

Become a National Youth Week 2012 Partner, 13-22 April

Invest in the Territory's Future – Young Territorians

Become a National Youth Week (NYW) partner and your organisation will help build the community's commitment to young people.

Developing a network of partners helps sustain and increase the profile and public participation in NYW, delivering a strong message to the broader community that young people are an asset to our community and worthy of opportunities.

NYW is achieving significant outcomes in improving youth participation. It is only with the support of the private and community sectors that this national initiative will continue to contribute to the general wellbeing and development of young Territorians.

What is National Youth Week?

NYW is the single largest youth event in Australia.

NYW is an annual event held around April each year.

NYW provides young Australians with the opportunity to express ideas, raise concerns and act on issues. It encourages the community to take notice of young people and celebrate the positive contribution they make.

The theme for NYW has always been *to celebrate and recognise the value of all young Australians to their communities*. All NYW activities aim to reflect this theme and encourage the participation of young Australians in this annual event.

NYW is a joint Australian Government, state, territory and local government initiative. The Office of Youth Affairs (OYA) in the Northern Territory (NT) Social Inclusion Policy and Program Development Division, Department of Children and Families manages this initiative and represents the Territory in consultations with other jurisdictions.

When is National Youth Week 2012?

Friday 13 April to Sunday 22 April.

2012 Slogan – “Imagine. Create. Inspire.”

Each year a new slogan and design are developed to reflect the event and maintain relevance to key audiences and stakeholders. The slogan for NYW 2012 was developed to encourage young people to get involved and make NYW a celebration of their contributions and achievements.

Target audiences

NYW is the largest, single celebration of young Territorians. It specifically targets:

- Young Territorians aged 12 to 25 years (young people make up about 22 per cent of the total population of the Territory);
- parents, carers and guardians;
- teachers;
- community organisations that focus on young people;
- secondary schools and tertiary centres;
- NT Government agencies;
- corporate sector;
- local government; and
- the broader Territory community.

What’s on during National Youth Week?

Coordinated by the OYA, the Territory hosts a variety of sporting, recreational, cultural and developmental activities as part of this initiative. As NYW partners, other Government agencies, community organisations and the corporate sector independently fund and run activities during the week.

Approximately 202 events were held in the Territory during NYW 2011, capturing the attention and engaging a diverse range of young Territorians, including:

- Indigenous young people;
- young people with disabilities;
- young people at risk;
- young people from culturally and linguistically diverse backgrounds; and
- young people living in regional, rural and remote areas of the Territory.

At a national level there are the *Rock IT*, *Write IT*, *Shoot IT*, *Snap IT*, *Design IT* and *Win Free Stuff* competitions plus online polls.

Making it happen in the Territory

The OYA is responsible for managing all aspects of NYW, including making sure it gets bigger and better every year. This includes representing the Territory on a national planning group and selecting the Territory's NYW youth representative, also known as the Young Member.

The Young Member plays an important part of making NYW happen in the Territory. In each state and territory, they provide direct input into what happens during NYW. In this role, Young Members also help Government to promote NYW to make it more appealing to young people.

The OYA continues to build on the success of NYW and create opportunities for young people to influence their social and economic environments with the continued support of partners from the corporate sector, local government, schools, tertiary bodies and other government agencies.

How is National Youth Week promoted?

Media coverage, through television, print and radio advertising, is one of the most valuable mechanisms for raising interest on NYW and inspiring action. Media communication about NYW takes place in two distinct phases, prior to the week to generate awareness and excitement about upcoming events and activities *and* during the week to encourage people to participate in events.

The NT's youth website www.youth.nt.gov.au and NYW website www.youthweek.com.au are also effective ways to deliver key NYW messages.

The NYW Young Member also gets involved with promoting NYW each year, conducting interviews with various media outlets, including newspapers, radio stations and local magazines. This provides NYW with the unique opportunity of being promoted directly by a young person in the Territory community.

The NT Young Member also promotes NYW on facebook, through <http://www.facebook.com/youthweeknt>, this page is updated regularly with competitions, events and everything that is happening during NYW 2012.

Partners too are encouraged to promote NYW on their websites.

How can you be involved in National Youth Week?

There are many ways sponsors can offer support such as in-kind support, financial support, promotional support and free use of facilities. It's your call as it would depend on your type of business.

Hosting your own event is also a great way to be involved. There are no registration costs to become an official NYW organiser. All you need to do is cover the costs of running your event and register your event with the OYA.

Once you have done that, we will include the activity on an events calendar and send you free NYW promotional gear. The events calendar is widely promoted on both the Territory's youth website www.youth.nt.gov.au and NYW website www.youthweek.com.au.

Hosting an event

Raises awareness of the programs and services your organisation offers to young Territorians. You can be as creative as you like and the list of events you could host is endless, including sporting activities, dance parties, community projects. Some more ideas can be found at the end of this document.

Tips for holding events for young Territorians

If you can, involve young people in the planning and organising of NYW events. Young people will make effective decisions if they have the support and resources to make a go of it.

Here are some tips when planning your event:

- talk to young people in your community;
- make sure your event is alcohol and drug free;
- consider scheduling your event to times that will attract more young people, such as the weekend;
- if there are participation costs, make sure it's affordable for young people;
- make sure young people with disabilities can access your event;
- consider public liability insurance; and
- consider an appropriate venue – remember in the Top End, it's often raining in April.

Check out the *Little Event Guide* on the OYA website www.youth.nt.gov.au.

Thank you!

We trust this information gives you a good understanding of NYW and how it benefits young Territorians, the community and your organisation's outcomes.

Please show your commitment to young Territorians and become an official partner for NYW 2012. You will be acknowledged for your support and provided with NYW promotional gear.

Event Ideas for NYW 2012

- add details about NYW to your newsletter/publication, e.g. events/activities happening during NYW in your community;
- follow NYW in the NT on facebook via <http://www.facebook.com/youthweeknt>
- create a website
- blog about your NYW experiences;
- hold a youth forum on any youth issue you deem important;
- awards recognising the achievement of young people;
- talent competitions/quests;
- karaoke night;
- fun runs;
- sporting activities;
- dance parties;
- community projects
- movie nights;
- swap meets;
- skill development workshops;
- drama performances;
- live entertainment;
- food tasting day;
- exhibitions and expo's;
- debates, survey's and consultations;
- fashion parades;
- festivals;
- barbeques;
- cultural awareness activities; and
- incorporate the existing national talent competitions into your events, *RockIT*, *WriteIT*, *SnapIT*, *ShootIT*, *DesignIT*.

However, these are just some suggestions, your opportunities during NYW are endless! For more information on past events please feel free to contact the NYW Coordinator in the OYA on 8999 3862 or email oya@nt.gov.au.

“Imagine. Create. Inspire.”