

Youth of the Year Strategy

BACKGROUND

The Youth of the Year Program is one of Lions Australia's best known Youth engagement initiatives. Over 50 years it has reached out to an estimated 100,000 young Australians to encourage them to engage in community service, contribute to their communities, and to share their thoughts, views and ideas about Australia through public speaking.

Our Youth of the Year Alumni include Australians from all walks of life including business, sports, political life health and trades. A few each participants each year go on to become finalists at the National level, or even win the National or Public speaking competition.

Thousands others each year though, win through their participation at a club and community level. For many it is the very first time they have presented their views in public and this simple achievement, win or lose, builds confidence and courage.

Lions members provide support, encouragement and acknowledgement to all participants, and reward the ability to have a go. For Lions it is a chance to get a small glimpse of the very positive future we have for Australia as we listen to the optimistic and thoughtful views of our young people.

This strategy reflects our desire to protect, grow and develop one of our best known youth initiatives.

Brian Williams

Chairpersons Youth of the Year 2014

1.0 EXTERNAL SPONSORSHIP

- 1.1 The title “Youth Of The Year Quest” is replaced with “youth of the year program” as a more inclusive title.
- 1.2 The MD201 Council enters into a contract with a suitable marketing company, to prepare a branding and marketing strategy that:
 - a) Brings consistency with the Youth of the Year brand and the Lions Australia brand as required by Council policy,
 - b) Presents a more youthful and modern image,
 - c) Makes the developmental and inclusive aspects of the program prominent and
 - d) Includes a marketing and sponsorship proposal.
- 1.3 Council allocates up to \$15,000 from the Youth and Community Projects Reserve for the purpose of the branding and marketing strategy.
- 1.4 The Youth of the Year Committee invites local representatives of sponsorship targets to the Youth of the Year Finals at each Convention, commencing in Tamworth and hosts a corporate lunch or cocktail party to discuss the sponsorship needs of the program. This luncheon includes a discussion with representatives of companies to identify what they might seek from the Youth of the Year Program to be more attractive to sponsors. This function be modest in approach and funded from the Youth of the Year Budget.

2.0 INVOLVING SCHOOLS

- 2.1 The Youth of the Year Program Committee appoint one of the existing members to develop a pilot collaborative program with the Department of Education in one State. This program will focus on developing an in-school style Youth of the Year program, consistent with the curriculum in that Department.
- 2.2 The Multiple District arrange the preparation of a Lions “In-school programs” brochure that provides information about the variety of programs Lions operates that can assist schools or involve school students.
- 2.3 The Multiple District Global Membership Team contacts all clubs encouraging them to invite the Principals/Headmasters of local schools to join their local Lions club, using the brochure in #2 as support.
- 2.4 \$1000 payable to the school of each state winner for the purpose of Youth Programs Support drawn from the existing Youth of the Year budget.
- 2.5 Certificates to each school, represented by the winners at District, State and National levels.

3.0 MORE OPTIONS FOR CLUBS

- 3.1 The Youth of the Year Program Guidelines are amended to include information on alternative ways to operate the Youth of the Year Program.
- 3.2 The Youth of the Year Program, following the production of new branding and materials, relaunch the program to clubs.
- 3.3 Districts are invited to consider the possibility of scheduling the District Final to coincide with the District Convention.

4.0 COMMUNICATION AND BRANDING

- 4.0 Develop a Facebook page for Youth of the Year.
- 4.1 Appoint a moderator for the Facebook page and ensure that posts occur regularly
- 4.2 Develop a clear position statement for Youth of the Year to guide its social media strategy and report the statement to Council for consideration.
- 4.3 Ensure that posts are reflective of the MD201 Facebook structure overleaf, to avoid conflict with the existing pages.
- 4.4 Include a “Like us on Facebook” link in all electronic communication about the program.
- 4.5 Establish a Twitter presence, including promotion of the #yoty hashtag in all electronic communication.
- 4.6 Encourage District Coordinators to monitor Twitter and respond to young people who post about their participation.
- 4.7 Encourage participants to post images about their Youth of the Year experience on the Facebook page and Twitter feed.

5.0 TRAINING AND PERSONNEL

- 5.1 Districts are invited to appoint District Chairpersons for a term of three years.
- 5.2 Establish national training to provide information at all levels.
 - a) To be carried out upon the establishment of each three years' term
 - b) Annual updates/refresher information to be provided by State Coordinators to District Chairs.
- 5.3 Explore the use of electronic means to provide regular contacts or use the “GoToMeeting” facility held by MD office.
- 5.4 Prepare suitable materials for use by Zone and District Chairs, as well as by DGEs which support the operation of the YOTY Program. These should preferably be distributed in electronic form.
- 5.5 Request that the MD GLT Chair allocate and implement a session time through the YCP Coordinator to address the importance of the YOTY Program during DGE training.
- 5.6 Use “email blasts” to rapidly get information to clubs.

6.0 ACKNOWLEDGEMENT AND RECOGNITION

6.1 CLUB FINALS

- a) All contestants receive a participation certificate and pen.
- b) Winner; receives a certificate and a gift voucher to the value of \$50.
- c) Public Speaking winner; receives certificate and a gift voucher to the value of \$25.

6.2 ZONE/MULTI ZONE/REGION FINALS

- a) All contestants receive a participation certificate.
- b) Winner; receives a certificate.
- c) Public Speaking winner; receives a certificate.

6.3 DISTRICT FINALS

- a) All contestants receive a participation certificate.
- b) Winner; certificate, keep-sake trophy; award to value of \$100.
- c) Public Speaking Winner; certificate, keep-sake trophy; award to value of \$50.

6.4 STATE FINALS

- a) All contestants receive a participation certificate.
- b) Winner; certificate, keep-sake trophy; \$500 from MD; medallion from MD
- c) Public Speaking Winner; certificate, keep-sake trophy; award to value of \$50.

6.5 NATIONAL FINAL

- a) All contestants receive a participation certificate.
- b) Winner; overseas trip to the value of \$4000 with \$1000 cash.
- c) Public Speaking Winner; overseas trip to the value of \$2000 with \$500 cash.

IN THE EVENT THAT THE OVERALL WINNER IS ALSO THE PUBLIC SPEAKING WINNER, THAT ONE PRIZE WILL BE AWARDED – THE OVERSEAS TRIP TO THE VALUE OF \$4000 WITH \$1000 CASH.

WHERE THERE ARE TWO INDIVIDUAL WINNERS OF THESE TWO AWARDS, THEN TWO PRIZES WILL BE AWARDED.

7.0 RISK MANAGEMENT

- 7.1 The Multiple District Youth Protection Policy be reviewed by August 2014.
- 7.2 The Youth of the Year Program Guidelines be amended to reduce or eliminate child protection risks.

8.0 ALUMNI

- 8.1 Amend the Youth Connect Facebook site to reflect its position as an Alumni page for Lions, noting that our alumni are not necessarily young.

- 8.2 Ensure that Youth of the Year participants are encouraged to:
 - a) Connect with the Youth of the Year Facebook page as part of their application process,
 - b) Connect with the Lions Alumni (Youth Connect) Facebook Page as the final part of their exit survey.
- 8.3 Report to Council by August 2014 on the feasibility of a Youth of the Year Alumni special membership program.
- 8.4 The Youth Conversion Officer be directed to produce materials to engage past participants and other alumni.
- 8.5 Youth and Community Projects Coordinator reports to Council in August 2014 on the strategies to build and maintain youth alumni.

9.0 CONTINUAL IMPROVEMENT

- 9.1 Build an online survey and encourage every participant; irrespective of the level they achieve, to complete the online survey as part of a feedback mechanism to constantly improve the Youth of the Year Program.