



# EFFECTIVE PROMOTION OF YOUTH ACTIVITIES IN ALICE SPRINGS

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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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- Centralian College;
- St Phillips College; and
- Northern Territory Government.

# **ABBREVIATIONS**

ASP	Alice Springs
CAFL	Central Australian Football League
CARL	Central Australian Rugby League
DET	Department of Education and Training
NT	Northern Territory
NTG	Northern Territory Government
NYW	National Youth Week
OYA	Office of Youth Affairs
SMS	Short Message Service
TFG	Team Fun Group
TV	Television
YAS	Youth Activities Survey
YRT	Youth Minister's Round Table of Young Territorians

# **EXECUTIVE SUMMARY**

In preparation for the first Youth Minister's Round Table of Young Territorians (YRT) meeting new members of the YRT were asked to distribute Youth Issues Surveys to their peers. These surveys asked what young people felt were the main issues affecting them and an opportunity to provide suggestions of possible solutions. A total of 492 surveys were completed by young Territorians with the majority being completed by youth living in the Alice Springs region.

The Team Fun Group consisting of Rebecca Rowberry and Gavin Henderson decided to address the concerns of Alice Springs youth by looking at the lack of youth events provided in the community to give the youth diversion from drugs, alcohol and crime.

With this focus in mind, Team Fun created, distributed, and analysed a second survey about the effectiveness of advertising youth events in Alice Springs, and also the best way of providing this information to the youth. The data from these surveys has been provided in detail throughout the Major Findings section of this report.

From the survey data collected, Team Fun developed a number of recommendations on how these results could be used to improve youth engagement and awareness of events and activities in the Alice Springs region:

1. Creation of a Facebook group titled, Youth Events of Alice Springs. This group would provide information on youth events, give promoters an opportunity to see reviews on events, a forum for youth to provide ideas on events and a calendar to avoid event clashes;
2. Creation of a website focussed on youth events in the Northern Territory. This website would have individual pages for the major five regions including, Darwin and surrounding regions, Katherine, Gove / Arnhem Land, Tennant Creek and Alice Springs. It would include calendars, forums and links to the Facebook group, selected youth organisations and support networks;
3. Establishment of an email network that provides information on all youth related activities in the region (similar to the one that the Office of Youth Affairs (OYA) manages) or perhaps even using existing networks more;
4. Using the local television networks community billboard more to promote youth events occurring in Alice Springs;
5. Ensuring youth are involved in the organisation and promotion of large events in Alice Springs, such as 'The Concert';
6. Ensuring that events funded or coordinated by the Northern Territory Government (NTG) are relevant and appealing to youth in Alice Springs and are not held at inconvenient times or on conflicting dates; and
7. Targeted advertising and promotion of National Youth Week (NYW) events and selection of a 'neutral' location for both the opening and closing ceremonies to increase appeal and youth attendance.

# **INTRODUCTION**

The ‘Effective Promotion of Youth Events in Alice Springs’ project conducted by Rebecca Rowberry and Gavin Henderson was originally inspired and commenced at the first Youth Minister’s Round Table of Young Territorians (YRT) meeting held in February 2010. Over the year, the project changed noticeably from the original ideas raised at the first YRT meeting. However, the original aim of providing more youth-related activities to the Alice Springs youth has been continued in the amended project.

The idea for the project came from a variety of sources, including the 492 Youth Issues Surveys, which were collected by all 16 YRT members at the beginning of our term (Appendix 1). We also used our own experiences in living in the Alice Springs region and remote areas, as well as perspectives of family, friends, colleagues, youth, teachers, support workers and the Alice Springs Town Council.

One of the most recurring responses from both the youth issues survey and discussion with stakeholders 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. The team discussed many ideas to provide more events for the youth of Alice Springs, including creating new weekly activities, dances and band nights.

It was soon realised after researching options about activities that there were many different activities already underway in Alice Springs, but that these events were not always actively advertised and promoted to the youth. We also revealed that undertaking our own activities would likely be too demanding for the team and would take too long to commence, and so the project idea began to change to how to better advertise the events already held in Alice Springs so more youth would be aware of these events.

The young people surveyed felt as though not enough entertainment was being offered to them and that they did not have enough information about events that were being provided for them.

This theory became the basis for the change of the project and the basis for the rest of the decisions made by the team on what the project would consist of. We began by determining whether or not the theory that youth activities were not being advertised to their full capacity was indeed correct.

The team also needed to find out what would be the best way to get the activities advertised to the youth of Alice Springs. With this in mind, the team created a second Youth Activities Survey (Appendix 2) that focussed on; youth activities, the promotion of activities, the best way to provide information of events, and what groups the youth were already involved in.

The next step taken was to research the events that were already being run in the Alice Springs region and to find out how they advertised events to the community. Members of the team visited the Alice Springs Town Council, the Gap Youth Centre and the Alice Springs Youth Centre to discuss current promotion methods and events already being undertaken within these organisations.

Once the survey had been drafted, the team then distributed it electronically and manually. The team then collated the results and identified the major trends. These have been discussed in detail throughout the Major Findings section of this report.

The team had an idea to create a website designed for Alice Springs youth events. Within this website we looked at including the following - a calendar of events, where youth and organisers could enter events, a forum, new information or promotions, a blog and contact information and links to organisers of events, venues, the town council website for their calendars and information and links to youth organisations.

This website has been created as a trial to see what we could put on it and how best it could be managed and run. Progression of this website will continue past the completion of the team's term with the YRT and past the completion of this project. This website is still under construction.

# **DISCUSSION AND MAJOR FINDINGS**

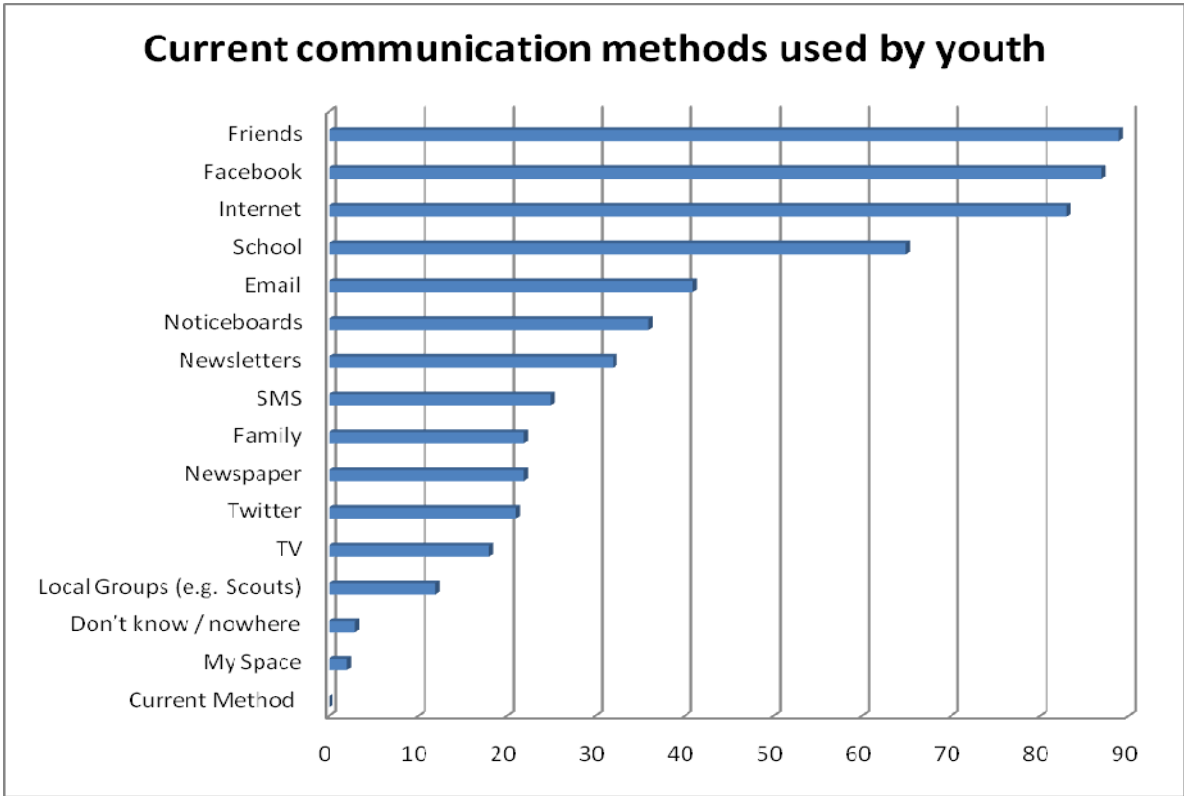
The two page, 23 question survey about Youth Activities in Alice Springs (Appendix 1), which the team created and distributed was completed by a total of 95 young people in the Alice Springs region. A strong attempt was made by the team to survey a variety of youth. This included a range of youth from different backgrounds, schools, town or remote localities, ethnicities, ages, genders, students and working youth.

The 95 youth who completed the survey had a large mix of the above criteria, to ensure the survey covered a varied response from the youth in Alice Springs. After completing the first few demographic questions, survey participants were then asked to answer questions, which have been analysed in greater detail throughout the rest of the report.

**Question 1: How do you currently find out about youth activities happening in Alice Springs?**

The first question on the survey was asked to establish current mediums that youth use to receive information regarding events that are taking place in the community. Our experience has provided that more often than not people may use a variety of different methods to access information. As such, participants were asked to tick all methods of receiving information to provide the team with accurate percentages of youth who have access to these sources. The first question was also asked so the team could establish the base methods currently in use around the region. Below are the results from this survey question.

**Figure 1: Results of current communication methods used for finding out about events in Alice Springs**



**Table 1: How do you currently find out about youth activities happening in Alice Springs?**

Current Method	No of Responses	%	Current Method	No of Responses	%
Friends	89	93.7	Family	22	23.1
Facebook	87	91.6	Newspaper	22	23.1
Internet	83	87.4	Twitter	21	22.1
School	65	68.4	TV	18	18.9
Email	41	43.1	Local Groups	12	12.6
Noticeboards	36	37.9	Don't Know	3	3.1
Newsletters	32	33.7	My Space	2	2.1
SMS	25	26.3			

As can clearly be seen above, there were three extremely high responses to what is currently being used as the way to get information about events to the youth of Alice Springs. The three most common current ways that youth receive information were through friends 93.7%, Facebook 91.6% (a social networking website), and the internet 87.4%.

Using school 68.4% to notify youth about youth events was also very high in responses, but logically was only identified by students. Therefore, a lot of youth are missing out on this valuable source as they have left school.

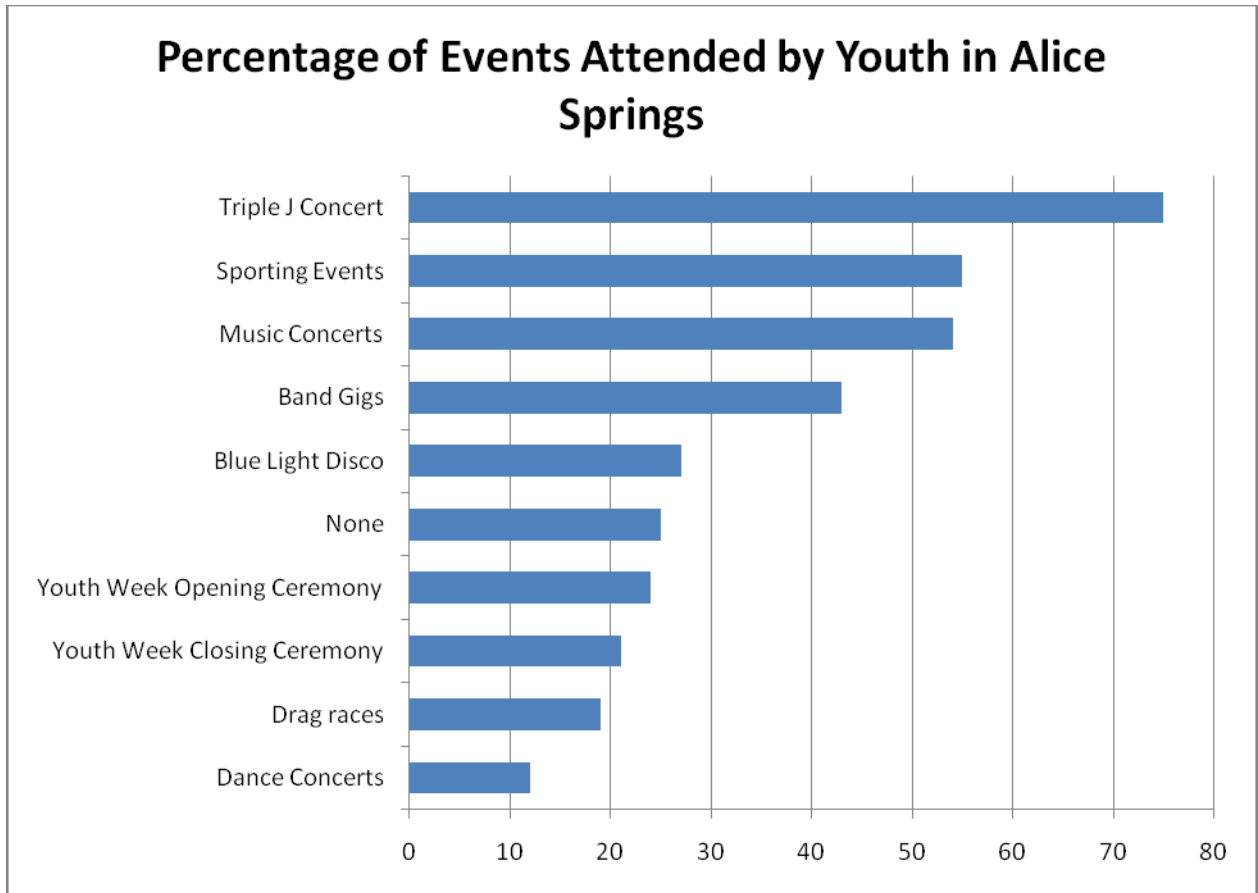
This survey also identified the approaches that attract the least amount of use. For example My Space 2.1%, another social networking service, has an extremely low usage rate among those surveyed. As did local groups 12.6% and TV 18.9%. Methods that received low responses included family, newspapers, Twitter, SMS, and newsletters.

The big trend change which has occurred is that the use of email and websites like Facebook has entered on the forefront of youth's activities. More and more youth are using social network sites and email to keep in contact, especially with Telstra offering free Facebook access on its mobile network.

If a stronger focus was made on distributing information on youth related activities in the Alice Springs region through the main methods eg. Facebook, young people would be more aware of the events being offered for them. Therefore, they would possibly more likely to attend these events.

**Question 2: Which youth activities have you attended in Alice Springs in 2010?**

**Figure 2: Breakdown of activities attended by Youth in Alice Springs over the previous year**



**Table 2: Which youth activities have you attended in Alice Springs in the last year?**

Events Attended	No of Responses	%	Events Attended	No of Responses	%
Triple J One Night Stand	75	78.9	None	25	26.3
Sporting Events	55	57.9	Youth Week Opening Ceremony		
Music Concerts	54	56.8	NYW Closing Ceremony	21	22.1
Band Gigs	43	45.2	Drag Races	19	20.0
Blue Light Disco	27	28.4	Dance Concerts	12	12.6

The youth of Alice Springs that were surveyed attended a variety of events with the most popular being the Triple J One Night Stand concert 78.9%. This concert was extremely well advertised using Facebook, a formal website, e-mail, TV, Posters, Billboards and Radio. It also needs to be noted that this concert was free and was also an alcohol free event.

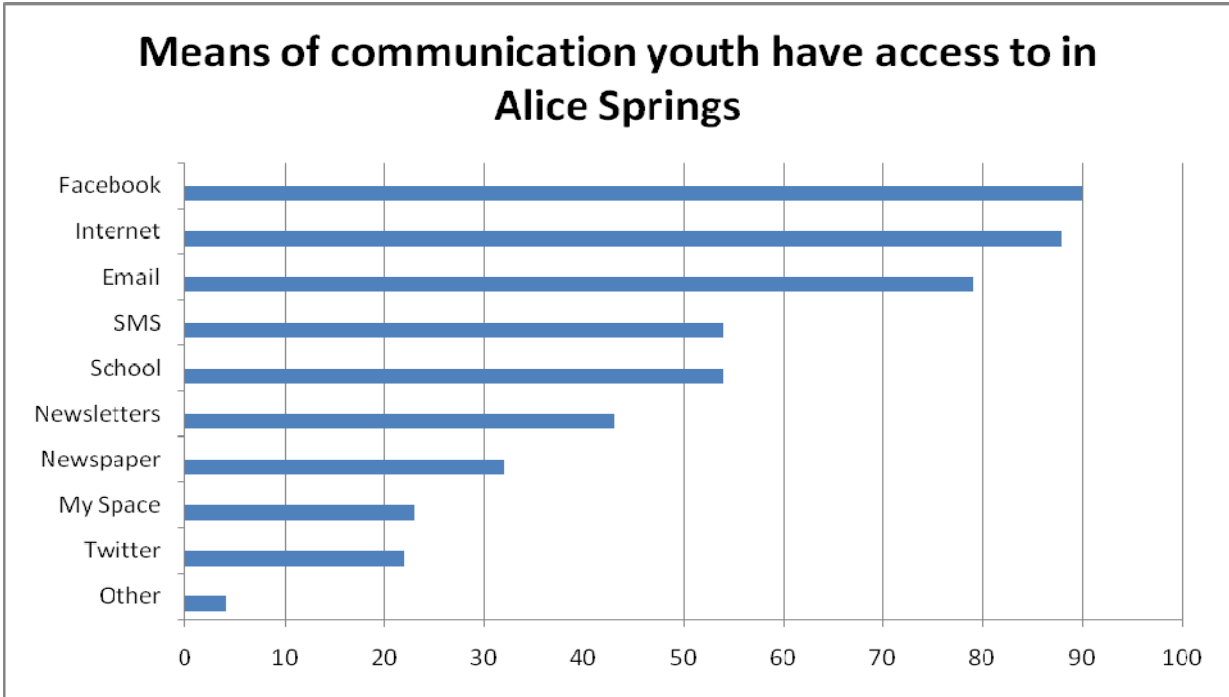
The next highest type of event attended was sporting events. In Alice Springs, sports events have a large attendance, especially the more popular sports such as football and netball.

As shown above, the National Youth Week (NYW) events were poorly attended, and after discussions with the Youth Centre Managers at these events, it was discovered that they were poorly advertised within the community. The other issue attached to the opening and closing ceremony events is their locations. The team has observed that the two Alice Springs Youth Centres is that the Gap Youth Centre was mainly for Indigenous youth and the Alice Springs Youth Centre was mainly for non-Indigenous youth. This has changed over time, but we have noticed, that unfortunately the youth today still have this mindset. The team attended both of these events and witnessed this segregation first hand. At the Gap Youth Centre’s NYW Closing Ceremony 95% of youth in attendance were Indigenous and vice versa at the Alice Springs Youth Centre’s Opening Ceremony. We feel that if a better location for these events was sought, i.e. a more neutral location such as Anzac Oval or Traeger Park to conduct these events then possibly a higher attendance could have occurred.

The data provided here gave valuable information on what events youth in Alice Springs attended. It also identified the need for suitable locations for events, as well as the types of events the youth of Alice Springs would attend if organised.

**Question 3: What means of communication do you have access to?**

*Figure 3 Percentage breakdown of communication means for youth in Alice Springs*



*Table 3: What means of communication do you have access to?*

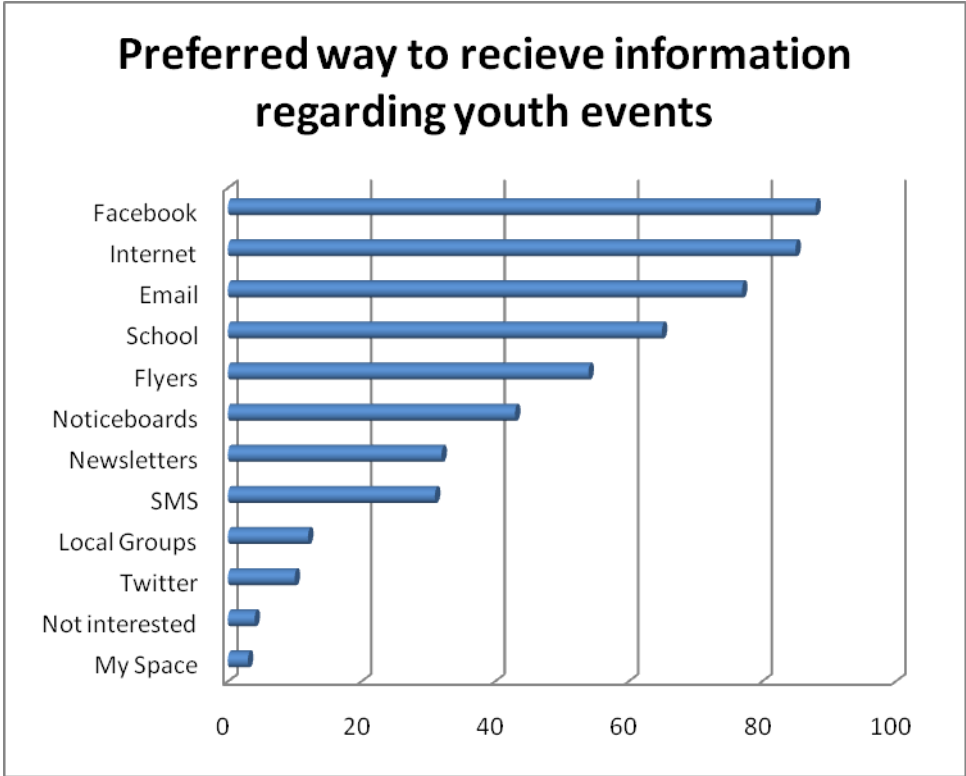
Communication Means	No of Responses	%	Communication Means	No of Responses	%
Facebook	90	94.7	Newsletters	43	45.2
Internet	88	92.6	Newspaper	32	33.7
Email	79	83.1	My Space	23	24.2
SMS	54	56.8	Twitter	22	23.1
School	54	56.8	Other	4	4.2

These results show that youth are using computers and internet more often, with a large drop in the use of old methods, i.e. newspapers. Newsletters are the exception, as they are used heavily throughout schools as a method for youth to be involved in events. As the results show, Facebook is one of the most effective methods to communicate to youth in Alice Springs. Most youth actively use Facebook to keep in contact with friends, family and the latest news. The internet itself is another effective way to communicate events with youth. Many youth use the internet at; school, work and home on a daily basis and can be easily kept informed of what is happening and events occurring in their region.

With the results being so consistent interested parties should focus on using these four methods to promote events to young people in Alice Springs.

**Question 4: What is the best way of receiving information about youth activities/events in Alice Springs?**

*Figure 4: Preferred way to receive information regarding youth events*



*Table 4: What is the best way of receiving information about youth activities/events in Alice Springs?*

Best method to receive information	No of Responses	%	Best method to receive information	No of Responses	%
Facebook	88	92.6	Newsletters	32	33.7
Internet	85	89.5	SMS	31	32.6
Email	77	81.0	Local Groups	12	12.6
School	65	68.4	Twitter	10	10.5
Flyers	54	56.8	Not interested	4	4.2
Noticeboards	43	45.3	My Space	3	3.1

Of the 95 responses obtained, the three highest responses were in line with the original youth issues survey questions.

Many of the youth who answered this survey no longer go to school, but ticked school as a good way to receive information regarding youth events or activities being held in Alice Springs. Based on the Alice Springs region, there are only a few schools and it would be relatively simple and easy to arrange information to be provided, to the public schools and private schools.

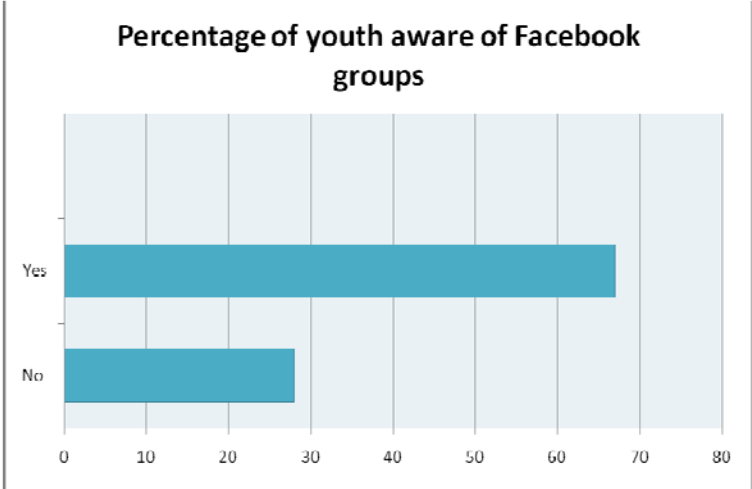
The internet and Facebook keep being identified as an effective way to communicate with youth within Alice Springs, but it is not being used currently to its full potential. Organisers and advertisers of events prefer to stick with the older methods of communication. Using these older methods possibly reduces the attendance rates by not utilising all methods of advertisement.

One young person provided the following comment on their survey:

“Youth today need to be kept informed by means they like to use. I can be very forgetful and a piece of paper I can lose, but if it is sent to me on Facebook as an event, I am constantly reminded of it every time I log on and see my homepage.”

**Question 5: Are you aware that there are many youth groups on Facebook?**

**Figure 5: Are you aware that there are many youth groups on Facebook?**



**Table 5: Are you aware that there are many youth groups on Facebook?**

Facebook Groups	No of Responses	%
Yes	67	71.0
No	28	29.0

On Facebook, there are numerous of groups for people to join and be involved in. The Youth Minister’s Round Table of Young Territorians (YRT) has a Facebook group, which current and past members of the YRT have joined and also members of the public. On a normal Facebook page, events, calendars, photos, videos, documents or flyers can be added; and links to other websites can be added as well. This can be very effective in promoting events for youth to attend. It would also give organisers an idea of the number of people planning to attend. For

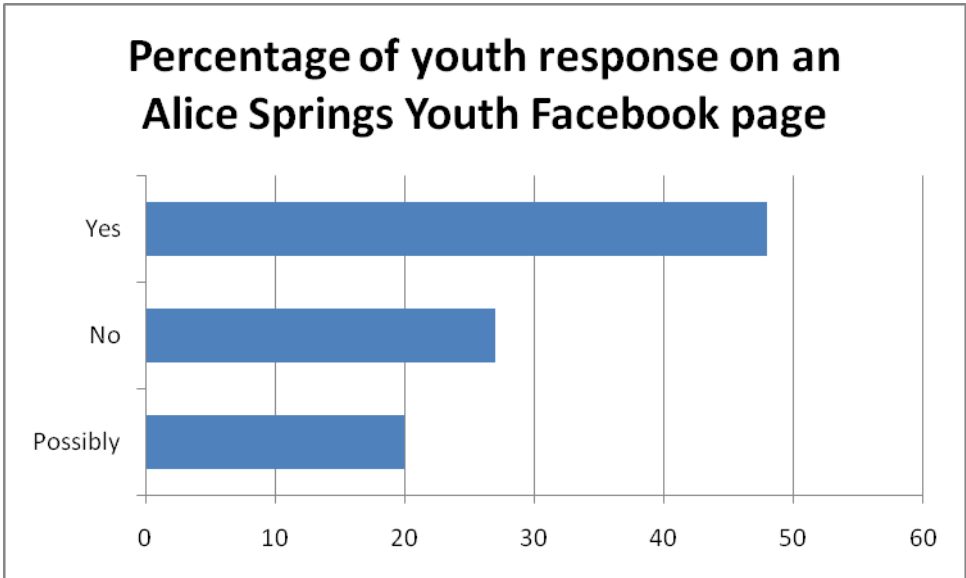
example, an event organised and promoted on a Facebook group has the ability for individuals to confirm whether they are:

1. Attending;
2. Not attending; or
3. Might attend.

You can also see how many people have yet to respond. However, this will not give the full figures, but can give an idea of the amount of people interested in attending the event. We believe that more young people would hear about youth opportunities in Alice Springs if event organisers were to either create a Facebook event page for any upcoming events or create a Facebook group that informs members of all Alice Springs youth opportunities.

**Question 6: If there was an Alice Springs Youth Activities Facebook page would you join?**

*Figure 6: Percentage of youth response on an Alice Springs Youth Facebook page*



*Table 6: Youth response on an Alice Springs Youth Facebook page*

Youth response to new Facebook Page	No of Responses	%
Yes	48	50.5
No	27	27.4
Possibly	20	21.0

As the response shows, 51% of the youth in Alice Springs who were surveyed would be interested in joining, with 21% of youth surveyed stating they would possibly join. After researching the different types of groups available on Facebook it became apparent there are a lot of youth based groups including; the NYW group, the United Nations Youth Association (UNYA), Youth Olympic Games, and the World Youth Day. This has identified that the more information provided on Facebook groups, the more popular they become and the more people join.

As a result of the evidence collected, the team decided that a Facebook page promoting events for the Youth of Alice Springs might be an effective medium and would become a recommendation of our project. In a meeting with representatives from the Alice Springs Town Council and OYA, NYW celebrations were discussed. The date that the closing ceremony was held at the Gap Youth Centre, a company based in Alice Springs arranged a large music concert in a shopping centre, with prizes for best dressed and giveaways. This event had been extremely well promoted over TV, radio, within the shopping centre, and in the Centralian Advocate. Competing events are common in Alice Springs, where big events are often arranged on the same dates as another event. The attendance of these events is often then based on how well the event is promoted, rather than what type of event is occurring.

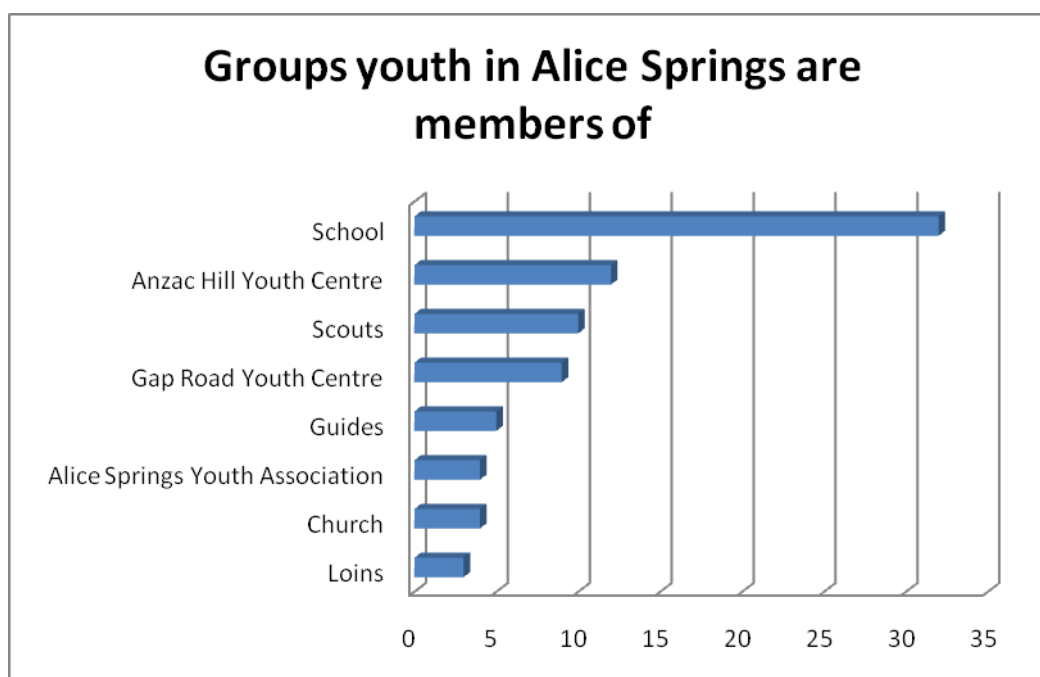
It was identified that the Alice Springs Town Council has been promoting a calendar on their website for organisers of events to see what other activities have been arranged to try to reduce the number of clashing events and maximise attendance.

After discussion within the team, a decision was made to try to create a website for Alice Springs youth. We hope to include the following in this website:

- a calendar for youth, organisers, promoters, and companies to enter details of youth events;
- a blog;
- areas for advertising to youth;
- links to relevant websites;
- contact information for people looking to arrange an event;
- links to Facebook pages;
- a hot news section; and
- a forum for youth to raise issues and provide suggestions of what they want to happen within the community.

**Question 7: Which youth groups are you part of? (I.e. Scouts, Guides, church)?**

*Figure 7: Groups youth in Alice Springs are members of*



*Table 7: Which youth groups are you part of? (I.e. Scouts, Guides, church)?*

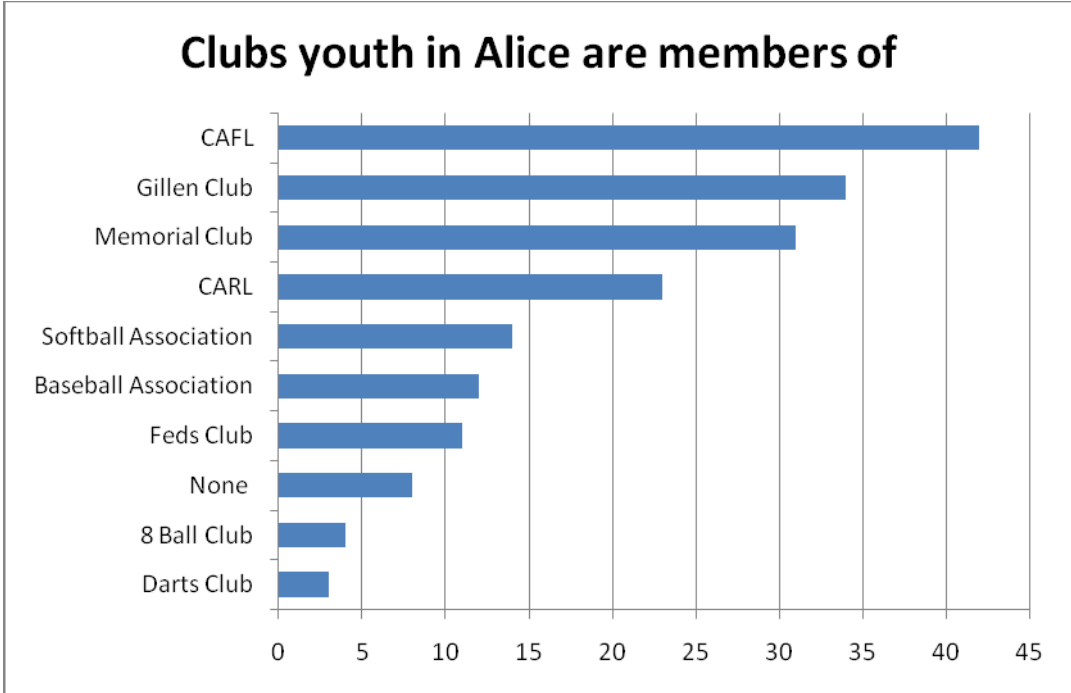
Which youth groups are you a part of?	No of Responses	%	Which youth groups are you a part of?	No of Responses	%
School	32	33.7	Guides	5	5.3
Alice Springs Youth Centre	12	12.6	Alice Springs Youth Association	4	4.2
Scouts	10	10.5	Church	4	4.2
Gap Road Youth Centre	9	9.5	Lions	3	3.1

The seventh question of the YAS asked participants whether they were involved in any youth groups in Alice Springs. This question was asked to determine whether there are other areas of event promotion that have not been tapped into. It also gave the team insight into other youth organisations that are available to youth in Alice Springs. The large proportion of the responses for this question came from school groups. From analysis of the survey data it was determined that most of the youth who responded to this were under the age of 18 and could not legally enter clubs and pubs. Although this has changed the perspective of this question, it could be arguably said that once a young person turns 18, many of the events and activities which are available no longer keep the interest of the youth. Unfortunately, the image that the youth of Alice Springs portray after they turn 18 years old is that they go out every weekend with friends to get drunk. This of course reflects to the teenagers who are not yet 18 years old that it is good fun and they then want to be able to do the same.

This question shows there are groups in Alice Springs for youth to be a part of, but as the number of responses show, not many of the people surveyed belonged to these groups. The other trend identified with this question is that many of the youth surveyed who provided an answer had more than one group listed. These youth tended to be a member of many groups and heavily involved in the events and activities organised by the groups.

**Question 8 – Which clubs are you a member of? (I.e. sports, music, school)?**

*Figure 8: Clubs youth in Alice Springs are members of*



*Table 8: Which clubs are you a member of? (I.e. sports, music, school)?*

Which clubs are you a part of?	No of Responses	%	Which clubs are you a part of?	No of Responses	%
CAFL	42	44.2	Baseball Association	12	12.6
Gillen Club	34	35.8	Feds Club	11	11.6
Memo Club	31	32.6	None	8	8.4
CARL	23	24.2	8 Ball Club	4	4.2
Softball Association	14	14.7	Darts Club	3	3.1

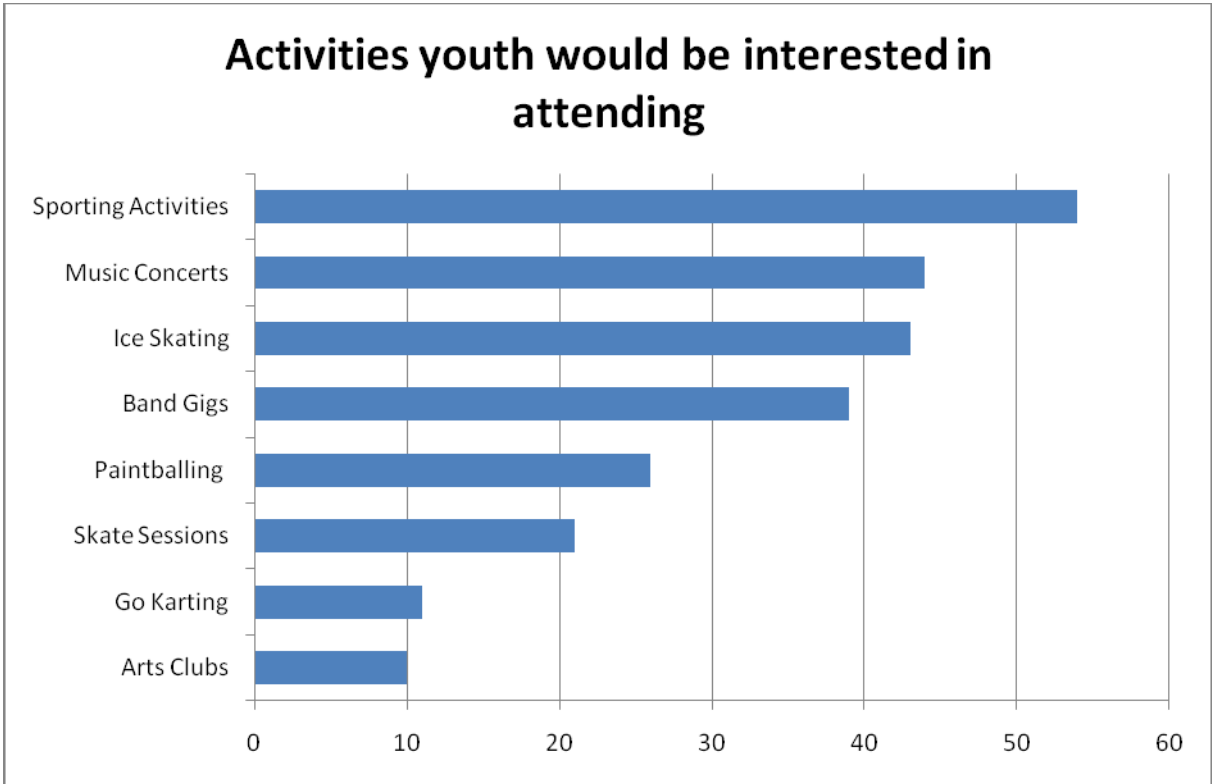
This question was asked to youth who participated in the YAS to determine whether the youth were more likely to be involved in sporting groups. The purpose behind this was to see what types of activities would attract more participants and whether the identified clubs could have the ability to promote events to Alice Springs youth.

As the results clearly demonstrate, the youth in Alice Springs are heavily involved in sporting clubs of a varying nature. A significant percentage (24.2%) of youth surveyed were members of the Central Australian Football League (CAFL). Only 8.4% of youth who participated in this survey did not belong to any club in Alice Springs.

Based on the above YAS data provided, Alice Springs sporting clubs are a good way to promote events to youth. This was another option which had not been previously identified by all the survey questions. Networking opportunities between members of sporting clubs is frequent and often members of the same sporting club meet for social gathering outside of sports. This can enhance information being promoted and passed on to people, especially youth who may be interested in events occurring.

**Question 9: What activities would you be interested in attending?**

*Figure 9: Activities youth would be interested in attending*



*Table 9: What activities would you be interested in attending?*

What activities would you be interested in attending?	No of Responses	%	What activities would you be interested in attending?	No of Responses	%
Sporting Activities	54	56.8	Paintballing	26	27.4
Music Concerts	44	46.3	Skate Sessions	21	22.1
Ice Skating	43	45.3	Arts Club	10	10.5
Band Gigs	39	41.0	Go Karting	11	11.6

This question was important to the team as youth do not always get asked their opinion in terms of what activities they would like to participate in. We anticipated that this question would provoke a varying degree of response, but after the results were analysed the answers did not seem all that farfetched. The responses were mainly identified as sporting activities. This was a general response, as shown above. Surprisingly, the trialled ice skating rink was highly popular, as was music concerts, and band gigs. Although these events already occur, youth identified that they are not effectively promoted to them.

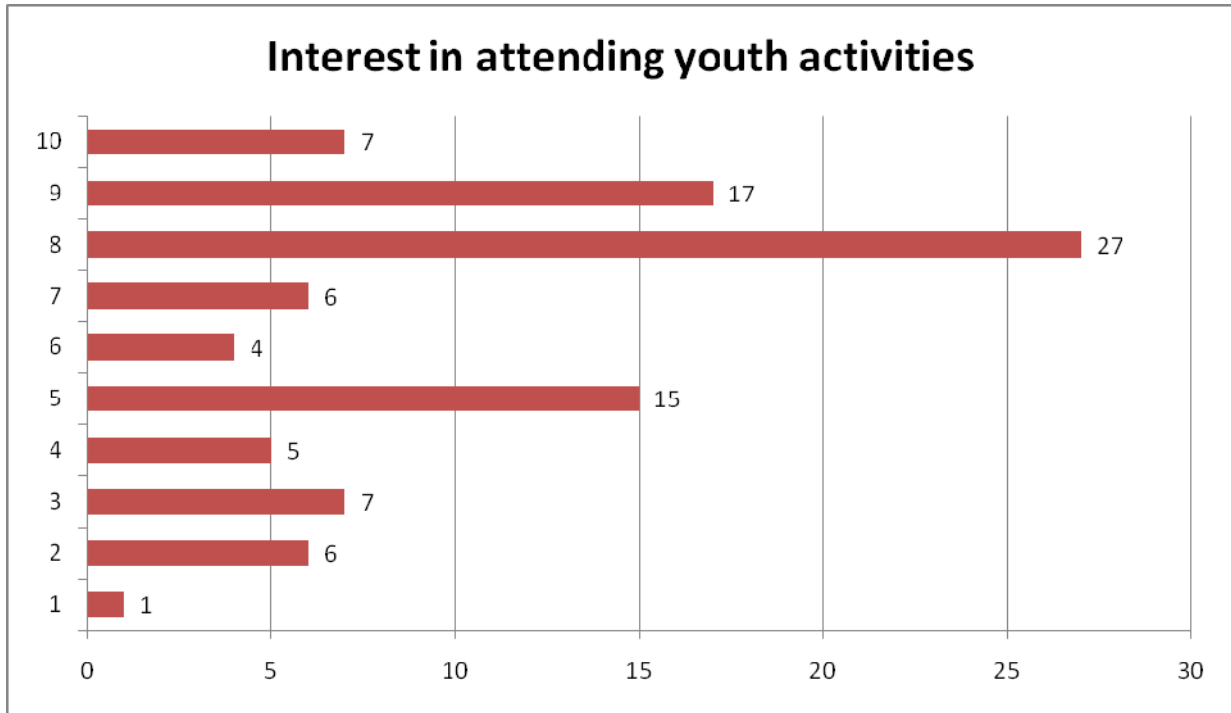
The other ideas which were raised were skate sessions, paintball, and go karting. All of which are not currently available in Alice Springs. There is a roller skate rink at the Alice Springs Youth Centre, but it is uncovered from the weather and it would be hard to utilise the current set up for big activities. Based on the research conducted into successful youth activities elsewhere, skating sessions have been held within the Gawler Recreation Centre in Adelaide. The Recreation centre conducts skate sessions on Friday and Saturday nights between 6:00pm to 10:00pm. These sessions are lock-ins and parents pick up the youth at 10:00pm. They charge a small fee and the staff are volunteers. A DJ is provided and there is a stage for people to dance on. This activity has become successful for youth to attend and hang out with their friends in a secure and safe environment.

Another option provided was paintball sessions. Paint ball has become a highly popular sport and provides people with a chance to get active and have fun without causing serious harm. Our evidence show that this would be a popular activity in Alice Springs and we have the right sort of weather and the availability of land to be able to conduct paintball sessions.

Some of these options have been addressed in the recommendations section of the report. Input by youth into youth activities brings a powerful response as to what they think would be a successful. As shown above, not all options provided may be suitable, but the youth certainly surprised us with their responses. Certainly the main option of sporting events gives a large variety of different activities that could be offered to the youth of Alice Springs.

**Question 10: How interested are you in attending youth activities?  
(Ranked from 1 - low to 10 – high)**

**Figure 10: Percentage of youth interested in attending youth activities**



**Table 10: How interested are you in attending youth activities?  
(Ranked from 1 - low to 10 – high)**

How interested are you in attending youth activities?	No of Responses	%	How interested are you in attending youth activities?	No of Responses	%
1 - Low	1	1.0	6	4	4.2
2	6	6.3	7	6	6.3
3	7	7.4	8	27	28.4
4	5	5.3	9	17	17.9
5	15	15.8	10 - High	7	7.4

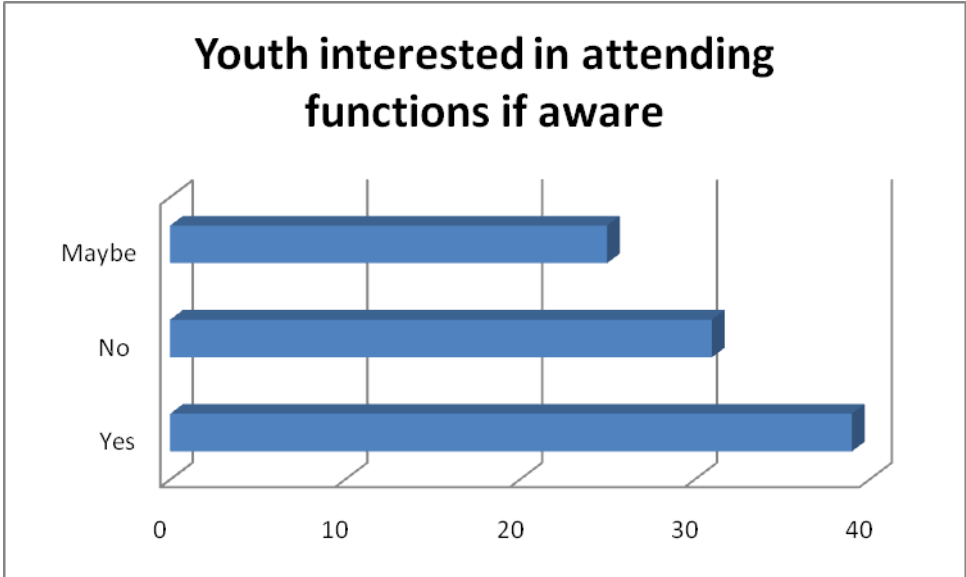
An indication of Alice Springs youth’s interest in attending youth activities is represented in Figure 10. The youth were asked to rank this question by ticking which box they agreed with the most with 1 representing little to no interest and 10 representing an extremely high interest in attending events. The analysis shows that a large amount (73.0%) of youth in Alice Springs would be interested or very interested in attending events.

Most youth in Alice Springs are interested in attending events, as indicated by shown in previous survey questions. As demonstrated, youth input into these decisions is crucial to get the best response and attendance.

It also gave the team an idea of whether the survey was accurate and identified a need to better promote events in Alice Springs. The result of this survey assisted the team in making recommendations in this report.

**Question 11: Would you attend more functions if you were aware they were occurring?**

*Figure 11: Youth interested in attending functions if aware*



*Table 11: Would you attend more functions if you were aware they were occurring?*

Would you attend more functions if you were aware they were occurring?	No of Responses	%
Yes	39	41.1
No	31	32.6
Possibly	25	26.3

A mixed response was provided to the above question asked in the YAS and the team was surprised by the answers provided. After further discussions it was decided that this question raised more questions than answers and the team decided to complete further research into this.

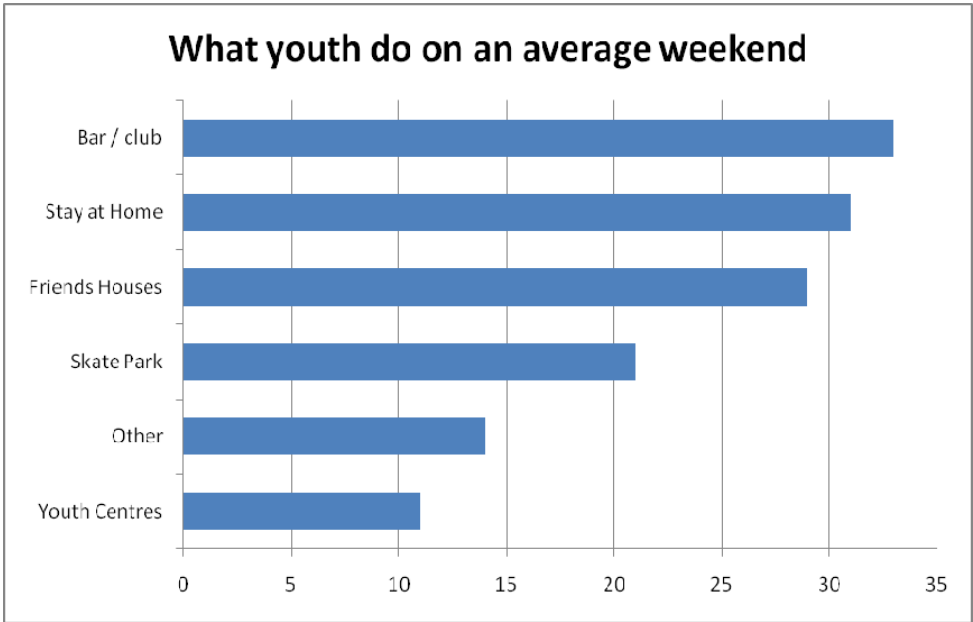
This additional research was asking friends about why they would not attend events if they were aware that they were occurring. The feedback provided by friends helped to clarify the mixed response to this question. Feedback included the following reasons:

- clash of events being held on the same dates and same times;
- lack of interest in the event being held;
- event is occurring at an inconvenient time, i.e. same time as school or work;
- event has no safe transport to/from event and waiting for taxi's at the end of the event is not safe and can take a long time, especially at night;
- clashing events have been cancelled at the last minute, making it impossible to attend another event, i.e. Crusty Demons late cancellation of show; and
- previous events were poorly attended or poorly arranged

Based on the teams additional research it was interpreted that the youth surveyed would attend more functions, if their individual circumstances allowed for this. Most youth enjoy attending events as shown by previous questions, but we have found that they have been disappointed by a variety of reasons.

**Question 12: What do you do on an average weekend when you are bored?**

*Figure 12: What youth do on an average weekend*



*Table 12: What do you do on an average weekend when you are bored?*

What do you do on an average weekend when you are bored?	No of Responses	%	What do you do on an average weekend when you are bored?	No of Responses	%
Bar / Club	33	34.7	Youth Centres	11	32.1
Other	14	33.8	Friends Houses	29	30.5
Stay at home	31	32.6	Skate Park	21	22.1

The last question we asked the youth who participated in the YAS was what they do on an average weekend when they are bored. We focussed only on weekends, as a large amount of the youth attend school or work and most have the weekends as time off.

Many of the youth aged 18 plus who participated in the survey stated that they go to bars or clubs when they are bored. This was represented as the highest response at 24%. This also is reflective of the nature of Alice Springs and how many youth go out on the weekend and drink because they are bored.

The second highest response was for youth to stay home when they are bored. On reflection of this answer, the team conducted further research and determined this answer should have included a sub answer with options of; using the internet or Facebook or social network sites. (Most youth who stay at home are actively using the internet in this time)

Other popular responses were to go to friend's houses or to the skate park. Both of these options mean travelling safely to the location, which can cause concern for both the youth and their families, as stated by the friends we have interviewed. It also shows that the youth are continually looking for activities to participate in to cure their boredom.

# **CONCLUSION**

The YAS results confirmed the team's theory that young people were not fully informed on all youth events being provided for them and that this may be a partial cause for lack of attendance by young people at many youth activities.

Furthermore, youth being actively involved with the ideas, creation, organisation and promotion of these events could increase attendance at the events. YAS respondents felt that youth events were not advertised enough in a format that reaches them and only a small proportion of those surveyed were attending events.

The YAS also identified the preferred methods of promoting youth activities to the youth of Alice Springs were through Facebook (a social networking site), on a website, through school for events aimed at school based students, and through email. These four methods were found to be the popular among survey respondents.

Results show that these methods of promotion should be used more heavily and more effectively in the advertising process of youth activities to ensure that a larger number of young people are made aware of what is being provided for them.

We feel that if these methods were used, it may not only alleviate young people's reluctance to attend youth events, but also encourage them to become involved in more activities. Thus attendance and involvement between young people and the events that are being run specifically for them may increase. This would decrease boredom and also the prevalence of a number of other negative behaviours identified in the initial survey (Appendix 1) such as crime, destruction of property, and alcohol / drug abuse.

The results of this survey further increased the team's determination to create and try out our own recommendations. A website was created by the team, <http://nteventshub.wall.fm/> This website was created to see what sort of information could be provided and reinforced our recommendations for the Northern Territory Government (NTG) to create a youth website for the youth of Alice Springs and also the creation of a Facebook group to promote activities and events for Alice Springs. This team will be administrated by the team members.

# **RECOMMENDATIONS**

The following recommendations are based on the information provided to the team within a 12 month period from a large variety of sources including: youth, YRT members, event organisers, youth service providers, community support workers, town council representatives, participants of the two surveys we initiated, and from the research completed over the course of our term as YRT members.

1. Creation of a Facebook group titled, Youth Events of Alice Springs.  
This group would provide information on youth events, give promoters an opportunity to receive reviews on events, contain a forum for youth to provide ideas on events, as well as a calendar to avoid events being created on the same date as another big event.
2. Creation of a website focussed on youth events in the Northern Territory.  
This website would have five main areas that focussed on; Darwin and surrounding regions, Katherine, Nhulunbuy, Tennant Creek, and Alice Springs. Each region would have an individual pages containing; calendars, forums, and links to the Facebook page, other selected youth related organisations, and support networks.
3. The establishment of an email network.  
This e-mail network would provide information on all youth related activities in the region, similar to the one that OYA manages, or perhaps encourage people to use the OYA distribute list for share information.
4. Promoting youth events on TV.  
Partnering with local TV networks to promote youth events in the Territory.
5. Ensuring youth involvement in events.  
Ensuring youth are involved in the organisation and promotion of large events in Alice Springs, such as Bass in the Dust concert.
6. Ensuring that youth events are appealing to youth.  
Ensure that all Northern Territory Government supported events are appealing to youth in Alice Springs and are not arranged at inconvenient times or on conflicting dates.
7. National Youth Week events.  
Ensuring that National Youth Week events are more effectively advertised and promoted to youth and that a neutral venue is sought for the opening and closing ceremonies to increase appeal and attendance from as many young people as possible.

If some of these recommendations were put into effect, it would be likely that promotion of activities and youth attendance at Alice Springs events would increase.



Are you a young person (12-25 years of age) living in the Northern Territory? If so, we need your help! This is a quick survey to find out what young people consider are the 'most important' issues in their regions.

The Youth Minister's Round Table of Young Territorians is a direct communication avenue between young Territorians and the Northern Territory Government. The Round Table consists of 16 members who are aged 15 to 25 years. This issue will be presented to the Minister for Young Territorians and may be chosen by members to work on throughout the year as a project.

Age	Suburb/Community/Town
Gender <input type="checkbox"/> Female <input type="checkbox"/> Male	Name of School or Work (if applicable)
What's the main language spoken at home?	Are you of Aboriginal or Torres Strait Islander origin? <input type="checkbox"/> Yes <input type="checkbox"/> No

What do you think is the most important issue facing young people in your region?

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Any ideas for a solution?

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If your issue is progressed would you like to be involved?  Yes  No

If yes, please complete mailing list form attached.

Office of Youth Affairs  
 Department of Health and Families  
 PO Box 40596  
 CASUARINA NT 0810

Free Call: 1800 652 736  
 Email: [oya@nt.gov.au](mailto:oya@nt.gov.au)  
 Fax: 8999 3883  
[www.youth.nt.gov.au](http://www.youth.nt.gov.au)



2010 Youth Minister's Round Table of Young Territorians

YOUTH ACTIVITIES IN ALICE SPRINGS SURVEY

Are you a young person living in Alice Springs? Are you aware of the youth events being held in Alice Springs? The Youth Minister's Roundtable of Young Territorians is investigating the effectiveness of advertising of youth events in the Alice Springs region and would appreciate your help by completing this survey.

1. Age: \_\_\_\_
2. Are you?
 

Aboriginal	Torres Strait Islander	Both	Neither
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3. Year/grade: \_\_\_\_
4. Name of school/work/university: \_\_\_\_\_
5. What sports do you participate in?  
\_\_\_\_\_
6. What activities interest you?  
\_\_\_\_\_
7. How do you currently find out about youth activities happening in Alice Springs?
8. Tick all that apply.
 

School	Friends
Internet	Facebook
Newsletters	Twitter
Local Groups (e.g. Scouts)	My Space
Email	Family
Noticeboards	TV
Newspaper	SMS
Don't know / nowhere	
9. Which youth activities have you attended in Alice Springs in the last year?  
\_\_\_\_\_  
\_\_\_\_\_
10. What means of communication do you have access to?
 

School	News paper
Internet	Facebook
Twitter	My Space
Email	SMS
Newsletters (in and out of school)	

Other: \_\_\_\_\_

11. What is the best way of receiving information about youth activities/events in Alice Springs?

- |                            |                |
|----------------------------|----------------|
| School                     | Flyers         |
| Internet                   | Facebook       |
| Newsletters                | Twitter        |
| Local Groups (e.g. Scouts) | My Space       |
| Email                      | SMS            |
| Noticeboards               | Not interested |

12. Which events have you attended at the Gap Road Youth Centre in the last year?

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13. Which events have you attended at the Anzac Hill Youth Centre in the last year?

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14. If activities were arranged at the Gap Road Youth Centre would you attend?

- Yes                      No                      Maybe

15. If activities were arranged at the Anzac Hill Youth Centre would you attend?

- Yes                      No                      Maybe

16. Are you aware that there are many youth groups on Facebook?

- Yes                      No

17. If there was an Alice Springs Youth Activities Facebook page would you join?

- Yes                      No                      Possibly

18. Which youth groups are you part of? (i.e Scouts, Guides, church)?

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19. Which clubs are you a member of? (i.e. sports, music, school)?

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20. What activities would you be interested in attending?

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21. How interested are you in attending youth activities? (1 is very low and 10 is very high)

1      2      3      4      5      6      7      8      9      10

22. If concerts/other events become “Alcohol Free” would you attend (i.e. Bass in the Dust)?

Yes                      No                      Maybe

23. Would you attend more functions if you were aware they were occurring?

Yes                      No                      Maybe

24. What do you do on an average weekend when you are bored?

Stay at home

Friends house

Bar/Club

Youth Centres

Skate Park

Other: \_\_\_\_\_

The 2010 Youth Round table thanks you for your participation in this survey  
and wishes you all the best for the future.

# EVALUATION

This project was undertaken over the course of 10 months from February 2010 to November 2010. Over this period our team encountered a variety of challenges, which included the change of our project focus and also the re-evaluation of the goals of our project. On reflection, we initially made our project scope too large for us to cover in the timeframe allocated. Due to our limited timeline, we amended our focus from the lack of activities provided for youth in Alice Springs to focus on the promotion of activities in Alice Springs.

Over the period of time we had to complete this project, we encountered various delays and obstacles. One such obstacle that the team incurred was waiting for approval to access students from various schools around Alice Springs to complete our survey. The approval was eventually given, but it cost the team time to analyse the data and complete the report. Additionally, the team emailed the survey around to friends and family to provide feedback prior to the access of school students.

The next issue the team encountered was the difficulty in finding time to catch up to complete the analysis of data and discuss where to go with our project. Both members of the team had work, school, personal and family commitments to fulfil, which made it a challenge to get together to complete this report. I can only imagine how much harder it would have been for the teams who were not located in the same area, i.e. a member in Alice Springs and a member in Darwin. We applaud these members of the YRT who faced this challenge and overcome it to complete their project. Another issue the team had incurred was technology troubles. A member's laptop had crashed, and all statistical data could not be recovered. This caused major delays and re-collation of all survey data.

Although we had interesting and sometimes frustrating delays, our project was completed and will be presented on time. We would like to thank Ngaree Ah Kit for her patience and support when we were very delayed in getting this report in for drafting.

The success of this project will be further determined by how the website is further developed and more youth are encouraged to provide input. The project itself was rewarding and has certainly opened our eyes to how many activities the youth of Alice Springs could be participating in, if only they were informed!