

Name of Library	Sunshine Coast Libraries	
Addresses	Locked bag 72 Sunshine Coast Mail Centre Q 4560	
Phone	07 5475 7156	
Contact person	Karen Gawen	
Email	karen.gawen@sunshinecoast.qld.gov.au	

Title of project/innovation/initiative	Y-shop
Date initiated	December 2011
Date completed	Ongoing annual program each December

The issue/challenge

To create a library program that effectively engages young adults with the library. The program needed to be different and the aim was to not just entertain but also engage, empower and educate the young people in our community. Most importantly, it had to be sustainable and have the ability to be run on a very small budget.

Project details

Y-shop

1. *also youth shop*. A small retail store run by young adults.
2. A place for the sale of original arts and crafts.
3. A business establishment; or a centre of activity for young entrepreneurs ages 12 – 25 years

Y-shop is an annual summer program based within Sunshine Coast Libraries that gives young people the opportunity to run a free market stall in the library of their choice on Saturday mornings, December to January. These market stalls feature original handmade products and services.

The program has been designed to aid young people, who do not have the resources, money or equipment to attend local markets, an opportunity to start their own business. By giving them a free 'retail' space, they gain confidence and customer service skills. They also have the opportunity to test their products in the market and gain the necessary retail experience to build their small start-up business. Ultimately the aim is to give them the start up required that when they leave the program they progress to trading at the vast range of weekly markets across the Sunshine Coast.

To aid in this cross over, a partnership with Eumundi Markets was created allowing Y-shop participants to apply for a yearly 'scholarship' program. Eumundi Markets management and stall holders provide mentorship to the young people and free stall space during school holidays throughout the following year. They can then experience a busy market environment while still being offered support until they are ready to go out on their own.

Ybusiness sessions are also held each year, run by local business people to aid young adults to further their business endeavours by providing professional information and advice on such things as social media and online business creation.

Y-shop participants

Over the past two years, thirty two shops have been set up in six Sunshine Coast Library branches. Forty six young people, ages 7 – 25 years, have been involved in the program. Products have included dream catchers, art, photography, ceramics, mosaics, book art, jewellery and hair accessories. The program was created to be all inclusive and has proved successful by attracting young people from all denominations, cultural backgrounds and those with disabilities. Many have used this opportunity as a one off summer job to gain confidence and a chance to see if their 'hobby' is something they'd like to continue. Others have gone on to achieve above and beyond the Y-shop's aim.

Samara, 12 : had her own book "How to make fairy houses' published by Boolarong Press, holds fairy making sessions at local libraries and has appeared on the Today Show and the Great South East. <http://www.youtube.com/watch?v=2aQXW47XNpk>

Max, 15: had previously had his own lawnmower repair business but used the Y-shop to aid in it's promotion.. He only set up shop for a 3 week period then had to stop due to the increased customer base.

Carlyndal, 15: has a very successful FaceBook business, popular Instagram site and attends markets all over South East Qld. <http://www.5thvillage.me/u/cuteascreation/>

Budget

1st year: \$100 for promotional materials. All materials required for shop were sourced in house as was graphic design and staff time required to run program.

2nd year: \$600 for pull up banners however, these were designed to be generic to be used for the next 3 - 4 years. All materials required for shop were sourced in house as was graphic design and staff time required to run program.

Images

A range of images from the past two years can be found on the Sunshine Coast Libraries flickr site

<http://www.flickr.com/search/?q=yshop>