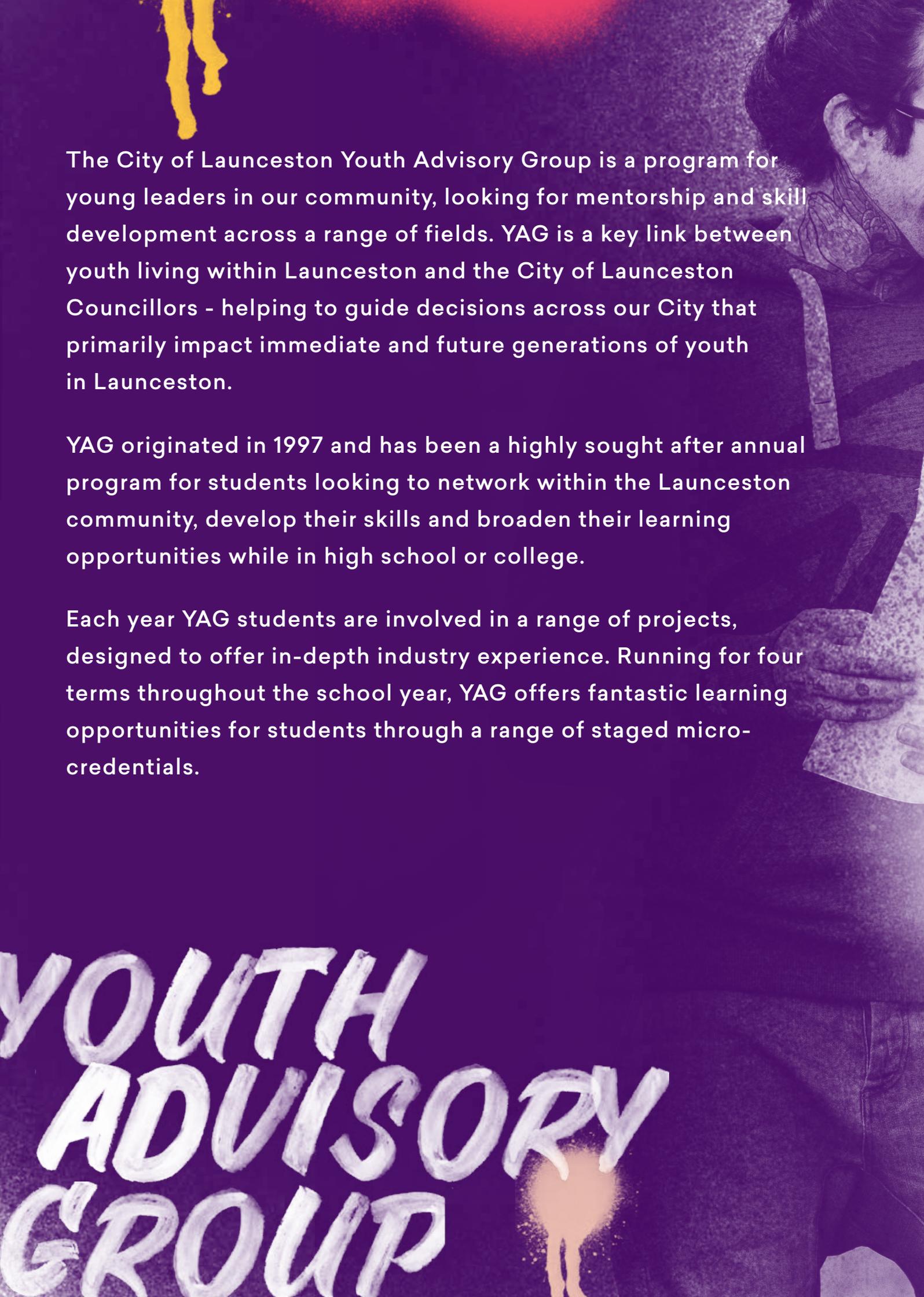




**YOUTH  
ADVISORY  
GROUP**



**LEADERSHIP, MENTORSHIP  
AND INDUSTRY EXPERIENCE  
FOR YOUNG LEADERS IN  
LAUNCESTON.**



The City of Launceston Youth Advisory Group is a program for young leaders in our community, looking for mentorship and skill development across a range of fields. YAG is a key link between youth living within Launceston and the City of Launceston Councillors - helping to guide decisions across our City that primarily impact immediate and future generations of youth in Launceston.

YAG originated in 1997 and has been a highly sought after annual program for students looking to network within the Launceston community, develop their skills and broaden their learning opportunities while in high school or college.

Each year YAG students are involved in a range of projects, designed to offer in-depth industry experience. Running for four terms throughout the school year, YAG offers fantastic learning opportunities for students through a range of staged micro-credentials.

YOUTH  
ADVISORY  
GROUP



YAG boasts an exciting line-up of annual guest speakers, project involvement opportunities and tailored learning themes throughout the year, including:

- **MARKETING AND BRANDING**
- **EVENT PLANNING**
- **PROJECT MANAGEMENT**
- **GRANT MANAGEMENT**
- **COUNCIL DECISION MAKING: BEHIND THE SCENES**
- **COMMUNITY ENGAGEMENT: WHAT IS IT, AND WHY IS IT IMPORTANT?**
- **CONCEPT PITCH DEVELOPMENT**
- **SUSTAINABILITY**

Throughout the year guest speakers will include Councillors, City of Launceston staff and business operators from across Launceston - offering great industry insights while also creating an extra added layer of knowledge to the YAG learning experience.

YAG students have a range of exciting projects planned for the year ahead; from first hand experience with annual community events such as Youth Week, SEED grant application management and allocation for projects taking place across our City, understanding community engagement methods, journalism insights with local news platforms such as The Examiner through the student paper 'Momentum', group and solo project ideation and management through to marketing curation, implementation and presentation skills.

This program is a brilliant extracurricular option for students who are seeking further industry learning opportunities alongside their school studies.

The YAG program runs across four school terms, with fortnightly session at Town Hall from 4 pm to 5pm on a nominated day of the week. Upon completion, all students who have completed the YAG program will be presented with a Certificate of Completion, outlining all micro-credential topics completed and an overview of skills learnt throughout the program, approved by the City of Launceston YAG team.

To explore the program for, or apply to be involved - visit [www.launceston.tas.gov.au/YAG](http://www.launceston.tas.gov.au/YAG)

# YAG MICRO-CREDENTIALS

## → MARKETING AND BRANDING

Topics throughout this learning theme will include the use of social media platforms, website use and optimisation, content development, brand management and best practice use of marketing platforms. Throughout this theme a range of guest speakers will be presenting to the YAG student group on various topics, creating an interactive learning environment to ask questions and dive deep into areas of specific student interest.

## → EVENT PLANNING

YAG will be involved in the planning and development for Youth Week, one of the key youth engagement events held annually in Launceston. This will involve shadowing the event planning process, understanding what's involved in planning an event, all the way through to budget management tips and promotional tactics. This hands on learning environment is a great way to build skills and explore the role of an event planner throughout the process.

## → PROJECT MANAGEMENT

Project management is a key skill for any career path - in this learning theme, students will be learning how to best identify and plan for deadlines, manage project deliverables and maintain stakeholder relationships. Students will have the opportunity to define a mock project scope, learn about risk assessment checks and plan project operational timelines.

## → GRANT MANAGEMENT

YAG offers an exciting opportunity for students to manage the City of Launceston SEED grant funding budget allocation. SEED funding is available for projects across Launceston (typically school projects) seeking extra assistance via application process. Students will be working to review applications and collectively make decisions on funding approvals, along with the SEED funding budget management for the year ahead.

## → COUNCIL DECISION MAKING: BEHIND THE SCENES

Research and strategy play into any large decision being made - in this learning theme students will learn from Councillors how they approach decision making, and the process they may individually take to research, learn and understand more about projects awaiting their feedback. This offers a great opportunity for students to learn about strategic decision making and risk assessment, all while understanding the impact decisions may have in an immediate or future sense.

## → SUSTAINABILITY

Students will have the chance to learn about sustainability within Launceston, such as what happens to our city's waste, how to recycle, and environmental sciences such as the health of the Tamar River. Throughout this learning theme, students will have guest speakers available to discuss climate, sustainability,

and what City of Launceston's commitments are to maintain and improve our local environment. Students will also be shown industry examples of the environmental impacts of waste, including the implementation of plastic free public events, creating an industry case study for students to learn from.

## → COMMUNITY ENGAGEMENT: WHAT IS IT, AND WHY IS IT IMPORTANT?

In this learning theme, YAG students will learn how Community Engagement plays a role in decision making across the City of Launceston. Students will be guided through examples of community engagement efforts, how to frame surveys and review data to inform decisions. Throughout this learning theme guest speakers will present community engagement project examples to students, to showcase industry application.

## → CONCEPT PITCH DEVELOPMENT

Each year YAG students are able to identify, create and implement a group project within Launceston. Through this learning theme, students will work in teams to create a project pitch for 2020. This will be a project that students will work on throughout the year as a group project. This learning theme is a great way to build on presentation skills and refine pitch concepts, all while collaborating in a team environment.