



**YOUTH WEEK TAS**  
Be bold. Be you.

**EVENT  
RESOURCE  
KIT**



SUPPORTED BY

Tasmanian  
Government

**#YWT2023**

**#YWTACCEPTANCE**



## The Youth Network of Tasmania (YNOT)

YNOT is the peak body for young people aged 12-25 years and the non-government youth sector in Tasmania. YNOT works to ensure policies affecting young people in Tasmania are relevant, equitable and effective and that young people have a voice on issues that matter to them.

### Our Vision

A Tasmania where all young people are valued and can achieve anything.

### Our Purpose

To drive positive change with young people and the youth sector in Tasmania.

#### **For further information**

Youth Network of Tasmania

Level 12, 39 Murray Street, Hobart TAS 7000

P. 0427 466 189

[ceo@ynot.org.au](mailto:ceo@ynot.org.au)

## **Welcome to Youth Week Tasmania 2023!**

Thank you for your enthusiasm to plan and hold an event during YWT 2023!

Each year, the Youth Network of Tasmania works with YWT event holders to provide information and advice that supports you to promote your event and encourage participation.

This kit aims to get the basics into your hands and make promoting your event as easy as possible.

Including the voices of Tasmanian young people is a top priority for YNOT and we encourage you to do the same when planning and running your event. We've included a guide to co-design—a simple process that makes sure you're including young people in each step of your organising.

The full contents of this kit are listed on the next page.

If you want advice or can't find the information you need on the YNOT website, contact YNOT's Youth Week Project Officer, Will Nicolson: [ywt@ynot.org.au](mailto:ywt@ynot.org.au)

## What's inside:

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## Youth Week Tasmania (YWT)

The purpose of YWT 2023 is to celebrate and highlight the invaluable contributions that young Tasmanians aged 12-25 years make in their communities.

YWT also aims to showcase the extraordinary talents and skills of young people, as well as provide them a platform to engage with their communities, and express concerns, ideas, and views relevant to them.

The YWT theme changes yearly, with this year's chosen as **'Acceptance: Be Bold. Be You.'**

This theme recognises Tasmania's diverse communities, groups and individuals.

This theme was chosen by young Tasmanians to recognise the importance of diversity, equity and inclusion. These topics are often raised as issues of concern by young people during youth consultations. The theme celebrates the strength of Tasmania's diverse young communities and aims to foster wider acceptance across the state for all young Tasmanians, and Tasmanians in general.

The 2023 YWT theme was developed based on feedback from 2022 YWT stakeholder and participant surveys, a state-wide YWT online survey conducted in 2022 and ongoing conversations with young people.

### *Facts and stats*

- √ YWT has been running since the year 2018 after the Australian Government discontinued *National Youth Week*.
- √ Over 1400 young people are believed to have participated in YWT events last year.
- √ There were over 15 individual events held in 2022, organised by local councils, or other organisations in collaboration with Tasmanian young people, and by young people themselves.

The 2023 Youth Week Tasmania Grants Program is coordinated the Department of Premier and Cabinet with support from the Youth Network of Tasmania.

## How to include the voices of young people in your event

### The co-design method

As the peak body for young people in Tasmania, YNOT, works to include the voices of young people throughout all documents, planning, promotion and events. We do this by applying the principles of co-design: the process of involving people in decision-making processes that will impact them – designing programs, services or initiatives *with* people, not *for* them.

#### Young people and co-design

Co-design in youth work elevates participatory and engagement models by empowering young people to be actively involved in decision-making processes.

#### How does co-design differ from participation?

Not all participation is co-design. It is important to maximise the level of participation offered to young people on matters that impact them.

#### Why use co-design?

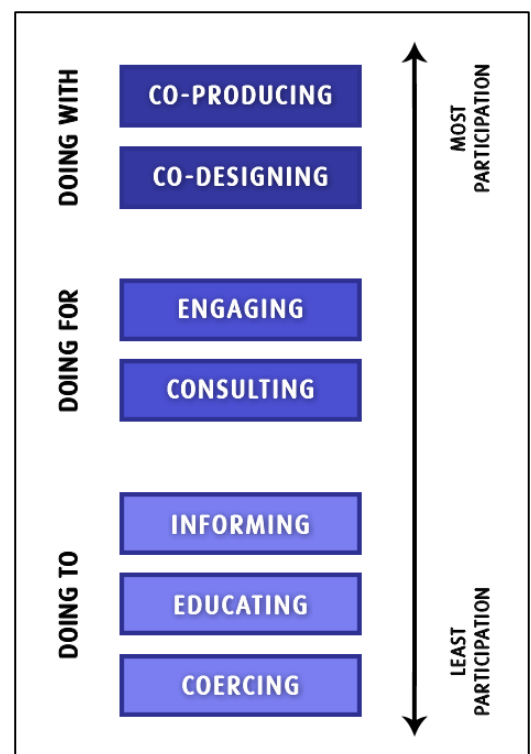
Co-design helps youth services to create services, programs or initiatives with the end-user considered at all stages of development, delivery, or review. Benefits include:

- More effective service provision
- Better buy-in from service users
- Can reduce development costs
- Increases trust with service users
- Makes services more responsive to client needs
- Better services with improved wellbeing outcomes

#### The principles of co-design

There is no step-by-step guide to co-design. Good co-design should:

- Give equal value to lived experience vs profession or education
- Share decision-making power between members
- Support active participation and involvement
- Build capacity and capability of members



### **Tips for good co-design with young people**

1. **Be purposeful**  
Be able to explain the purpose of the co-design process and their role in the process.
2. **Be meaningful**  
Take the time to seek, discuss and consider their input.
3. **Be genuine, not tokenistic**  
Give genuine opportunities with substance, purpose or power – don't just 'tick a box'.
4. **Be respectful**  
Develop trust and mutual respect, consider them as equal partners in the process.
5. **Be inclusive**  
Ensure the group supports all people to participate, including people from diverse backgrounds and experiences - not just those who are already engaged in the community.
6. **Create a safe space**  
Actively create a safe, inclusive space that supports diverse needs.
7. **Be flexible**  
Consider appropriate ways for them to be involved that doesn't negatively impact their personal, school or work commitments.
8. **Identify and remove barriers**  
Ask what may hinder their participation and work together to find solutions.
9. **Be mutually beneficial**  
Ensure members get a positive outcome from participating, such as personal and skill development.
10. **Appropriate remuneration**  
Compensate them for their time, skills and expertise.
11. **Support their involvement**  
Regularly check in with members, encourage their participation and adapt as needed.
12. **Provide resources**  
Guarantee equal access to information and resources needed for members to be informed and prepared.
13. **Provide feedback**  
Ask for their feedback on how to improve the co-design process.
14. **Involve the team in evaluation**  
Close the co-design loop with a final evaluation and include their feedback.

## Promoting your event with and to young people

Young people are the experts in how best to communicate and promote information to each other. Some ways to involve young people with your event are to:

- Collaborate to gain ideas about the best ways to promote your event to young people and the wider community.
- Encourage and involve young people in the design and creation of flyers, posters, banners and other promotional material listing event details and ask them where they think the best locations are to put them up within the local community.
- Encourage young people to promote YWT and your event through word of mouth within their schools, families, friends, community networks, and other groups.
- Encourage young people to promote the event through social media.
- Young people could be involved in promoting the event through an interview on a local radio station or by creating an advertisement to be played on-air or advertised in a local newspaper/gazette.

## How to promote your event

The key to the success of any event is promotion. Good publicity before your Youth Week Tasmania (YWT) event will usually increase the number of people attending on the day, improve volunteer participation and attract media coverage.

## Accessibility and promotional materials

Accessibility in promotional materials refers to designing and creating content in a way that ensures it can be accessed and understood by people with varying abilities and barriers. Here are some tips for creating accessible promotional materials:

- Use accessible fonts and colors: Use fonts that are easy to read and choose colors with sufficient contrast to ensure that the text is visible. Avoid using colors that are too bright or too light.
- Use alternative text: Add alternative text to images, graphs, and charts so that people who use screen readers can understand the content. Alternative text should be descriptive and provide the same information as the image.
- Provide captions and transcripts: For videos and audio content, provide captions or transcripts. This will ensure that people who are deaf or hard of hearing can understand the content.
- Avoid flashing content: Avoid using flashing or blinking content as it can trigger seizures in people with photosensitive epilepsy.
- Use simple language: Use simple and easy-to-understand language in your promotional materials. Avoid using jargon, complex sentence structures, or technical terms.



- Use accessible formats: Consider providing your promotional materials in accessible formats such as Braille, large print, or audio.
- By following these tips, you can make your promotional materials more accessible and inclusive for everyone.

For a more in-depth resource on digital accessibility, see this guide:

<https://accessibility.huit.harvard.edu/content-creators>

## Use your existing communication and promotion methods and collaborate with other services

- Display various promotional material in and around your organisational space.
- Include event details in your organisation's newsletter, calendar or bulletin board display space.
- Provide information to local schools and services to include in their newsletters, online platforms and to display in their physical spaces i.e., a poster promoting your event.
- Send out event information via email contacts and networks and send personal invitations to individuals, schools and organisations who you think may be interested in attending.
- Advertise the event through any social media platforms you have. Including a Google Map for the event location could also be useful.
- Create an event on Facebook and encourage attendees to share the invitation.
- Include event information on your organisation's website and provide a link to the YWT website <https://www.ynot.org.au/young-people/youth-week-tasmania>

## Other ways to promote your event

- Email your event details and promotional material to the YWT Project Officer [ywt@ynot.org.au](mailto:ywt@ynot.org.au). More details on creating promotional material are available in this package. YNOT will promote your event via:
  - YNOT website YWT event calendar <https://www.ynot.org.au/news-events/whats>
  - YWT Facebook page <https://www.facebook.com/ywtas/>
  - Statewide media opportunities
- Prepare information about when and where your event is happening (this is called a media alert) and contact YNOT about which local media to email it to. You can also publish this information on your website and share it on social media so it can be accessed before, during and after the event. A template and tips for writing a media alert are available in this kit.
- The media alert is used to let the media know that your event is happening, why it will be of interest to their audience, who they can interview and the types of activities they can photograph or record to use with their stories.

## How to use the Youth Week Tasmania (YWT) 2023 and supporter logos

The YWT 2023 logos are available for use by anyone intending to hold a YWT 2023 event or activity, in accordance with these guidelines.

The 'Supported by State Government' logo can **only** be used by successful YWT 2023 grant recipients with events supported by the State Government through the Department of Premier and Cabinet grants program.

All YWT 2023 grant recipients must follow the mandatory guidelines when using the Tasmanian Government logo. This information has been provided in the 'Acknowledgement of Funding' annex in your YWT grant agreement. You can access the Tasmanian Government logo files at this link:

<https://www.ynot.org.au/ywt-2022-youth-next-gen>

## Guidelines for using the YWT 2023 logo

As a YWT 2023 event, you must use the official logo on all promotional materials to make sure people know this.

The official YWT 2022 logo must be included in the main body any posters or promotional items you produce. **Please do not put it in a strip of other supporter or sponsor logos relating specifically to your event.**

We have provided both horizontal and vertical logo designs as well as a choice of black and white and colour versions of the logo. Please use the one that works best for the materials you are producing.

### Dos and Don'ts of YWT 2023 logo use.

- Don't make the YWT logo smaller than 25mm wide for the vertical version, and 50mm wide for the horizontal version.
- Don't change the format, colour, shape or font of the logo
- **Do** drag the logo from the corners to resize it. This will make the height and width change in proportion, so it is not squeezed, squashed or otherwise distorted.
- Don't create your own version of the logo by adding or removing any text or part of the logo.
- **For YWT event organisers:** Do always include the YWT 2023 in all public promotion and information materials supporting your event.

**For YWT 2022 grant recipients:** Do always include both the [YWT 2023 logo](#) and the [Tasmanian Government 'supported by' logo](#) in all public promotion and information materials supporting your event (however, as above, the Tasmanian Government logo is only to be used by successful grant recipients).

## **YWT 2023 grant recipients must get approval before distributing promotional material**

All YWT 2023 grant recipient promotional material using the YWT 2023, and Tasmanian Government logos must be approved by State Government prior to publication.

To get approval please:

- Send the promotional material to the Department of Communities for logo approval via email to [grants@dpac.tas.gov.au](mailto:grants@dpac.tas.gov.au), and
- Ensure you send the materials saved as .jpeg, .png, .pdf or Microsoft Office-based file formats (such as Word, PowerPoint and so on).

**Please plan for the logo approval process to take five working days.**

You will receive an email notification from the Department of Premier and Cabinet when logos are approved for use. Approval is only for the use of the logo as requested in your submission. That means that if you alter your promotional materials, you may need to request logo approval again.

Please contact the YWT 2022 Project Officer, Will, for more advice on this process.

## **When your promotional materials are approved and ready to go...**

YNOT will help promote your event by sharing them across the YNOT networks statewide.

Please forward a .jpeg or .png version of your approved promotional materials along with a short description of your event to the YWT 2022 Project Officer ([ywt@ynot.org.au](mailto:ywt@ynot.org.au)) so we can let everyone know what you've got planned.

**Horizontal logos available for use**



*Don't make this logo any smaller than 50mm(5cm) wide*

*To resize the logo, click and drag the image corner*



**Vertical logos available for use**



*Don't make this logo any smaller than 25mm (2.5cm) high*

## How to contact media about your event

The best way to let the media know about your event is to prepare a **Media Alert** that you can post on your website, email to specific media outlets, and share on social media.

A Media Alert is a simple and concise set of paragraphs that includes:

- One or two sentences explain why the event is of interest to the media's audience (Will your event produce something creative or does it take an innovative approach? Is the first time something like it is being done in your area? Does it involve local people?)
- A description of the kind of activities TV cameras and photographers can get to accompany the story if they visit your event
- The who, what, why (as part of YWT 2023!), when and where of your event
- A contact name and phone number for one of the event organisers in case journalists want more information or to arrange a visit before or after the event, and
- The YWT 2023 and Tasmanian Government logos.

Create your media alert [using the template](#) provided as part of this kit.

This document can then be copied, cut, and pasted into an email or on social media and saved as a PDF depending on where you want to post it.

## Who should you send your media alert to?

When your media alert is ready, you need to **contact the YWT 2023 Project Officer** Will on [ywt@ynot.org.au](mailto:ywt@ynot.org.au) to talk about the best media outlets to send it to. This will help you get the most out of the media to promote your event and helps YNOT coordinate the promotion of the many events happening during YWT 2023.

## Templates

The following templates are provided for your use. If you have any questions about them, please contact the YWT Project Officer Will at [ywt@ynot.org.au](mailto:ywt@ynot.org.au). You can access the templates by clicking on the headings below or scrolling through this document.

[General image and media consent form template](#) (below)

[Media Alert template](#) (below)

[YWT 2023 logo files](#) (online)

[YWT 2023 poster templates](#) (online)

[Official YWT 2023 Promotional Resources](#) (online)

[State Government Accessible Event Guidelines](#) (online)

[Tasmanian Government Coronavirus disease \(COVID-19\) Information](#) (online)

YOUR LOGO  
HERE

## General image and media consent form

The **[ENTER ORGANISATION/BUSINESS HERE]** (ABN: **[ENTER ABN HERE]**) is a non-profit peak body for young people and the Tasmanian youth sector.

Photographs and videos will be taken at events attended by **[ORGANISATION/BUSINESS]** staff and will be used in printed and electronic media, including social media platforms. Your image may be used by YNOT for organisational print publications, display materials, and for electronic website and newsletter distribution to promote a range of initiatives and programs.

Event attended (Name, date and location): \_\_\_\_\_

I consent to having my image used for media and organisational purposes listed above. Circle one.

YES / NO

Participant's full name: \_\_\_\_\_

Participant's school, employer or organisation: \_\_\_\_\_

Participant's signature: \_\_\_\_\_

Date: \_\_\_\_\_

**\*\*Parent/Guardian consent is required for participants aged under 16 years**

Parent/Guardian name: \_\_\_\_\_

Parent signature: \_\_\_\_\_

Date: \_\_\_\_\_

Information provided will be used by **[ORGANISATION/BUSINESS]** staff only and held in confidence.

A copy of this form can be requested by emailing **[ENTER CONTACT EMAIL HERE]**



Sample media alert: Use this template to create your own media alert

## MEDIA ALERT

### STORY and PHOTO Opportunity DAY, DATE Month 2023

**[Include an attention-grabbing headline if you can think of one]**

[Your Organisation] in [your region or the region where the event takes place] will hold a [describe the type of event you're holding] as part of Youth Week Tasmania 2022. Using the theme of YOUTH: NEXT GEN, the event [explain what you plan to achieve through your event].

As part of the event, Tasmanian young people aged 12–25 years will [explain how the voices of young people are included in your event].

This event aims to [explain briefly why the event is of interest to people in your region].

**WHO:** [Note who will be speaking or participating in the event. These people will need to agree to be available for interviews]

**WHAT:** [Repeat your description of the type of event from above—is it a BBQ, a dramatic presentation, a concert?]

**WHEN:** [Exact time and date the media will get the best pictures or be able to interview people—this may be before, after or during your event. Also tell them the start and end times of the event. If you have a format of proceedings, you might also send this along as an attachment.]

**WHERE:** [The exact address of your event location. If it is hard to find, include a link to its location on Google Maps]

**VISION:** [Describe the sorts of images media can get by coming to your event—remember that people's faces and activities with colour and movement are of more interest than images of people sitting at desks or tables.]

**For more information:**

[Name of event contact person, their title, their organisation: mobile phone number]

YOUR LOGO  
HERE



REMOVE IF NOT A GRANT RECIPIENT



