES & BENEFITS

Roamers race around their local area to 'Gusto Points' where they can complete challenges...



Replacing hours of screen time and doomscrolling with play-based exercise.

The game can be played individually or in teams, coordinated on the app forum...



Providing the opportunity to build and maintain healthy social relationships.

The Gusto Feed will feature upcoming youth events, festivals and volunteering opportunities...



Allowing QLD cities and towns to utilise the game to promote community activities.



GUSTO POINTS SHOULD...

Be created collaboratively



*FURNISH-KIDS PROJECT
Barcelona, Spain*

GUSTO POINTS SHOULD...

Be created collaboratively



*FURNISH-KIDS PROJECT
Barcelona, Spain*

Encourage creative expression



*THE ALLEY PROJECT
Detroit, Michigan, USA*

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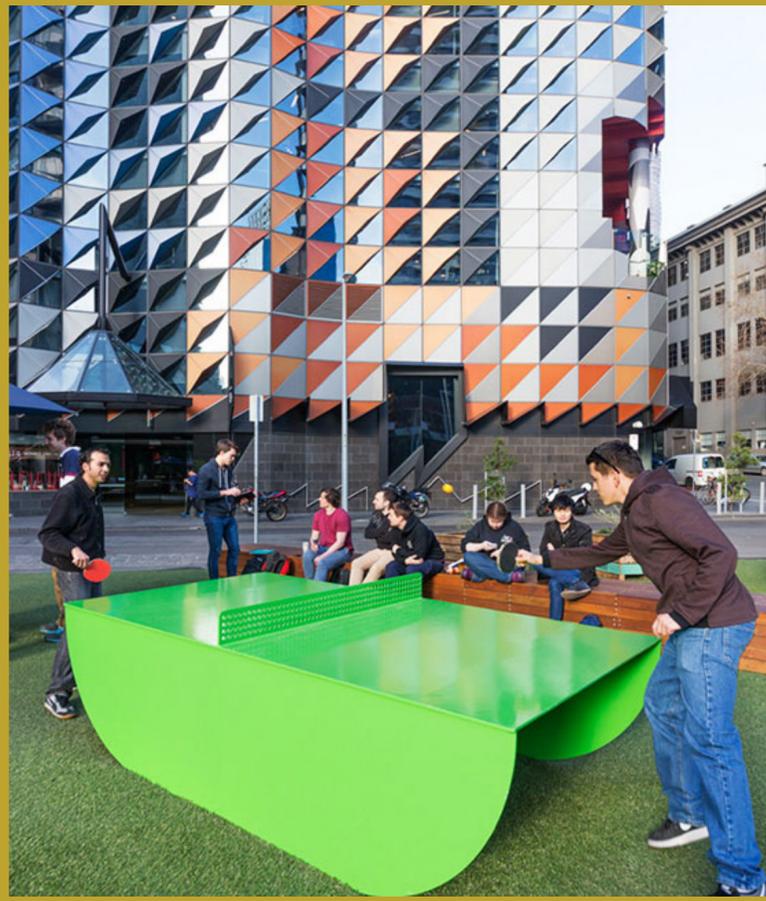
*FURNISH-KIDS PROJECT
Barcelona, Spain*

Encourage creative expression



*THE ALLEY PROJECT
Detroit, Michigan, USA*

Re-utilize existing infrastructure



*RMIT A'BECKETT URBAN SQUARE
Melbourne, VIC, Australia*

KEY PRINCIPLES:

These youth urban places must...

- **Be located in existing central, attractive and popular places**

Near town centres, central reserves, schools and shopping precincts

- Easily accessible by public transport

- Cater for a diverse range of programs and activities

Cultural, sporting and social.

- Promote 24/7 safety

High passive surveillance, strong sight lines, well-designed night time lighting.

- Be relevant to young people and their changing interests

Events, projection and multimedia technology permit spaces to be adaptable and evolve.

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CASE STUDY



*CITY OF FREMANTLE & CONVIC
Fremantle, WA, Australia*

FREMANTLE YOUTH PLAZA

BRISBANE KNOWS HOW...



*WATERLINE PARK, QUEENS WHARF
Brisbane, QLD, Australia*

SO LETS DO MORE!

IMPLEMENTATION

Pre-teen/ early teen & teen/ young adult recreation components

This section illustrates the potential elements for inclusion in both local pre-teen/ early teen and teen spaces. They are all indicative but provide an approximate idea of size. Smaller spaces will typically include 1-2 elements and be placed around existing half courts. Larger spaces will contain a mix of elements as shown in the next section, District Examples.

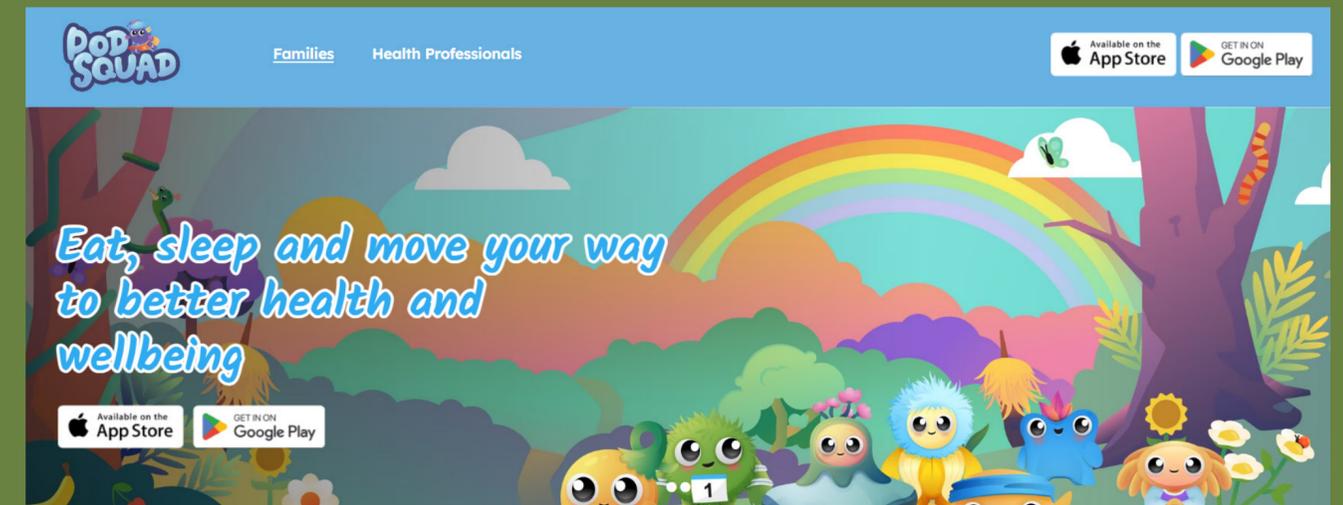
Element	Preferred Age Group focus	Indicative example
Adventure/social play Focus on range of more challenging elements incl swings/flying foxes, slides and climbing elements. <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Pre-teen/ early teens	
BMX Jumps,race & MTB Tracks Allows for more advanced challenging bumps and MTB track for freestyle BMX and mountain bike use <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Pre-teen/ early teens Teens Young Adults	
Bouldering/climbing walls Either insitu or blockwork. Can also be used as rebound wall if combined with courts <ul style="list-style-type: none"> Generally concrete/blockwork. Any length but preferable for 10m min Can also be art walls 	Pre-teen/ early teens Teens Young Adults	
Fitness/warm up stations Allows for all age outdoor fitness options <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Teens Young Adults	
Fusball/ping pong tables Small scale informal recreation opportunities <ul style="list-style-type: none"> Provide informal social activities in small areas. Combine with social seating spaces 	Teens	
Futsal goals/multipurpose nets Mix of options with linemarking, nets, rings etc. (Basketball, volleyball, tennis, netball, four square, futsal) <ul style="list-style-type: none"> Generally Plexipave finish. Approx 28x15m for Full Size Court. Bookable for competitions, social games, other events such as markets, music, film nights. 	Pre-teen/ early teens Teens Young Adults	
Multipurpose courts Mix of options with linemarking, nets, rings etc. (Basketball, volleyball, tennis, netball, four square, futsal) <ul style="list-style-type: none"> Generally Plexipave finish. Approx 28x15m for Full Size Court. Bookable for competitions, social games, other events such as markets, music, film nights. 	Pre-teen/ early teens Teens Young Adults	

Element	Preferred Age Group focus	Indicative example
Music/stage/event space Focus on open but sheltered spaces for events and classes to complement indoor spaces <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Teens Young Adults	
Obstacle courses Allows for all age outdoor fitness and play <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Pre-teen/ early teens Teens	
Parkour/free running Focus on challenge and training <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Pre-teen/ early teens Teens Young Adults	
Pumps tracks Allows for all age wheeled play (scooters, skateboards, bikes etc) <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Pre-teen/ early teens Teens	
Scooter loops Allows for junior wheeled play (scooters, bikes etc) <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Pre-teen/ early teens Teens	
Skate & BMX spaces Focus on range of different elements to cater for diverse users include Vert Ramps, Bowls, Parks and Plaza elements <ul style="list-style-type: none"> Size and extent variable to meet client needs. Catalyst for other programs such as youth services 	Pre-teen/ early teens Teens Young Adults	
Social spaces Focus on small shaded spaces to hang out around other active recreation spaces or relevant spaces for young people to congregate such as urban malls and transit hubs. <ul style="list-style-type: none"> Size and extent variable to meet client needs. 	Teens Young Adults	

CO-DESIGN A *TOOLKIT.*

IMPLEMENTATION

- The Queensland Government and Health + Well Being Queensland have previously supported the development of mental health focused apps - Pod Squad.
The Gusto Project would expand on this initiative to engage teenagers/young adults (aged 13-21).
- Collaborate with public and private organisations with similar aspirations to fund, create and roll out the app.
- Introduce the app to students via The Resilience Project school programs, local sporting clubs and youth organisations.
- Select a group of relatable and inspiring ambassadors to promote the app on their social media pages.



AMBASSADORS



PATTY CARRIGAN & REECE WALSH
QUEENSLAND MAROONS



ALEXA LEARY
AUS PARALYMPIC SWIMMER



ROBERT & BINDI IRWIN
AUSTRALIA ZOO



WILL ASHCROFT
BRISBANE LIONS

PRIVATE-PUBLIC PARTNERSHIPS

will help to pool resources and synergize expertise



COLLABORATORS

THE PLANNING

SOLUTION

interactive

promotes curiosity
about life outside of
school and home

accessible

transferable to
other cities and
contexts

THE PLANNING

SOLUTION

interactive

promotes curiosity
about life outside of
school and home

encourages
healthy screen
time

enhances physical, emotional
and social wellbeing

revitalises
urban centres

accessible

transferable to
other cities and
contexts

promotes walkability,
cyclability and public
transport usage

THE PLANNING

SOLUTION

interactive

socially connected

active

promotes curiosity
about life outside of
school and home

encourages
healthy screen
time

hopeful

revitalises
urban centres

enhances physical, emotional
and social wellbeing

independent

resilient

empowered

accessible

transferable to
other cities and
contexts

promotes walkability,
cyclability and public
transport usage

adventurous

THE PLANNING

SOLUTION



THE PLANNING

SOLUTION

interactive

socially connected

active

promotes curiosity
about life outside of
school and home

“the best way to spend
my weekends”

encourages
healthy screen
time

hopeful

revitalises
urban centres

GUSTO:

a youth mental health revolution.

enhances physical, emotional
and social wellbeing

independent

resilient

empowered

accessible

transferable to
other cities and
contexts

“everyone plays it”

“I never knew my
neighbourhood
had all these
spots”

promotes walkability,
cyclability and public
transport usage

adventurous

“I’ve met so many
new friends!”

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