

How to engage young people

Event organisers often ask how they can better engage the young people in their community. Young people are already very active participants in Australia Day, so how can you encourage them to get involved in your community events.

- ✦ To capture young people's interest in Australia Day activities and entice engagement, make a commitment to engage by talking and listening to them and respect their ideas.
- ✦ Brainstorm ways to create opportunities to ask young people what their ideas are, what they would value, what they would enjoy.
- ✦ Use the knowledge of local youth workers or people who are directly involved with young people (e.g. council, youth groups, sporting groups, volunteer associations). They will also be able to help you identify young leaders in the community.
- ✦ Use the knowledge and experience of local council and local community groups – they have resources that you can use and people you can consult.
- ✦ In your discussions, explain why you are interested in their ideas and also tell them the objectives and aims of celebrating Australia Day.
- ✦ Try and hold a specific event for teenagers – most people in this age group don't want to attend events with their parents. Young people like to attend events held by people that they can relate to.



Below are ideas that have previously proved successful for event organisers

- + Sporting events such as cricket, football, tennis, soccer etc.
- + Approach local schools and youth clubs to try and get young people involved in volunteering with your Australia Day events.
- + Kite flying - encourage people to make Australia Day kites and fly them at the same time on Australia Day.
- + A social evening / afternoon outdoors with a band performing
- + Arrange a debate between youth groups or schools about what Australia Day means
- + Prepare clever Aussie anagrams (e.g. how many words can be made from the letters in 'Australia Day'?)
- + Think up your own great Aussie slogan

