



YOUTH WEEK TAS
Our community. Our voice.

8 - 14 April 2024

Event Resource Kit

Ynot

youth network of Tasmania



SUPPORTED BY

Tasmanian
Government

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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, 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

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Welcome to Youth Week Tasmania 2024!

Thank you for your enthusiasm to plan and hold an event during Youth Week Tasmania (YWT) 2024!

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 planning and 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 would like further advice or can't find the information you need on the YNOT website, contact YNOT's Youth Week Project Officer, Ash McCullough: ywt@ynot.org.au.



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About Youth Week Tasmania

Youth Week Tasmania Aim

The aim of YWT 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.

Youth Week Tasmania 2024 Theme

The YWT theme changes each year. This year's theme is '**Community Connection**'. The slogan is '**Our Community. Our Voice.**'

The theme for YWT 2024 strongly reflects the aim of YWT. It was chosen by young Tasmanians to acknowledge their important place in Tasmanian communities. The tag line, 'Our Community, Our Voice', reflects young Tasmanian's strong desire to be involved in all aspects of their communities, including having their voices heard in decision-making processes.

The 2024 YWT theme was developed based on feedback from 2023 YWT participant and stakeholder surveys, a state-wide YWT online survey conducted in 2023 and ongoing conversations with young people.

Facts and stats

- YWT has been running since 2018 after the Australian Government discontinued *National Youth Week*.
- There were over 18 YWT events held in 2023, organised by local councils and other community organisations in collaboration with Tasmanian young people, and by young people themselves.
- Over 1750 young people are believed to have participated in YWT events last year.

The 2024 Youth Week Tasmania Grants Program is coordinated by 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 places young people central in everything we do. We engage with young people aged 12-25 years from a diverse range of backgrounds to understand their views and solutions on a range of topics. Where possible we apply 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. Co-design involves all parties sharing decision-making power, not simply acting in an advisory or consultative role.

Why use co-design?

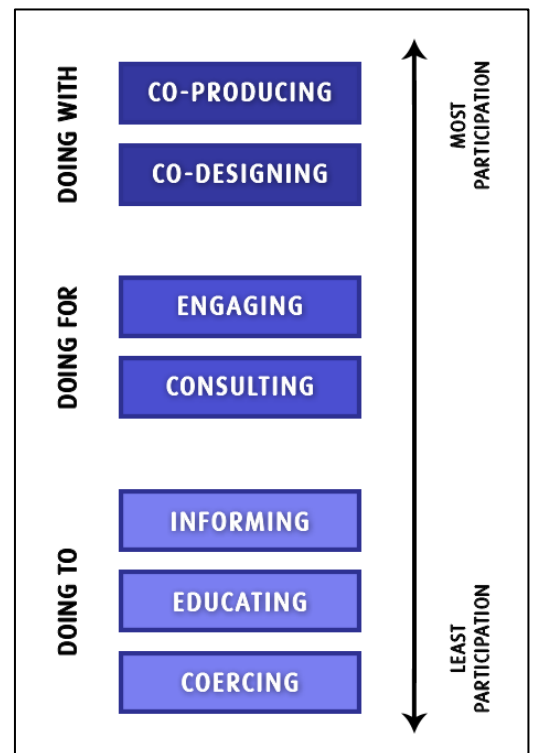
Co-design helps youth services to create services, programs or initiatives with the end-user considered at all stages of development, delivery, or review. Benefits include:

- More effective service provision
- Better buy-in from service users
- 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 and 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 opportunity for 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.



How to promote your event

The key to the success of any event is promotion. Good publicity before your YWT event will help to increase attendance on the day, improve volunteer participation and attract media coverage.

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.
- 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.

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.
- **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. This will ensure that people who are deaf or hard of hearing can understand the content.
- **Avoid flashing or blinking content** as it can trigger seizures in people with photosensitive epilepsy.
- **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.

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. **Don't forget to tag @YWTas and use hashtags #YWT2024 and #YouthWeekTAS.** Including a Google Map for the event location could also be useful.
- Post on local community noticeboard social media groups
- Consider posting on local event registers, such as on your local radio station's website.
- 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. 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/>
 - YNOT Instagram page https://www.instagram.com/ynot_tas/
 - Statewide media opportunities
- Prepare a media alert with information about when and where your event is happening 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. Tips for writing a media alert as well as the link to an editable template 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 2024 and supporter logos

The YWT 2024 logos are available for use by anyone intending to hold a YWT 2024 event or activity, in accordance with these guidelines. [Link to YWT 2024 logos.](#)

The 'Supported by Tasmanian Government' logo should **only** be used by YWT 2024 grant recipients with events supported by the State Government through the Department of Premier and Cabinet grants program. [Link to Tasmanian Government logos.](#)

All YWT 2024 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.

Guidelines for using the Youth Week Tasmania 2024 logo

As a YWT 2024 event, you must use the official logo on all promotional materials to make sure people know this.

The official YWT 2024 logo must be included in the main body of 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 Youth Week Tasmania 2024 logo use.

For **ALL** YWT event organisers:

- **Do** always include the YWT 2024 in all public promotion and information materials supporting your event.
- **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 2024 grant recipients **ONLY**:

- **Do** also include the Tasmanian Government 'supported by' logo in all public promotion and information materials supporting your event.
- **Do** get approval from DPAC before distributing promotional material (see [page 11](#)).



Horizontal logos available for use



To resize the logo, click and drag the image corner



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

Vertical logos available for use



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



YWT 2024 grant recipients must get approval before distributing promotional material

All promotional material using the Tasmanian Government logos must be approved by State Government prior to publication.

To get approval please:

- Send the promotional material to Department of Premier and Cabinet for logo approval via email to grants@dpac.tas.gov.au.
- Ensure you send the materials saved as .jpeg, .png, .pdf or Microsoft Office-based file formats (such as Word, PowerPoint and so on).
- Please CC ywt@ynot.org.au into the email.

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 2024 Project Officer Ash 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.

Check that the YWT Project Officer (ywt@ynot.org.au) was included in the email you received notifying approval of your promotional material – if not, please forward the email to this address. Provide a short description of your event so we can let everyone know what you've got planned. Include a link to the Facebook event or ticketing platform (if relevant).



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 2024!), 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 2024 and Tasmanian Government logos.

You can use [this template](#) to create your media alert.

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 can **contact YWT 2024 Project Officer** Ash on 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 2024.



Resources & Templates

The following resources are provided for your use. If you have any questions about them, please contact the YWT Project Officer Ash at ywt@ynot.org.au.

[Link to YWT 2024 logo files \(webpage\)](#)

[Link to State Government Logos \(webpage\)](#) (grant recipients only)

[Link to General image and media consent form template \(Word document - online\)](#)

[Link to Media Alert template \(Word document - online\)](#)

[Link to YWT 2024 poster template - version 1 \(Word document - online\)](#)

[Link to YWT 2024 poster template - version 2 \(Word document - online\)](#)

[Link to State Government Accessible Event Guidelines \(webpage\)](#)

[Link to Tasmanian Government Coronavirus disease \(COVID-19\) Information \(webpage\)](#)