



**YOUTH WEEK TAS**  
Our Voice. Our Vision. Our Future.

**EVENT**  
**RESOURCE**  
**KIT**

**Ynot**  
youth network of Tasmania

SUPPORTED BY



Tasmanian  
Government



## The Youth Network of Tasmania (YNOT)

The Youth Network of Tasmania (YNOT) is a not for profit, member based peak body representing the interests of young people aged 12-25 and the non-government youth sector in Tasmania. It is funded by the Tasmanian Government, Department of Premier and Cabinet to improve the Tasmanian community's response to youth issues by:

- Involving young people and service providers in identifying and responding to youth issues
- Developing coordinating mechanisms across the youth sector
- Providing advice to government and other agencies on youth affairs

YNOT's three strategic focus areas include: youth participation and empowerment, policy and advocacy, and organisational sustainability.

## Our Vision

A Tasmania where all young people are valued.

## Our Purpose

To amplify the views, rights and leadership of young people in Tasmania

### For further information

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**YNOT respectfully acknowledges the Traditional Owners and Custodians of country throughout Australia and their connections to land, sea, and community. We pay our respect to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today. Sovereignty was never ceded, and this was and always will be Aboriginal land YNOT's office is located on the lands of the Muwinina and Palawa peoples in Nipaluna/Hobart.**



## Welcome to Youth Week Tasmania 2026!

Thank you for your enthusiasm to plan and hold an event during Youth Week Tasmania (YWT) 2026!

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 Promotions Team, Em & Taz: [ywt@ynot.org.au](mailto:ywt@ynot.org.au).



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## About Youth Week Tasmania

### Youth Week Tasmania Aim

Youth Week Tasmania (YWT) is the largest single celebration of young people on the Tasmanian youth calendar.

YWT provides young people aged 12-25 years with a unique platform to display their talents and skills, express their views and ideas, raise issues of concern, and to actively participate in events to celebrate being a young Tasmanian.

YWT is a powerful showcase of young people and provides opportunities for them to be noticed and heard across the Tasmanian community.

### Youth Week Tasmania 2026 Theme

This year's theme, chosen by young people, is ***'Our Voice. Our Vision. Our Future'***.

The theme celebrates the power and potential of all young people. It recognises that young people's ideas and perspectives matter (**Our Voice**), encourages them to imagine and shape possibilities for themselves and their communities (**Our Vision**), and highlights their role in creating positive change for tomorrow (**Our Future**). The theme inspires young people to lead, participate, and have a real impact on the world around them.

The 2026 Youth Week Tasmania Small Grants Program is coordinated by the Youth Network of Tasmania (YNOT), supported by the Tasmanian Government.



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

### What is youth participation?

YNOT defines youth participation as a process by which young people exercise their right to be involved in decisions that affect their lives directly or indirectly according to their age and evolving capacities.

That right is enshrined in Article 12 of the UN Convention on the Rights of the Child (UNCRC). Article 13 is also relevant in this context as it enshrines the right to freedom of expression which includes freedom to seek, receive and impart information and ideas in the medium of their choosing.

The UNCRC only refers to children and young people under the age of 18 years. The International Covenant on Civil and Political Rights applies to young people over the age of 18 years. The Covenant outlines rights that support different components of participation; including the right to freedom of opinion and expression and the right to take part in public affairs and elections.

As a fundamental human right, youth participation isn't just about 'having a say', it's about adults actively seeking, considering, and actioning the views of young people. Young people will always have views and a 'voice' regardless of whether adults support them or not. They do not need adults to 'give' them a 'voice', they need adults to listen to and seriously consider their views and be willing to share decision-making power and influence.

### Why is it important?

Young people are experts in their own lives and have unique insights and experiences of the world around them. Involving young people in decision-making on matters important to them leads to better outcomes for themselves, their peers and our communities. Systems and programs work best when they are built with and for the people who we want to use them.

There are a range of models including [Hart's Ladder](#), [Shier's Pathways to Participation](#), and the Typology of Youth Participation and Empowerment ([TYPE](#)) that guide organisations in creating meaningful opportunities for young people to be actively involved and empowered in decision making.

### How to encourage meaningful youth participation

- Ask young people how they would like to engage in the activity.
- Identify the resources required to encourage and support participation. This may include interpreters, captioning, assistive technologies, flexible scheduling, and accessible formats for information and communication.
- Communicate information through appropriate channels and platforms relevant to young people.
- Consider the timing of the activity. Be aware of the demands placed on young people's time such as exam periods, work, unpaid carer roles, family commitments and religious events.
- Be cognisant of transport challenges and consider the travel needs of young people and how they will get to the venue.
- Provide a culturally safe, welcoming, and accessible environment. Avoid formal, clinical and sterile environments.
- Avoid making assumptions about young people's identity and be aware of intersectionality.



- Be inclusive. Accommodate the needs of marginalised groups to encourage participation. Use accessible and diverse language in communications, where required.
- Remunerate young people for their time and expertise through the provision of gift cards or out of pocket expenses
- Provide refreshments
- Be aware of digital exclusion. Consider ways to support young people who do not have access to digital technology or data and avoid practices that rely on higher levels of digital literacy to participate.
- Be honest, follow through on what you say and let participants know the outcome(s) of their participation.

### Barriers impacting young people's participation

- Lack of trust in individuals or organisations seeking input.
- Inappropriate venue/environment where the activity is taking place.
- Low literacy skills, language barriers and/or limited knowledge and understanding of English.
- Parental consent.
- Confidentiality - fear of being identified by family, peers, or community.
- Fear of discrimination, stigma, or prejudice, particularly related to racism, homophobia and gender identity.
- Cultural or religious norms/beliefs.
- Intersectional discrimination.
- Poor accessibility.
- Transport disadvantage impacting their ability to access a venue or space.
- Digital exclusion, especially regarding digital literacy, access to appropriate technology and data.
- Costs associated with participation, particularly where travel is required.
- Limited awareness and understanding of the activity purpose or delivery.
- Expectations to volunteer time and limited incentives/remuneration for their commitment.
- Previous negative experiences in youth participation activities.
- Adulthood - a type of bias that occurs when people assume young people are not yet fully formed, and that they lack the maturity, intelligence, and knowledge to participate in discussions and decisions that concern them.

*Adapted from YNOT and YACVSA youth participation toolkit 2023*



## Promoting 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 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 #YWT2026 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 Promotions Team [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/>
  - YNOT Instagram page [https://www.instagram.com/ynot\\_tas/](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 2026 and supporter logos

The YWT 2026 logos are available for use by anyone intending to hold a YWT 2026 event or activity, in accordance with these guidelines. [Link to YWT 2026 logos.](#)

If you are a recipient of the 2026 YWT Small Grants Program, then you have additional requirements regarding logo use on promotional material. Please see the additional guidance provided to you, or contact the YWT Promotions Team for assistance.

### Guidelines for using the Youth Week Tasmania 2026 logo

As a YWT 2026 event, you must use the official logo on all promotional materials to make sure people know this.

The official YWT 2026 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 2026 logo use.

#### For ALL YWT event organisers:

- **Do** always include the YWT 2026 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 2026 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 (per additional guidance documents ).



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



## 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 2026!), 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 2026 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 the YWT Promotions Team** 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 2026.



## Resources & Templates

The following resources are provided for your use. If you have any questions about them, please contact the YWT Promotions Team at [ywt@ynot.org.au](mailto:ywt@ynot.org.au).

### Links for everyone:

[Link to YWT 2026 logo files \(webpage\)](#)

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

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

[Link to YWT 2026 poster template for general use \(Word document - online\)](#)

### Links for 2026 YWT Small Grants Program Recipients ONLY

[Link to State Government Logos and Guidance \(webpage\)](#)

[Link to YWT 2026 poster template for grant recipients \(Word document - online\)](#)

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

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