



**YOUTH
ADVISORY
GROUP**



**CITY OF LAUNCESTON
YOUTH ADVISORY GROUP**

2023 REPORT



**City of
LAUNCESTON**

The City of Launceston Youth Advisory Group (YAG) kicked off the year by hosting a youth symposium on 31 January 2023 which brought together over 60 young people and service providers in the youth sector.

YAG MEETINGS

A key change that YAG has instigated is the chairing of meetings by its youth members. This decision offers our members the development of leadership and collaboration skills and governance insight and experience with the support of the Community Development Officer – Youth, and Council representatives, Mayor Garwood and Councillor McMahon.

ANZAC MEMORIAL SERVICE

In April, for the first time in YAG's history, YAG was included in the roster of official attendees at the Launceston ANZAC Memorial Service. YAG representatives marched and laid a wreath on the cenotaph after the service.

SCHOOLS TRAINING AND EMPOWERMENT PROGRAM – STEP

Another prominent agenda item for YAG this year has been re-branding. In May, the group participated in a workshop introducing us to social media and project marketing. After this, the group revamped its school funding program by changing the old name of Student Executive Equity Development (SEED) to Schools Training and Empowerment Program (STEP). YAG also looked at the other aspects of the funding program including the application process, conditions, assessment, monitoring and promotion in a bid to elevate and improve the current program.

MUSIC IN THE MALL

In the same month, the Music in the Mall event was held. Proudly supported by the Council, YAG and Launceston Central, it featured young local musicians who showcased their talents to a diverse audience.

TASMANIAN YOUTH FORUM

In June, three YAG members travelled to Hobart to attend the Tasmanian Youth Forum which focused on mental wellbeing and resilience. The participants contributed to table discussions and activities which involved answering questions about what to keep, change and create.

PROMOTION

In the same month, YAG started looking at social media as the main tool to execute their rebranding goals: to reach the wider community, launch future projects and promote the people behind YAG and their work. The group agreed to approach rebranding by employing an online facelift of their Facebook and Instagram pages to build momentum on social media first prior to launching major projects. As such, the group penned a social media connection plan in preparation for the official use of social media for their future endeavors.

YOUNG LOCAL LEGENDS

In July, YAG green-lit a project proposal that aimed to relaunch and remake the Young Local Legends campaign, a project from 2020. The group finalised the fundamental aspects of the project. It will go full steam ahead, as well as other projects in the pipeline, once its social media arm is up and running. August and September saw more progress with the social media plans and approval of the social connection plan and style guide. The YAG Facebook page was re-ignited early October with the aim of at least one post a week in the future.

PLANNING FOR 2024

As the last quarter of the year approached, it was becoming apparent that external commitments were taking precedence for many YAG members. As exams loomed and decisions about futures needed to be made, YAG voted to modify the meeting calendar with a longer break during October-November exams, and reconvening in early December to plan for 2024.

YAG underscores the role of youth in the local political landscape. They move forward with a growing interest in being more involved with policy making in the terms of youth representation. This includes having an advisory role on matters concerning young people at the local level.

This report was proudly written by members of the Youth Advisory Group, 2023.

APPLICATIONS NOW OPEN FOR 2024



Would you like to be part of Launceston's Youth Advisory Group and contribute to decisions affecting young people in Launceston?

We're looking for passionate new members to join the committee!

www.launceston.tas.gov.au/YAG



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