

The Youth Engagement and Awareness Project



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Please note: The Youth Minister's Round Table of Young Territorians is an independent advisory council. The views expressed in this report are those of the authors and are not necessarily those of the Office of Youth Affairs or the Northern Territory Government.

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- all of the guest speakers at our Youth Round Table Meetings (YRT)
- our friends and family
- and most importantly, the many young people who completed our survey and helped us complete this project.

Abbreviations:

NT	Northern Territory
OYA	Office of Youth Affairs
TV	Television
UNYA	United Nations Youth Association
YAG	Darwin City Council Youth Advisory Group
YEA	Youth Engagement and Awareness
YEAP	Youth Engagement and Awareness Project
YEAPT	Youth Engagement and Awareness Project Team
YRT	Youth Minister's Round Table of Young Territorians

Executive Summary:

As part of the first Youth Minister's Round Table of Young Territorians (YRT) meeting preparation the new members of the YRT were asked to collect Youth Issues Surveys from their peers. These surveys contained information on what young people felt were the main issues affecting them and included suggestions of possible solutions. The results were analysed and the most commonly repeated response or theme found was that young people felt that a solution to a number of different youth issues (including drug and alcohol abuse, boredom and vandalism) was to provide more entertainment and activities for young people - to act as a deterrent from these negative behaviours.

The newly formed Youth Engagement and Awareness Project Team (YEAPT) then delved deeper into these suggestions and ultimately theorised that perhaps it was not in fact that there were too few youth programs available, but more that young people just weren't fully aware of their existence and so were not making the best use of such opportunities.

With this idea in mind the YEAPT created, distributed and then analysed their own six question Youth Engagement and Awareness survey about the effectiveness of current youth events/opportunities and how young people are informed of such events in the Greater Darwin and East Arnhem Regions.

The data from these surveys has been provided in detail throughout the Major Findings section of this report. The results revealed a number of things including: that 83% of the people surveyed felt that youth events/programs/activities were *not* advertised enough, 25% of participants' first preference on how they would like to receive information was through their schools and 35% are currently finding out through word of mouth.

From the findings mentioned the YEAPT developed a number of recommendations on how these results could be used to make improvements regarding the issue of youth engagement and awareness. These were:

1. a stronger focus to be put on distributing information through primary, middle and senior schools, as well as through universities and TAFES, and working in partnerships with them to do this
2. establishing an email network which provides information on all youth related activities in the region (similar to the one that OYA distributes to) or perhaps even using existing networks more heavily
3. cheaper rates, or a specific amount of time given to youth program advertising (perhaps in a similar style to Seven's Community Billboard) being provided on television
4. making use of the 'Y' section in the NT News and other print media youth sections and where possible or needed , developing more
5. creating a Facebook group which posts information about youth opportunities in the NT and/or using Facebook 'event' pages more heavily when advertising youth events

6. making use of websites such as 'Grind Online' to raise awareness of youth activities (the links to these websites could be posted on the Facebook page and included in newspaper articles, TV commercials and through schools)
7. young people informed about cheap methods of transport, and in special cases (such as for particularly large events) methods of transport being provided for the journey to and from the venue
8. ensuring that youth events and activities that are being provided are appealing to young people (could be determined through constant consultation, discussion and feedback – even if informally – at events) and cater for a wide range of different interests.

Introduction:

The Youth Engagement and Awareness Project (YEAP) conducted by the Youth Engagement and Awareness Project Team (YEAPT) was originally developed at the first Youth Minister's Round Table of Young Territorians (YRT) meeting in February of 2009 and undertaken until November of the same year. Throughout this time the project evolved and changed noticeably until the team felt that the original aims of the project were being met and the concerns and issues that were raised by youth all over the Northern Territory (NT) dealt with, but in an achievable way.

The concerns on which virtually the whole project was based, came from the first set of surveys collected by all sixteen YRT members at the beginning of our term. These surveys were called Youth Issues Surveys and a copy of the survey has been attached as Appendix 1 at the end of this document.

Of approximately 140 Youth Issues Surveys that were completed by young people all over the NT of varying ages, genders, and cultures, the most commonly recurring response suggested that a solution for youth issues including youth boredom, drug and alcohol abuse, peer pressure, crime, violence, bullying and smoking would be to run more youth events or provide more activities for young people. As one 15 year old female from Nhulunbuy wrote, *"The most important issue is boredom. I think the kids in this region tend to get bored really easy so they drink, do drugs and get themselves into trouble."*¹ The YEAPT heard these opinions loud and clear, agreed that they were important, and so decided to act on those opinions and develop a project around youth engagement and awareness.

The project was initially aimed at providing *more* youth related activities to the community's young people and to help improve the current advertising methods being used to promote various youth opportunities. The team had ideas to organise and run their own event; create a calendar (that could be included in newspapers, local magazines including 'Grind' and 'Off the Leash' and hung up around the community) which had information about anything and everything being run for young people in the NT; as well as many other things. However, it was soon realised that undertaking all of these was likely to be too demanding for the team (all of whom were still at school completing year 11 and held many other commitments) and so the project began to change.

The next step taken was to research the events that were already being run in the Greater Darwin and East Arnhem Regions (where the team members were located) and to find out how successful they were and how high their attendance rates were. Members of the team visited The SHAK Youth Resource Centre and attended events such as The Big Gig to observe these opportunities first hand. From there, the YEAPT were able to discuss their observations and experiences of youth related activities with each other so that as a group relatively definitive decisions could be made on the direction the project would begin to head.

¹ Youth Round Table Youth Issues Surveys, 2009

After much deliberation, the YEAPT ultimately theorised that the issue that was causing young people to feel as though not enough entertainment was being provided for them might not be because there really wasn't, but instead because these young people simply did not know about what *was* being provided for them. As the members of the YEAPT are generally well informed on what is going on in their respective regions (largely thanks to the wonderful Vicki Schultz) once some more thought was put into it, and the team put themselves in the position of other young people, it seemed likely – and could easily be proved by the number of ill informed friends, classmates and survey completers that the YEAPT came into contact with – that many others in fact did *not* know what activities were (and still are) available.

This theory became the premise of the project and the basis for the rest of the decisions made by the YEAPT on what the project would consist of. It was agreed however, that before any actual plans to change what the team believed to be an issue were made, and any physical implementation of alternatives was to occur, it was first needed to determine whether or not the theory that youth activities were not being advertised to their full capacity was indeed correct.

Something held even higher in importance than this however, was the desire the team had to find out what *would* be the best way to get the information out. And only when this point was reached, would plans be made to develop actual, tangible solutions.

With all of these aims strongly fixed in the minds of the YEAPT, the team then developed a six question Youth Engagement and Awareness (YEA) survey on:

- how young people currently find out about youth events
- specific details on the most common method of communication they use
- how often young people attend youth events
- whether they feel they hear enough about them
- the way in which they would prefer to receive information
- what obstacles they think are making it difficult for young people to get involved in youth programs.

A copy of this survey has been attached at the end of this report as Appendix 2.

Once the survey had been drafted the YEAPT then spent the following weeks and months busily handing out and collating the results of surveys from as many young people as possible, all located in the Greater Darwin and East Arnhem Region. By the closing date in late August, 147 surveys had been collected and the results and major trends found have been discussed in detail throughout the Major Findings.

Major Findings:

The two-page, six question YEA survey (Appendix 2) which the YEAPT created and distributed was completed by a total of 147 young people in the Greater Darwin and East Arnhem regions.

The YEAPT tried extremely hard to ensure that a large area was surveyed and in the end were able to gather information from the Northern Suburbs, Darwin City, Darwin's Rural Areas, Palmerston and in Nhulunbuy. This is an extremely large area and has meant that the results collected in the survey can generally be used to describe trends in the 'Greater Darwin' and 'East Arnhem' regions.

Just as was done with regional distribution, a strong attempt was made to survey a broad range of young people in regards to age. However, due to the members of our team all being 16 or 17 years of age and in grade 11, a larger number of people closer to our age were naturally surveyed with the average age being 16 years. Although this could be said to have negatively affected our results, if while reading the report it is kept in mind that when a person reaches the age of 18 a large number of other over-age venues and activities become available and they are likely to be interested in these things in addition to the youth events and activities being discussed in this report and so have different concerns and needs. Therefore, the main target of events and activities are often young people under 18, so our recommendations are very relevant and useful as they demonstrate a strong under 18 perspective on the issue.

The third and last factor that needs to be considered in regards to the survey participant's identity is the number of males and females who completed the survey. Of the 147 people who completed the YEA survey, 88 were female and 59 were male. This is a split of approximately 60% female and 40% male. Although this quite obviously means that the female population's opinion will be represented a little more strongly, the difference is not large enough to cause the results to be faulty or unusable and so it is simply another factor that must be remembered while interpreting the results.

After completing the first few demographic questions, survey participants were then asked to answer six short questions which have been analysed in greater detail throughout the rest of the report.

Question 1 - 'How do you currently find out about youth events? (Please rank your top three – one being most used)'

The first question on the YEA survey was asked so that the YEAPT could establish an effective understanding about what methods of information transfer between the youth sector and young people were currently being used. Since more often than not any one person may use a variety of different methods to access information, participants were asked to rank their top three choices so that the YEAPT would have an idea of a number of different communication methods which are effective (or ineffective) rather than just one. The results for each option provided are shown below.

Figure 1: First-ranked currently used medium for finding out about Youth Events

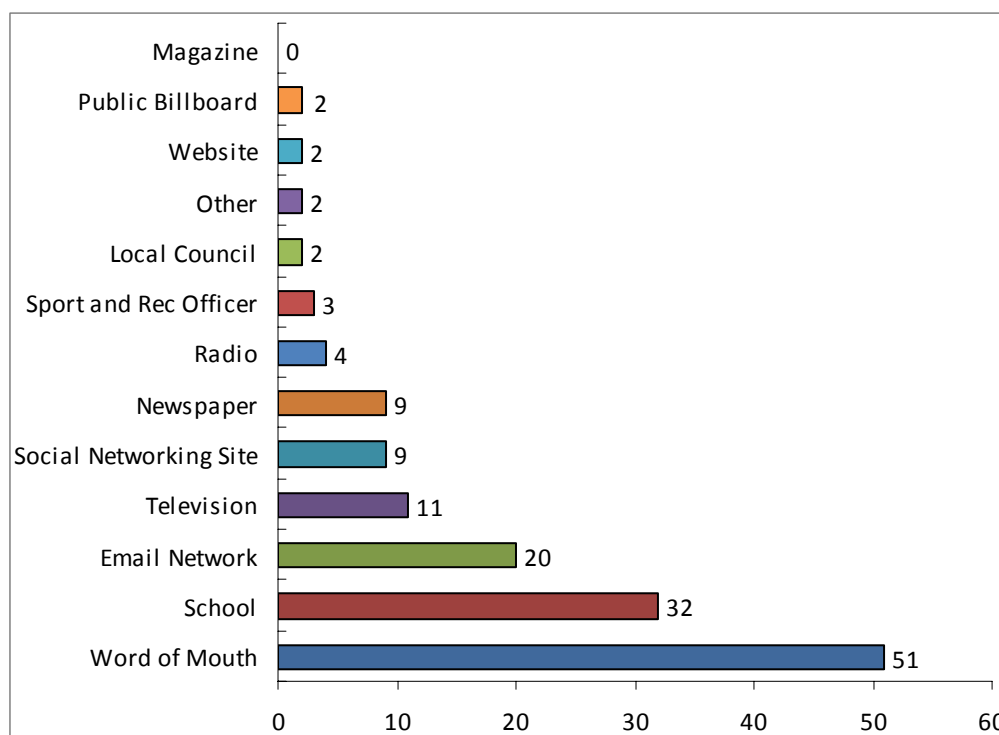


Table 1: First-ranked currently used medium for finding out about Youth Events

Method of Receiving Information	Number of People	Percentage
Word of Mouth	51	35
School	32	22
Email Network	20	14
Television	11	8
Social Networking Site	9	6
Newspaper	9	6
Radio	4	3
Sport and Rec Officer	3	2
Local Council	2	1
Other	2	1
Website	2	1
Public Billboard	2	1
Magazine	0	0
TOTAL	147	100

As can clearly be seen above, the most popular way that young people are currently finding out about youth events is through word of mouth. Although this can arguably be a difficult form of communication for event organisers to harness and make use of, it can also mean that should more young people hear of something in another way (e.g. through an email network), the details are likely to be passed on extremely quickly, to a far larger group of young people because of that one person's knowledge.

This data also shows that school, email networks and even television (TV) are all useful methods of communication that should be made better use of. Public bill boards, magazines and local council on the other hand are very rarely used by young people to access information. These facts should show youth sector workers and government that methods of communication which are being used quite heavily at the moment – such as public bill boards - are making a very small impact.

If a stronger focus was made on distributing information through schools and working in partnerships with them to do this; establishing an email network which provides information on all youth related activities in the region (similar to the one that OYA distributes, or perhaps even using this more heavily) and; cheaper rates, or a specific amount of time given to youth program advertising (perhaps in a similar style to Seven's Community Billboard) on television, then given the results shown above it is likely that young people would be more aware of what programs are being offered for them and therefore, possibly more likely to attend these programs.

Figure 2: Second-ranked currently used medium for finding out about Youth Events

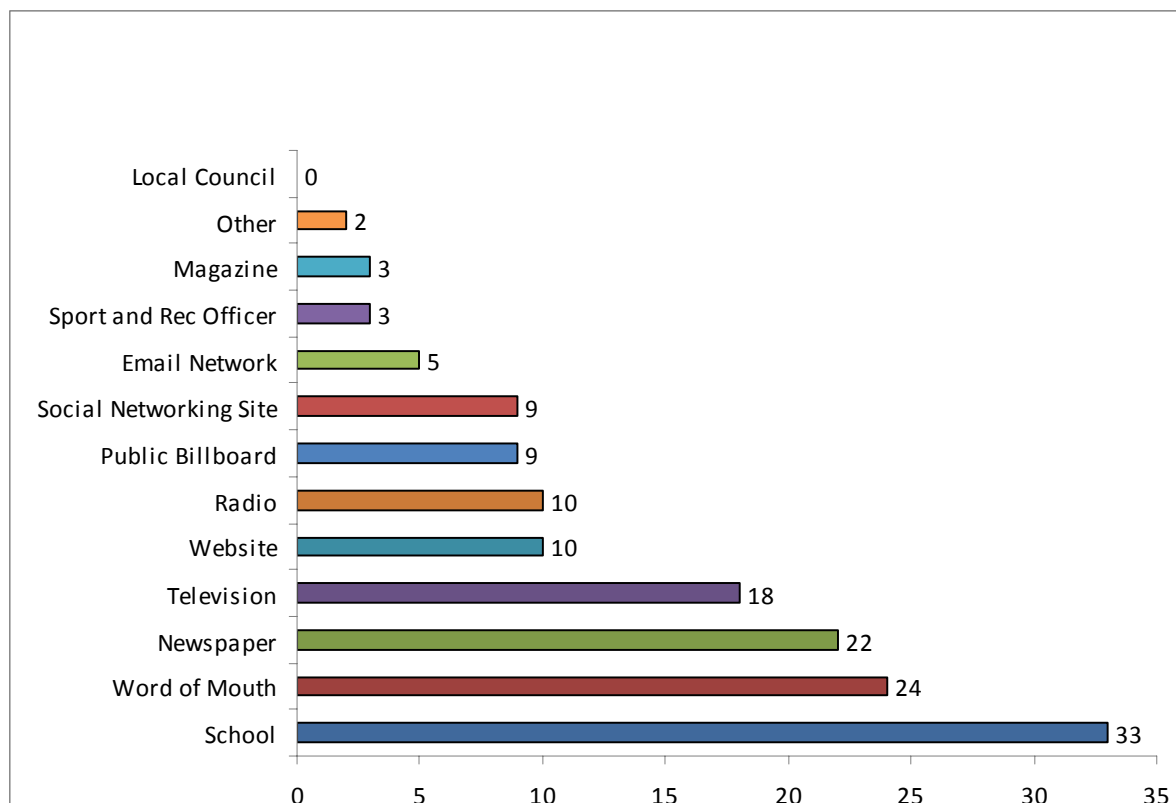


Table 2: Second-ranked currently used medium for finding out about Youth Events

Method of Receiving Information	Number of People	Percentage
School	33	22
Word of Mouth	24	16
Newspaper	22	15
Television	17	12
Website	10	7
Radio	10	7
Public Billboard	9	6
Social Networking Site	9	6
Email Network	5	4
Sport and Rec Officer	3	2
Magazine	3	2
Other	2	1
Local Council	0	0
TOTAL	147	100

As shown on the previous page the two most popular second-ranked currently used methods of finding out about Youth Events – school and word of mouth - were consistent with the two most popular first-ranked methods. This shows just how large a role a young person's school and peers (through word of mouth) play in influencing and encouraging them to attend youth events.

The third most popular method, the newspaper, is obviously another useful method of passing on information as can be seen from the fact that 15% of respondents said that it was their second most used current method of obtaining information. One excellent way that has already been implemented is by the weekly 'Y' section written by young people for young people being included in the NT News. Now that this has been established strong partnerships between various youth organisations, the government and the NT News should be made so that this opportunity is made use of.

Figure 3: Third-ranked currently used medium for finding out about Youth Events

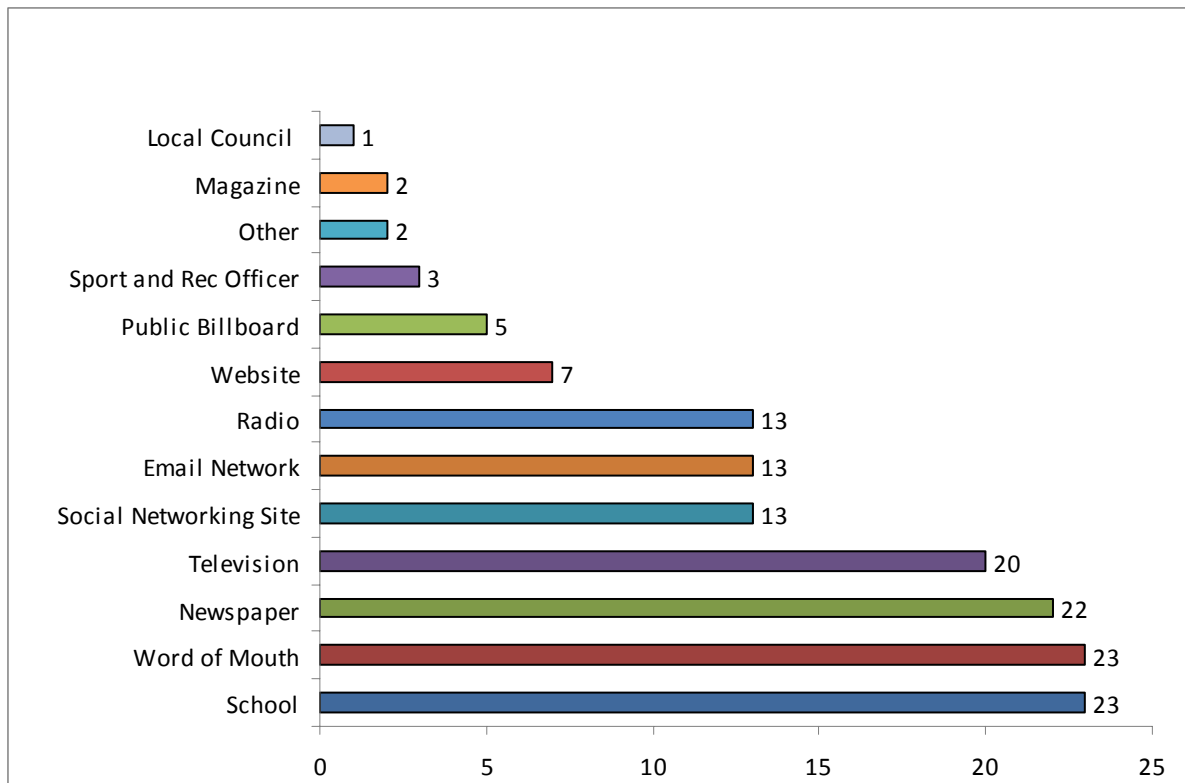


Table 3: Third-ranked currently used medium for finding out about Youth Events

Method of Receiving Information	Number of People	Percentage
School	23	16
Word of Mouth	23	16
Newspaper	22	15
Television	20	13
Social Networking Site	13	9
Email Network	13	9
Radio	13	9
Website	7	5
Public Billboard	5	3
Sport and Rec Officer	3	2
Other	2	1
Magazine	2	1
Local Council	1	1
TOTAL	147	100

The most popular results of the third-ranked currently used method of finding out about youth events are once again extremely similar to the second-ranked and first-ranked methods. The top four results of school, word of mouth, newspaper and television, and their appearance at the top of almost every section of this question shows all too clearly which ways are currently used the most frequently.

The fact that the results have been so consistent should be an obvious indicator for interested parties that a focus should be made on using these four methods very heavily for the best possible promotion to young people.

The general trend in each section of the question also shows that email networks, social networking sites and websites are relatively commonly used by young people to find out about the youth opportunities available to them. This is another method which can and should be used by event organisers and government - in addition to the top four results of school, word of mouth, newspaper and television - to advertise youth events. This should be relatively easy to do, seeing as using websites like Facebook to publicise events is extremely simple to do, and sites like Grind Online have already been established and are ready to be used.

Question 2 - 'Please provide specific details of your most common method of finding information (i.e. name of website, radio station, publication, school – newsletter, teacher, poster, assembly etc)

The second question on the YEA survey was asked to gain a clearer idea of the detailed method which was being used most heavily was provided and thus could be made use of. For instance, from the first question it was found that one of the most commonly used methods of finding out about youth events was through a newspaper however which particular newspaper was unknown. After asking this question it was found, as can be seen below, that the NT News was the most frequently used and read newspaper amongst respondents with it being mentioned 12 times.

The specific methods which were mentioned in the YEA survey responses, are provided below:

Table 4: Specific details of most common method of finding information

Method of Finding Information	Times Mentioned	Total
Word of Mouth/friends	56	Friends = 56
Teachers	9	School = 38
School in general	9	
School Pin Board	6	
School Newsletter	4	
Homeroom and Assemblies at school	4	
Assemblies	3	
School intranet/website	3	
Facebook	20	Social Networking Sites = 22
Bebo	2	
NT News	12	Print Advertising = 19
Posters/Pamphlets/Letters	5	
Grind	1	
Off The Leash	1	
Television Ads	11	Television = 15
Channel 7's Community Billboard on TV	4	
Email Network	8	Internet = 13
Website	5	
Radio	4	Radio = 9
100.1	3	
Gove FM	2	
Parents	4	Parents = 4
OYA	2	Youth Sector = 4
Other Youth Orgs (eg. UNYA, YAG)	2	
TOTAL	180	(respondents could provide more than one response)

KEY: Red = School Dark Blue = Friends Light Blue = Social Networking Sites
 Orange = Television Pink = Print Advertising Bright Green = Internet
 Aqua = Radio Dark Purple = Parents Purple = Youth Sector

In the previous table some of the methods mentioned were somewhat similar to each other and could be separated into a few distinct groups. So that these common threads between methods could be seen each *type* of method has been written in a different colour and a key provided underneath the table to identify them.

As is quite consistent with the first question's results many of the most frequently mentioned methods come under the top five methods ranked in the first question (word of mouth, school, television, newspaper and email networks). As can be seen in the table on the previous page, word of mouth/friends are clearly the most commonly used method of finding information with the specific social networking site, Facebook, being the second most used. Following this, the NT News, television advertisements in general and teachers/school are the next most commonly used methods.

These results - just as the ones from the first question- indicate to interested parties that particular methods should be used more frequently. For example, Facebook although perhaps being viewed as a less traditional method of communication is in fact one of the most effective. In our current society an extremely large number of young people have a computer at home or have access to one through school and this means that they can and do often spend time on Facebook and other social-networking sites. If event organisers were to make use of this method by creating Facebook Event Pages for any upcoming events or perhaps an overall Facebook Group established solely to inform members of all youth opportunities in the NT it is likely that more young people would hear of these youth opportunities.

Question 3 - How often do you attend youth activities (please tick)?

The third question on the YEA survey was asked so that the YEAPT would be given an idea of how often young people are currently getting involved in various youth activities. It was thought that the results of this question would be helpful in showing whether or not attendance of youth activities is in fact an issue and that the opinion that they were being under-utilised was correct. The results shown and discussed below support this view and show that youth events are not being attended as often as event organisers would like.

Figure 4: Frequency of Attendance at Youth Activities

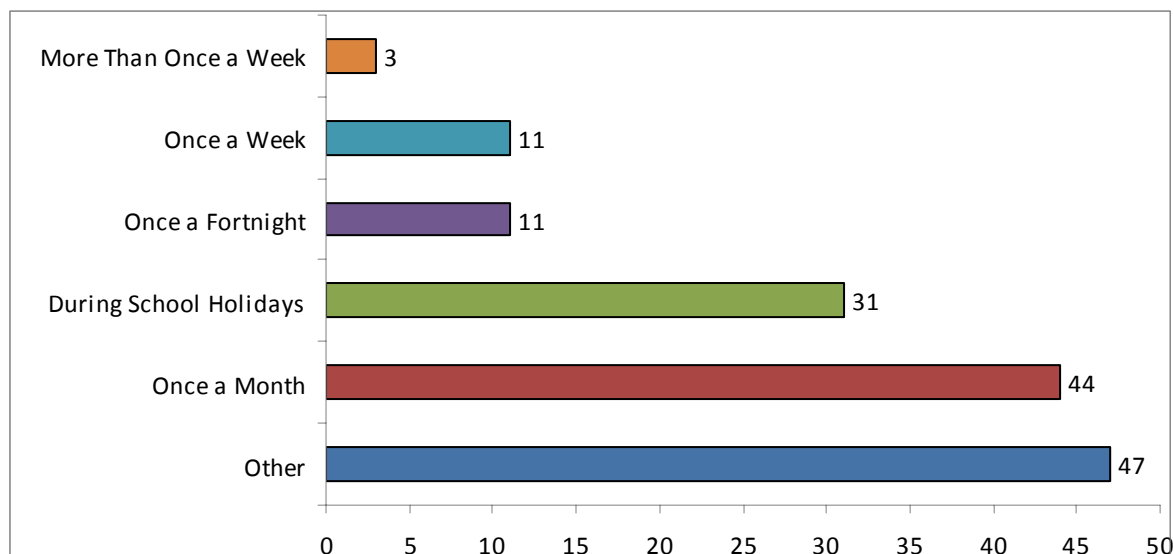


Table 5: Frequency of Attendance at Youth Activities

Frequency of Attendance	Number of People	Percentage
Other	47	32
	- Never 17	- Never 12
	- not often 8	- not often 5
	- respondent did not expand 22	- respondent did not expand 15
Once a Month	44	30
During School Holidays	31	21
Once a Fortnight	12	8
Once a Week	10	7
More Than Once a Week	3	2
Total	147	100

Seeing that 'other' was the most frequently selected response to this question with 32%, it is important to consider what responses were included in the 'other' category. Not all answers were expanded on (i.e. the respondent didn't write what they meant by 'other'), however 17 of those who chose 'other' wrote that they never attended youth events. A further 8 respondent who chose 'other' wrote that they attended youth events 'not often'.

The second most common frequency, with 30% of survey respondents selecting it, was once a month. During school holidays was then the third highest choice with 21% of participants selecting it.

This is a clear representation of the reality that the majority of young people (68%) are currently attending youth events only once a month, during school holidays or less, with only 17% attending events on a regular basis (once a fortnight or more). This is exactly what the YEAPT sought out to identify, so with the assistance of the results found in this question the seriousness and depth of the issue is now clear and the need for change identified.

Question 4 – Do you think that youth events/programs/activities are advertised enough?

The fourth question featured on the YEA survey asked participants whether or not they felt youth activities were advertised enough. This question was asked to determine whether or not the theory developed by the YEAPT was correct and agreed with by the youth of the Greater Darwin and East Arnhem Region. The results found are shown below.

Figure 5: Opinion on whether youth events/programs/activities are advertised enough

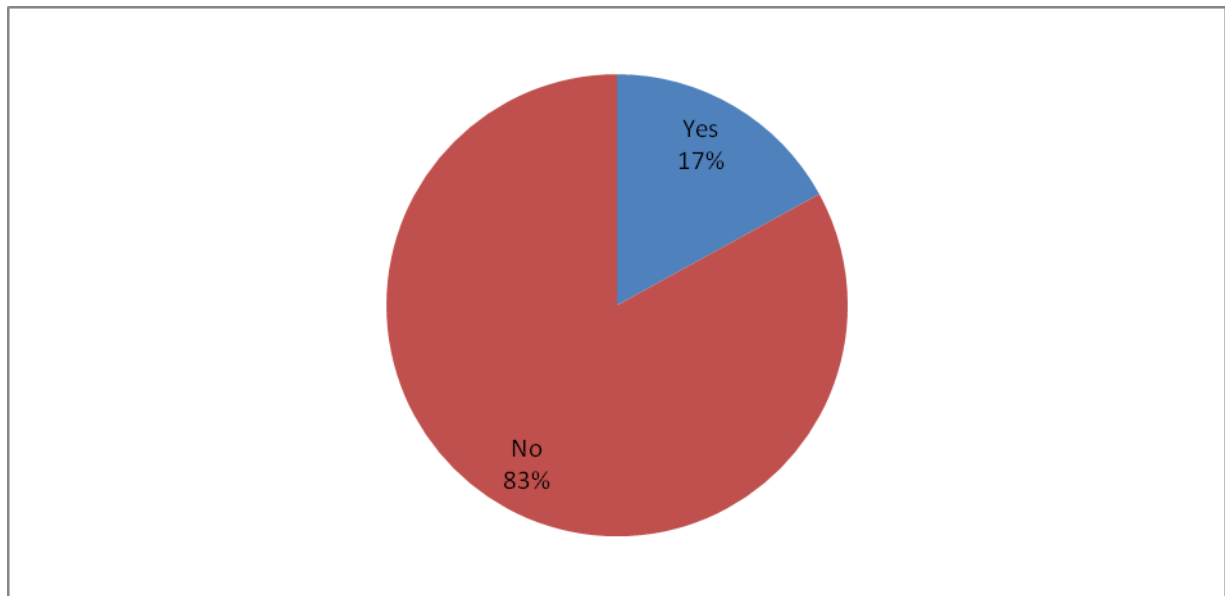


Table 6: Opinion on whether youth events/programs/activities are advertised enough

Response	Number of People	Percentage
Yes	25	17
No	122	83
TOTAL	147	100

As seen in the Figure above, No was the dominant response with 83% of respondents indicating that they believed youth events/programs/activities were not advertised enough. This graph can then further be interpreted to demonstrate that existing forms of advertising of youth events are not reaching young people adequately, because of the view that not enough advertising is currently being done.

Some reasons for this could either be the use of ineffective communication methods rarely used or seen by young people, or the types of advertising that are being used are ineffective or unappealing to young people.

Earlier questions in the survey (and which have now been discussed in this report) have shown what methods *are* effective, and in the recommendation section of the report a number of appropriate measures which could be taken to hopefully change the results of this question are provided.

**Question 5 – What would be your preferred method of receiving information about youth events?
(Please rank your top three – one being the most preferred)**

The fifth question on the survey conducted by the YEAPT asked what methods of receiving information are preferred, with each respondent ranking their top three choices. The question was asked so that the best way of communicating information between young people and the youth sector from this point on could be identified and then used more heavily in the future.

Figure 6: First-ranked preferred method of receiving information about Youth Events

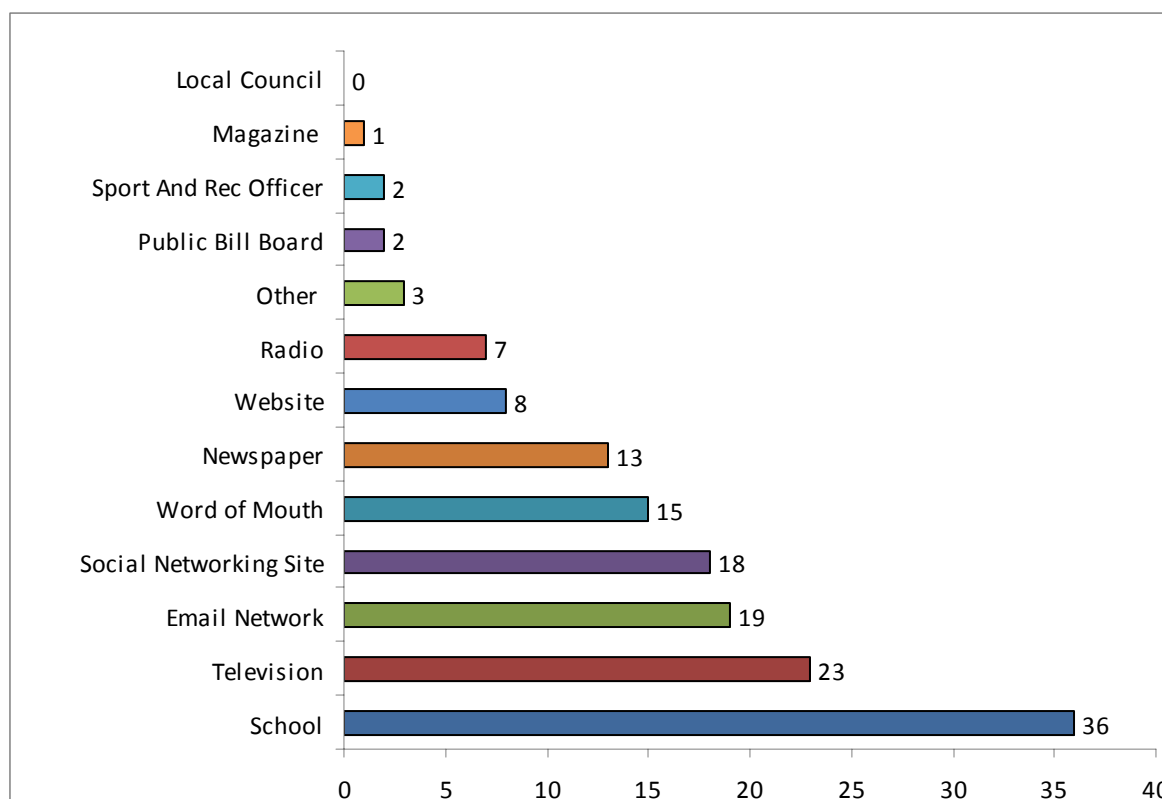


Table 7: First-ranked preferred method of receiving information about Youth Events

Preferred Method	Number of People	Percentage
School	36	25
Television	23	16
Email Network	19	13
Social Networking Site	18	12
Word of Mouth	15	10
Newspaper	13	9
Website	8	5
Radio	7	5
Other	3	2
Public Bill Board	2	1
Sport And Rec Officer	2	1
Magazine	1	1
Local Council	0	0
TOTAL	147	100

This graph illustrates the first rankings of 147 surveys collected by the YEAPT where 25% of the respondents indicated that their preferred method of receiving information about youth events was through their schools. This high percentage suggests that the Northern Territory's youth see their educational environment as the most suitable for the correspondence and sharing of youth event information. Obviously for young people aged 18 and over however, it is likely that other methods would rank somewhat higher but because of the YEA survey's slight focus on under 18 year olds the results expressed the opinions of this group far more than those of over 18 year olds. To cater for this, it could be extrapolated that educational institutions, including universities/TAFE are good conduits for information dissemination.

The second most popular response for the first rankings of how young people would prefer to receive information was television with 16%, followed by email networks, social networking sites 12% and lastly word of mouth 10%. These results are once again consistent with those from Questions 1 and 2 and effectively show which methods are currently most identified by youth as being ways to communicate information to young people, and therefore should be used more frequently.

Figure 7: Second-ranked preferred methods of receiving information about Youth Events

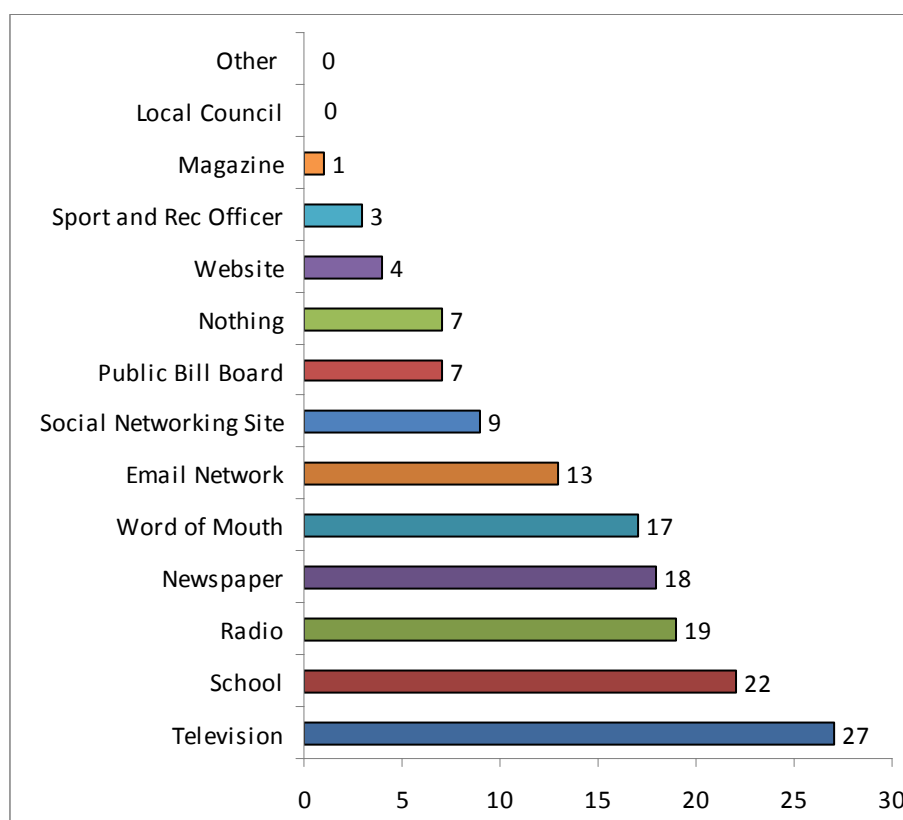


Table 8: Second-ranked preferred methods of receiving information about Youth Events

Preferred Method	Number of People	Percentage
Television	27	18
School	22	15
Radio	19	13
Newspaper	18	12
Word of Mouth	17	11
Email Network	13	9
Social Networking Site	9	6
Public Bill Board	7	5
Nothing	7	5
Website	4	3
Sport and Rec Officer	3	2
Magazine	1	1
Local Council	0	0
Other	0	0
TOTAL	147	100

Amongst the second ranked preferred methods for receiving information about youth events, TV was the leading method selected by young people with a result of 18%.

The figure of 18% indicates that young people see the television as a practical communications method in regards to notifying youth of events throughout the Northern Territory. This was followed closely by school (15%), Radio (13%), Newspaper (12%) and word of mouth (11%). Such results could lead to the future development of television as a major focus of marketing campaigns for youth events.

Figure 8: Third-ranked preferred methods of receiving information about Youth Events

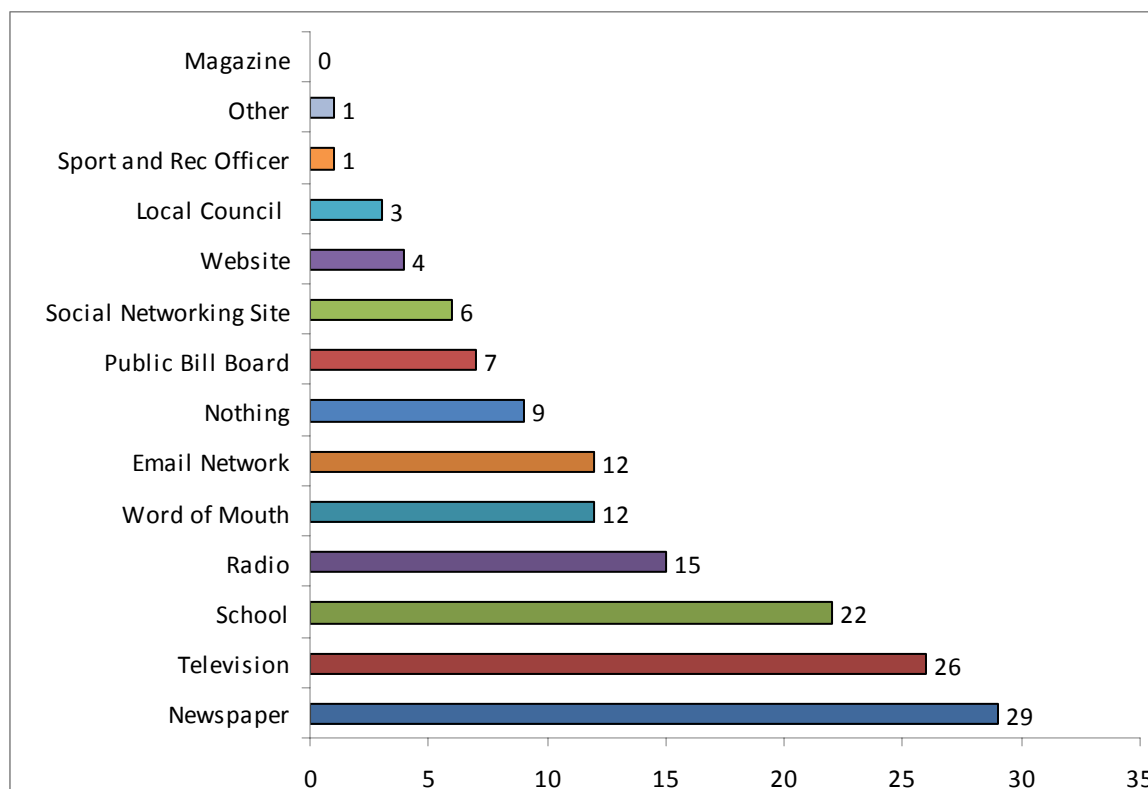


Table 9: Third-ranked preferred methods of receiving information about Youth Events

Preferred Method	Number of People	Percentage
Newspaper	29	20
Television	26	18
School	22	15
Radio	15	10
Word of Mouth	12	8
Email Network	12	8
Nothing	9	6
Public Bill Board	7	5
Social Networking Site	6	4
Website	4	3
Local Council	3	2
Sport and Rec Officer	1	0.5
Other	1	0.5
Magazine	0	0
TOTAL	147	100

After school and TV, 20% of respondents indicated the newspaper was their third most preferred method of receiving information on youth events. This percentage identifies that young people can see the benefit of newspaper advertising as long as it is effectively targeted and is appealing to young people. The new 'Y' section of the NT news is a great example of how newspapers can be used to specifically target and reach young people in a youth friendly manner.

This could lead to the development of a suitable event communication method accessible throughout all Northern Territory newspapers.

Question 6 – What things do you think stop young people from getting involved in youth events/programs/activities?

The sixth and last question featured in the survey conducted by YEAPT was aimed to identify the barriers that stop young people from getting involved in youth events/programs/activities.

Respondents were allowed to choose more than one answer which produced 260 responses. The graph (below) illustrates the dominant responses that were found in the 260 answers produced by the 147 respondents.

Figure 9: Barriers to Involvement

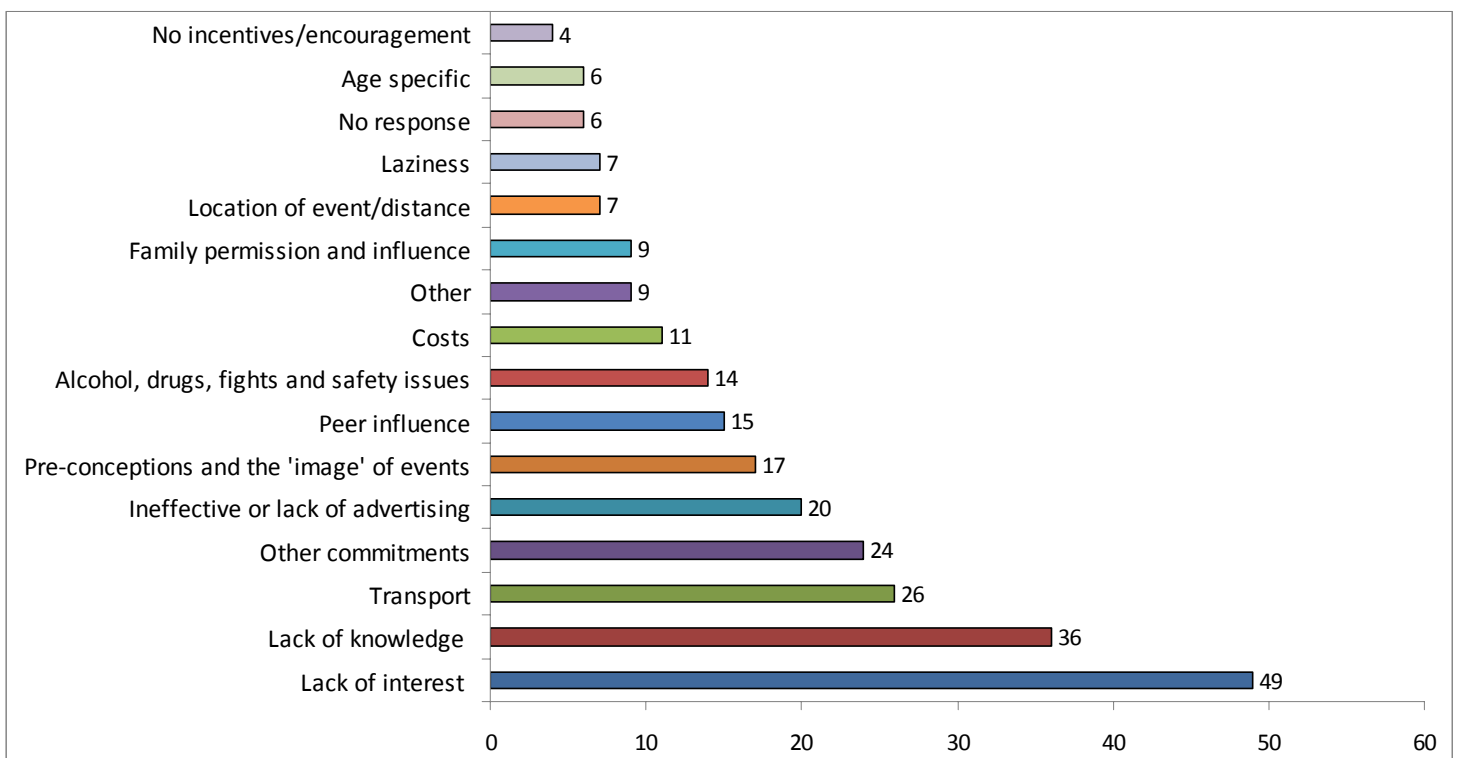


Table 10: Barriers to involvement

Barrier to Involvement	Number of People	Percentage
Lack of interest	49	19
Lack of knowledge	36	14
Transport	26	10
Other commitments	24	9
Ineffective or lack of advertising	20	8
Pre-conceptions and the 'image' of events	17	7
Peer influence	15	6
Alcohol, drugs, fights and safety issues	14	5
Costs	11	4
Other	9	3
Family permission and influence	9	3
Location of event/distance	7	3
Laziness	7	3
No response	6	2
Age specific	6	2
No incentives/encouragement	4	2
TOTAL	260	100

The varied responses produced from Question 6 were divided into categories of the most dominant themes and trends.

The category *Lack of appeal and interest in event/activity* was mentioned in 19% of the 147 surveys collected. This category has the highest percentile and indicates that many young people are not getting involved and participating in youth events due to their lack of interest in the event, and that the themes or style of event is unappealing to them. This could be a result of many factors including personal interests, peer pressure and advertising not making the event seem interesting enough.

The category *Lack of information and knowledge of events* was highlighted in 14% of respondents' answers. This category and *Ineffective or lack of advertising* (8%) is linked as both relate to the communication and awareness raising of youth events throughout the Territory. In addition to this, the *Portrayal and pre-conceptions of youth event* (7%) indicate that perhaps a lack of quality advertising has not been conveying adequately to young people the advantages and enjoyment that will be had at the event or activity. Because of this young people may have developed an incorrect pre-conception of the event sometimes leading to the decision not to attend.

Transport, both public and private is also vital in the ability for young people to attend youth events. But for many young people transport is sparse and needs to be arranged. This lack of transport is illustrated on the graph, and was an issue seen in 10% of responses.

Responses to this question demonstrate that as well as increasing and better targeting advertisements, publications and awareness raising amongst young people regarding youth events, that these other issues also need to be addressed to increase youth participation and limit potential negative behaviour.

Conclusion

The YEA Survey results, once collated and analysed, ultimately confirmed the YEAPT's theory that young people were not fully informed on all youth events being provided for them and that may be at least partially the cause for lack of attendance by young people to many youth activities.

With an 83% majority, respondents felt that youth events were not advertised enough and only 17% of young people were attending them on a regular basis (once a fortnight or more).

It was also found that the most used, and most preferred methods of finding out about youth events were through word of mouth, schools, TV, newspapers and social networking sites some of which have currently been underused. These top five methods were selected frequently in a number of questions on the survey and were definitely found to be the most popular. Close behind however, was the radio, email networks and other websites.

These results show that these eight (but particularly the first five) methods should be used far more heavily and more effectively in the advertising process of youth activities to ensure that a larger number of young people are aware of what is being provided for them.

If this was done, it is possible that some of the barriers to involvement (as determined in question six of the survey) could be alleviated and thus attendance and involvement between young people and the events run specifically for them will increase, therefore decreasing boredom and decreasing the prevalence of a number of other negative behaviours.

Recommendations

1. a stronger focus to be put on distributing information through primary, middle and senior schools, as well as through universities and TAFES, and working in partnerships with them to do this
2. establishing an email network which provides information on all youth related activities in the region (similar to the one that OYA distributes to) or perhaps even using existing networks more heavily
3. cheaper rates, or a specific amount of time given to youth program advertising (perhaps in a similar style to Seven's Community Billboard) being provided on television
4. making use of the 'Y' section in the NT News and other print media youth sections and where possible or needed , developing more
5. creating a Facebook group which posts information about youth opportunities in the NT and/or using Facebook 'event' pages more heavily when advertising youth events
6. making use of websites such as 'Grind Online' to raise awareness of youth activities (the links to these websites could be posted on the Facebook page and included in newspaper articles, TV commercials and through schools)
7. young people informed about cheap methods of transport, and in special cases (such as for particularly large events) methods of transport being provided for the journey to and from the venue
8. ensuring that youth events and activities that are being provided are appealing to young people (could be determined through constant consultation, discussion and feedback – even if informally – at events) and cater for a wide range of different interests.

If these measures are put in place, it is likely that young people would be more aware of what programs are being offered for them and thus potentially more likely to attend these programs and be diverted from anti-social behaviours due to boredom.