

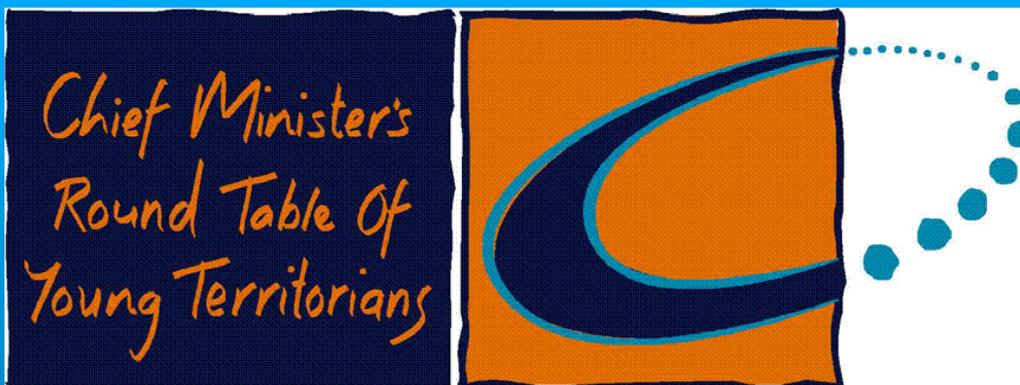
Chief Ministers Round Table of Young Territorians  
Community Based Project

# Youth in UV

A guide to planning a youth event

Dimity Jessup

2012



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## Acknowledgements

This project would not have been successful without the help and support of:

- the Office of Youth Affairs;
- the Honourable Terry Mills MLA, Chief Minister and Minister for Young Territorians;
- members of the Northern Territory Labour Party;
- Mr Rob Knight, former Minister for Young Territorians;
- City of Palmerston;
- YMCA Palmerston;
- Reach Out and the Inspire Foundation;
- Headspace Top End; and
- past and present members of the Chief Minister’s Round Table of Young Territorians.

## Abbreviations

ABS	Australian Bureau of Statistics
AOD	Alcohol and other drugs
NT	Northern Territory
NTG	Northern Territory Government
NYW	National Youth Week
OYA	Office of Youth Affairs

## Terms used in this report

UV	Ultraviolet – being the black lights that are used at events or venues that causes all things of white appearance to glow in the dark.
Young people	Young people aged between 15-24 years inclusive.

## **Executive Summary**

During the research phase of this project, young people identified an event concept that is detailed in this report. This event is named “Youth in UV”, and focuses on positive mental health messages. This project aims to provide a guide and event concept as a pathway to increase mental health awareness in a safe environment which is fun and exciting for young Territorians.

It is proposed that the Youth in UV event run in Palmerston, during National Youth Week (NYW). NYW was identified as the largest celebration of young people across the nation, and therefore an ideal time to engage with young people to promote mental health awareness. Palmerston was also chosen for the location of the event as approximately 15.7 per cent of the population is young people aged 12-25.

This project recognises that running youth events can be challenging. Therefore provided in this report is an outline and advice to individuals and organisations wishing to run a youth event in the Northern Territory (NT).

## **Introduction**

This project initially began with the aim to run a youth event in the Palmerston region during NYW 2012. Whilst an actual event was not run, the concept of a positive, drug and alcohol free event was established and is outlined in this project. The event concept was called Youth in UV and aims to engage young people living in the Palmerston region and promote positive mental health awareness messages.

The event would benefit young people, by allowing them to access mental health information such as what support is available, how they can access that support in their local area, as well provide young people with an opportunity to have fun in a safe environment. This event concept can be edited to suit many locations, not just the Palmerston region in the NT. As outlined further in the report, this requires a minimum of six months to plan and execute and would benefit from the support of young people and the community.

NYW was identified as the ideal time to run this event, as it is a nation-wide initiative held in April each year. NYW celebrates young Australians and provides them with an opportunity to have fun, develop new skills and participate in their community in a drug and alcohol free environment.

During the planning phase of this project it was recognised that there are many challenges and risks to running a youth event. Therefore included in this project is an outline to running a youth event which can provide guidance to young people or organisations planning a youth event.

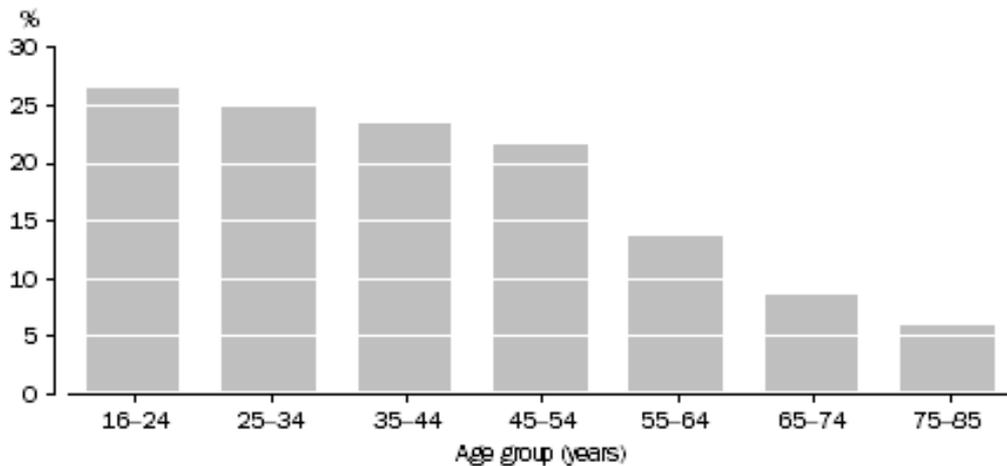
## **Discussion/Major Findings**

### **Youth Mental Health in the NT**

There are two primary youth focused mental health organisations currently operating in Palmerston, Mission Australia and headspace Top End. These two organisations provide services to 6,177 young people aged 12-25 years in Palmerston (Australian Bureau of Statistics, 2011 Census of Population and Housing), and service the young people in surrounding areas. Headspace is an incredibly busy organisations operating in Palmerston and works within an office space at the Oasis shopping centre. Headspace Top End participates extensively in the Territory community, attending numerous youth events to ensure that young Territorians are aware of their services.

Mission Australia's Youth Beat operates in the area of Palmerston and is a safety and early intervention program supporting young people. Youth Beat consists of professional youth workers who provide relief for alcohol and other drug-fuelled disorderly behaviour and support young people experiencing homelessness (MISSION AUSTRALIA (MA), 2012). The youth beat program aims to improve each individual young person's safety by diverting them from risky behaviours by providing information and guidance as well as connecting with local community services (MA, 2012). A key feature of the model is follow-up support with young people and families; Youth Beat helps young people to be 'strong, healthy adults who play active roles in the social, cultural and economic life of their communities (MA, 2012).

**Figure 1: 12 Month Mental Disorders: Source: ABS National Survey of Mental Health and Wellbeing, 2007 (Cat No. 4326.0)**



- (a) Persons who met criteria for diagnosis of a lifetime mental disorder (with hierarchy) and had symptoms in the 12 months prior to interview. A person may have had more than one mental disorder.
- (b) Persons who had a 12-month mental disorder as a proportion of all persons in that same age group.

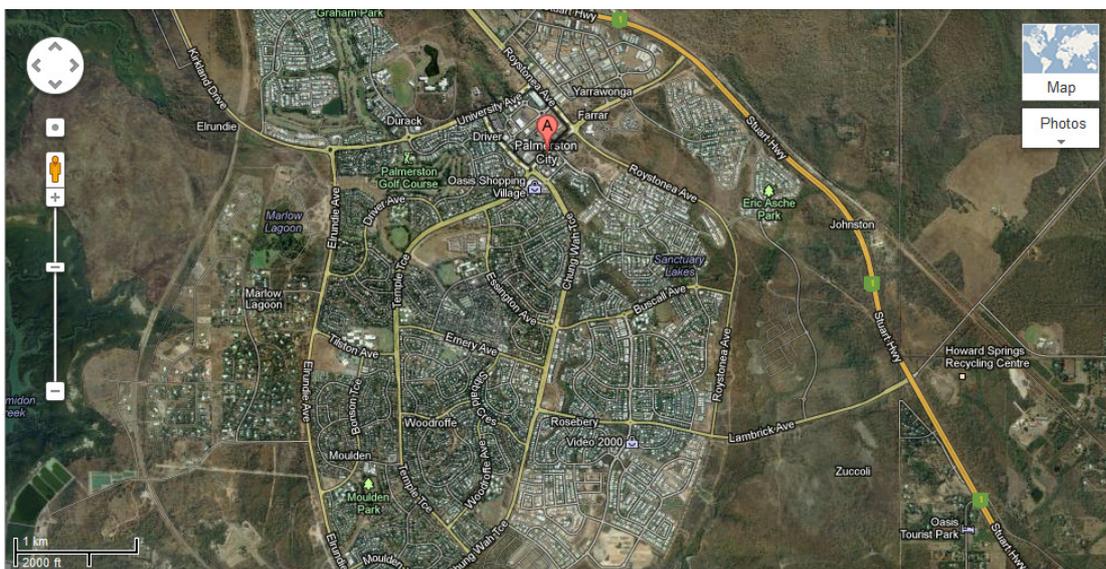
The graph above shows the national prevalence of diagnosis and symptoms 12 months prior to survey, with over 25% of respondents aged 16-24 years having been diagnosed mental health disorder. Between the ages of 16 and 24 years mental health disorders are higher, and this graph shows a continuing trend into adulthood.

### Event Concept Overview

This component of the project looks at the event concept Youth in UV.

### Location

It was planned that Palmerston City would be an ideal location for this event. Palmerston is located 21 kilometres from Darwin and is one the Northern Territories fastest growing locations.



**Figure 2: Map of Palmerston, Google, 2012**

According to the Australian Bureau of Statistics (ABS) 2011 Census of Population and Housing Palmerston has a population of 27 617, with approximately 6 177 young people aged 12-25 years. This equates to 22.4 per cent of the Palmerston population aged 12-25 years.

**TABLE ONE: Palmerston Population Breakdown, 12-25 years**

Age	Total
12-17	2 462
18-25	3 715
<b>Total 12-25 years</b>	<b>6 177</b>

Source: ABS, 2011 Census

### *Event Date - National Youth Week*

NYW is an annual event held in April each year in every state and territory and is the largest celebration of young people across the nation.

Thousands of young people aged 12–25 from across Australia get involved in NYW each year. NYW is an opportunity for young people to:

- share ideas;
- attend live events;
- have their voices heard on issues of concern to them;
- showcase their talents;
- celebrate their contribution to the community;
- take part in competitions; and
- have fun.

NYW 2012 took place from Friday 13 April to Sunday 22 April 2012. In the Territory, NYW has become the largest celebration of young people. 153 NYW events were held across the Territory, with 19 held in the Palmerston and Darwin rural region (Office of Youth Affairs, 2012).

Over 4 600 young people attended NYW events in the Territory in 2012, and therefore it is proposed that the event be run during NYW to ensure a high attendance of young people.

### *Youth Engagement*

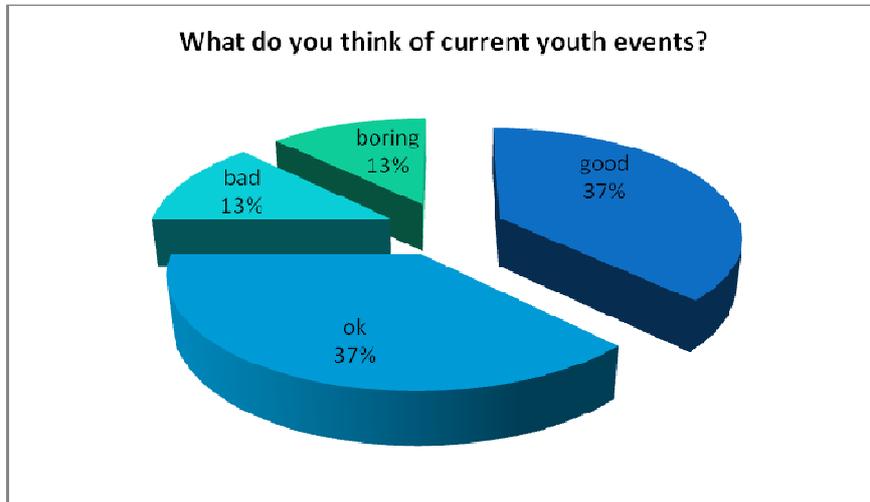
When running a youth event it is important in the planning to ensure that what is being planned is reflective of the needs of the community. To ensure that the views of young people in the Palmerston region were captured, informal interviews were conducted where names were suppressed to ensure the privacy of young Territorians.

Overall there were 11 young people interviewed between the ages of 14 and 24 regarding what they think of youth events by asking the following three questions:

1. What do you think of youth events?
2. What do you like best about the current youth events?
3. Any improvements?

From these questions qualitative data was collected, however this qualitative data can be transformed into quantitative results. Below is a pie graph that shows how the young people responded to being asked about what they currently think of youth events.

**Graph One: What do you think of current youth events?**



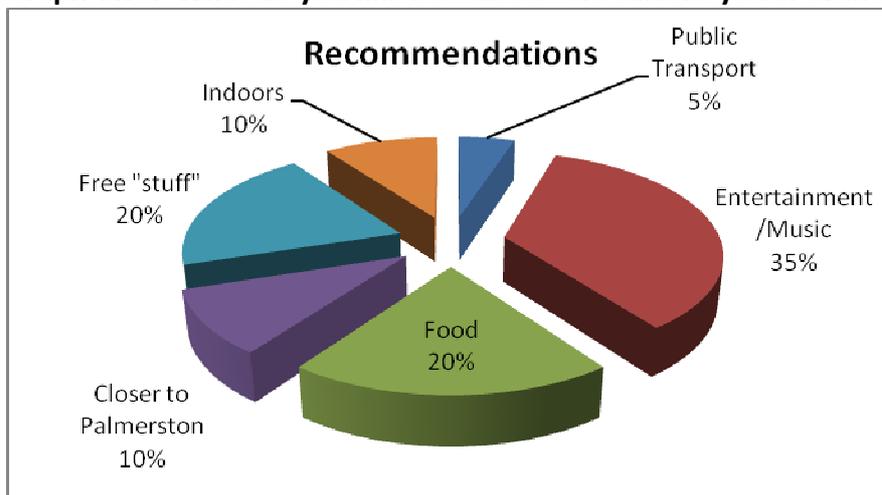
Overall the response was great with the approximately 74 per cent of youth surveyed indicated that current youth events were good or okay. One of the survey respondents stated "I really enjoy attending free events, especially ones that are music related" Male, 15.

Discussions with the survey participants indicated current challenges and areas for improvement. These included:

- free public transport to and from events;
- increased entertainment and music at events, especially local musicians;
- free or less expensive food options;
- closer to Palmerston City centre;
- free stuff at events; and
- be indoors, it can get really hot in the sun.

This research indicated that music events are incredibly popular with young people and a youth based dance event was deemed to be the most popular.

**Graph Two: What do you like best about the current youth events?**



This graph indicates the majority of survey respondents favoured entertainment/music (35 per cent), and 20 per cent of respondents liked food and free stuff respectively at youth events.

### ***Event Outputs and Benefits***

The expected outputs from such an event are for Palmerston youth to benefit from an:

- increased awareness of mental health services and other related support services, e.g. alcohol and other drugs services;
- increased prevention of mental health issues; and
- increased events in the area.

To ensure the sustainability of events of this nature it is important to measure the success or impact through:

- the amount of people who attend the event; and
- feedback from participants.

### ***Event Outline***

This project recognises that running youth events can be challenging. Therefore provided in this report is an outline and advice to individuals and organisations wishing to run a youth event in the NT.

### ***Project Requirements***

A number of considerations must be taken into account for the UV event to be successfully run. These include:

- *Location*  
This event should be held in a large space to allow sufficient room for attendees. The location should cater to the climate and be held inside an air-conditioned location if necessary. An ideal location in Palmerston is the recreational centre.
- *Community Support*  
This event will require support from community members to ensure adequate attendance by young people in Palmerston.
- *Security*  
This event should be monitored by NT Police and/or security services to ensure the safety of attendees.
- *Funding*  
This event will rely on funding to cover all expenses. There are many ways that funding can be obtained such as youth grants, with the NYW funding round being ideal. If funding is hard to come by, an entry fee could be charged to recover the event expenses. However, this fee may be a deterrent to young people.

➤ *Support from Organisations and Businesses*

Organisations can help to reduce the cost of the event if they are able to help with the printing of event flyers. Businesses are also able to reduce the cost of the event if they can provide a donation towards the event, e.g. a door prize or equipment.

➤ *Entertainment*

Having a band or DJ at this event would provide an opportunity for local young musicians to be heard by their peers. Money can be saved by encouraging small and known bands to perform at the event.

➤ *Backup plan*

An event plan is a great idea, as it helps to ensure that the event is organised effectively. However, not all arrangements go according to plan so it is good to create a backup plan for the event to proceed.

## ***Project Plan***

The project plan is a step by step guide on how to coordinate an event:

1. Decide on the type of event to run
  - 1.1 Research data that shows that your event could be supported and successful
  - 1.2 Contact organisations with your event idea and seek their support for it
2. Create relevant planning documents using your research, e.g. letters seeking support for the event
3. Decide on the details of the event.
  - 3.1 The event date
  - 3.2 The event location
  - 3.3 Entertainment, e.g. live music or DJ
  - 3.4 Stall holders
  - 3.5 Police or security presence
4. Promotion of event
  - 4.1 In-kind support, e.g. printing by organisations free of charge
  - 4.2 Newspapers
  - 4.3 Posters
  - 4.4 Facebook and social networks
5. On the day
  - 5.1 Make sure the space is ready to be set up
  - 5.2 Organisations to arrive during the day to set up
  - 5.3 Band/DJ is to be set up before 3pm
  - 5.4 Bands to bring in gear after 3 and before 4.30
  - 5.5 Other preparations to area complete by 5pm
  - 5.6 Security to arrive at 5pm

- 5.7 Event to begin at 5.30pm
  - 5.8 band/ DJ running sheet followed
  - 5.9 Close down event with help of security at 9.15pm
  - 5.10 Bands/ DJ's and organizations to take gear home with them
  - 5.11 All packed up by 10pm
  - 5.12 Transport for young people home
6. Evaluation of Project

### ***Risk Assessment and SWOT Analysis***

When running any event there are many different risks that have to be taken into account, there are many risks involved in implementing this proposed project, however risks can be managed. This Strengths Weaknesses Opportunities and Threats analysis, also known as SWOT looks at risks involved with running an event or doing any project both external and internal, this table is made up as a matrix and helps to determine the risk factors taken along with the positive factors. A risk assessment looks at how each risk can be managed and minimised, a risk analysis can also identify if the risk is high, medium or low risk, and it is part of any project and can help to find if the project will be viable

### ***SWOT Analysis***

The SWOT table below identifies and assesses whether the benefits of the proposed project outweigh risks.

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Target age is 12 to 25 years, therefore a big age group</li> <li>• Low cost</li> <li>• May be sponsored by organisations to raise money</li> <li>• The idea of a dance can change every month to something different due to demand</li> <li>• Is a drug free and safe environment</li> </ul>	<ul style="list-style-type: none"> <li>• Youth may not like idea</li> <li>• Extra security may be needed</li> <li>• Parents may not be happy for young people to be out at night</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Have a location already built use for hire</li> <li>• Has backing of a Palmerton community members</li> <li>• Public buses as transport</li> </ul>	<ul style="list-style-type: none"> <li>• Other events occurring on the same night, and therefore a low attendance</li> <li>• Coordinating an event that runs over budget</li> </ul>

**Figure 3: SWOT Table**

This SWOT analysis maintains a positive outlook on the project, although there are some threats and weaknesses of this type of project, they can generally be managed with a thorough risk management plan.

### **Risk Assessment**

This project has many risks, but there is one major risk to this event, this being the safety of all young people whilst at the venue and after the event. To improve safety, security will be hired for the event; this is one of the most expensive components of the whole project. Risks are also part of having a night based event, especially in dark areas, that is why all people will be issued wrist bands and will require identification and bag checks to improve safety and checking for alcohol and other drugs. Another risk with young people is the legal liability and public liability, when running a music event related involving young people.

*'Public Liability Insurance is a must to protect yourself and your team if anything goes wrong. Talk to others who are involved in event management to see how they do it. You may be able to work with or through organisations and venues that already have some insurance cover. Your auspice may also be able to help with this one.'*

Other legal guidelines and issues are permits to have an event and noise level regulations, these change depending on the local government's policy. Another useful checklist is the Little Gig Guide on the Office of Youth Affairs website (<http://www.youth.nt.gov.au/publications.html>)

### **Proposed Timeline of Project**

Note: This is a proposed timeline of 6 months, dates are possible to change, you will need the whole 6 months to plan, weeks pass by fast and before you know it, its event time.

MONTH	ACTION	DUE DATE
<b>Pre-Monthly Plan – Decide on the event to run</b>		
<b>Month 1</b>		
	Research data that shows that the event would be supported and successful <ul style="list-style-type: none"> <li>• Interviews and surveys with young people in the area</li> </ul>	
	Contact organisations with your idea and see if they support your ideas.	
<b>Month 2</b>		
	Create relevant planning documents using research <ul style="list-style-type: none"> <li>• Send letters seeking support for the event</li> </ul>	
	Apply for grants and funding to run the event. This may take quite a long time considering the complexity of some funding forms.	
	Decide on the details of the event (see THE PLAN section).	

<b>Month 3</b>	
Continuation on deciding details, as well as locking in details such as a location ASAP.	
Once location is decided and chosen the promotion can begin, such as Facebook and social networks. It is good to create a page for the event so people can like it and then leave comments as well as the ability to get responses on decisions such as music and bands.	
<b>Month 4</b>	
Lock in bands and entertainment.	
Lock in stall members.	
Promote the event more by setting up posters to be printed, now would be an excellent time to start handing those out to people.	
<b>Month 5</b>	
Promotion, Promotion, Promotion, this cannot be said enough; it's time to promote everywhere.	
Last minute checks with Bands and entertainment to make sure they are still on for the event and they know what will happen, you will need to make a running sheet for the night before checking up with them.	
<b>Month 6 – The event is here</b>	
Last minute promotion.	
Check event area and use your running sheet to help you with the event.	
Evaluation of event, this is necessary not just for grants but also to determine its success, which could provide supporting evidence for other similar events.	

## Conclusion

My hope with this project was to provide information that gives everyone the power to create, plan and hold a similar event in their area. The concept project Youth in UV aims to improve the lives of those who are growing up to lead the country in the future, to raise awareness to all members of the Palmerston and surrounding areas about mental health and the services that are available to them.

This project provides ideas for organisations and young people to fund and create an event including the required services that already exist and how they can be used. The outcomes from an event vary, but an event such as this would hopefully increase awareness of mental health services, prevention and increase the potential to hold future events in the area.

During the research stage of this project the majority of the young people interviewed enjoy current youth events; it is great to have the knowledge of what youth like, this is important for the success of an event. With a SWOT analysis completed it has been identified that risks can be managed and controlled. With the support of NYW there is opportunity for events to be run and supported with funding and to be successful. It may be harder or sometimes easier to start up a project; however this creates a great guide for first time event holders.

## Recommendations

It is recommended that the NT Government:

- provide assistance to young people to organise their own events by publishing templates and provide advice on the OYA website giving all young people a greater understanding around funding and running an event;
- help organisations to promote mental health services in the area of Palmerston to raise awareness; and
- support research into mental health in areas such as Palmerston.

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# Appendices

## Appendix #1

Example of NYW events



### Friday 13 April

<b>THE BIG GIG</b> For more info visit: <a href="http://www.grindonline.com.au">www.grindonline.com.au</a>	2 - 8pm	Darwin Museum Amphitheatre, Fannie Bay
<b>URBAN QUEST SEMI-FINALS</b> For more info visit: <a href="http://www.missionaustralia.com.au/communityservices/3720-urban-quest">www.missionaustralia.com.au/communityservices/3720-urban-quest</a>	From 4pm	Casuarina Shopping Square
<b>COOMALIE YOUTH EVENT</b> For more info contact 8976 0077	5 - 10pm	Outdoor Education Centre – Batchelor
<b>CREATE &amp; HOOPS 4 HEALTH PRESENT: IMAGINE, CREATE. INSPIRE BASKETBALL WORKSHOP</b> For more info contact 8945 9993	10am - 1pm	Marrara Indoor Stadium
<b>ANIME &amp; PIZZA NIGHT</b> For more info visit <a href="http://www.youthpalmerston.com">www.youthpalmerston.com</a>	6 – 8pm	Palmerston Library and Community Room

### Saturday 14 April

<b>INTRODUCTION TO YOUTH SAILING PROGRAM</b> For more info contact Darwin Sailing Club on 8941 0580	10am – 4pm	Darwin Sailing Club, Fannie Bay
<b>P TOWN POOL PARTY</b> For more info visit: <a href="http://www.youthpalmerston.com">www.youthpalmerston.com</a>	10.30am - 4.30pm	Palmerston Pool 31 Tilston Avenue
<b>JASMINE JAN ART WORKSHOP</b> For more info contact 8930 0200	12 – 4pm	Casuarina Public Library
<b>ILLUMINATE DANCE PARTY</b>	7 -11pm	Baptist Bush Church, Humpty Doo 61 Challoner Circuit, Humpty Doo
<b>YOUNG ACHIEVER AWARDS</b> For more info visit: <a href="http://www.awardsaustralia.com.au">www.awardsaustralia.com.au</a>	From 7pm	Holiday Inn Esplanade
<b>UN NT YOUTH CONFERENCE</b> Open to all NT senior school students. For more info contact: <a href="mailto:unvouthconvsnor@gmail.com">unvouthconvsnor@gmail.com</a>	8.30am – 4pm	Parliament House

## **Appendix #2**

Informal interviews: 11 in total

Disclosed: Age Gender and location

Female 16 *Palmerston*

### **What do you think of youth events?**

They are good but sometimes can be quite a bit boring

### **How so?**

The events that are offered sometimes don't fit what people want to do, mostly we want to have a good time with friends but we are either stuck in the sun or at a location that we don't like.

### **Any improvements that could be made?**

I have friends who can drive us to events, however it's sometimes hard to get places, it needs to be somewhere we can all get to with public transport or easy for parents to pick up and drop off.

Female 17 *Palmerston*

### **What do you think of youth events?**

Events can be fun depending on what they are about, however sometimes they can be boring with not that much happening.

### **How so?**

A few of the events I've attended have missed out key elements such as entertainment and variety of food

### **Any improvements that could be made?**

More entertainment and food 😊

### **Any other comments:**

An event close by would be good to

Male 18 *Humpty Doo*

### **What do you think of youth events?**

They used to be good when I was younger, now I don't enjoy them as much as my friends think they are boring... I think older teens enjoy the more adult perks.

### **How so?**

Drinking and clubbing is seen to be more fun than being around a controlled environment

### **Any improvements that could be made?**

Not sure

Male 16 *Palmerston*

### **What do you think of youth events?**

They suck, they are never fun

### **How so?**

They are just not fun!!!

### **Any improvements that could be made?**

More multi aged events- like the big gig but more indoor based along with at the event competitions.

Male 14 and 15 – 2 boys *Darwin City- moving to Palmerston*

### **What do you think of youth events?**

Events like the big gig are fun with your friends but are expensive with food and drinks. It also gets really hot in the sun and not many people know about the events either.

**How so?**

I think social networking and plenty of notice it is the way to go.

**Any improvements that could be made?**

More food options, less expensive food options like a BBQ.

**Any other comments:**

Free stuff is the best at events, especially if it's free entry and food.... We need to be indoors or have shade and free drinks of water.... Constant music is good.

Male 15 *Casuarina*

**What do you think of youth events?**

I really enjoy attending free events, especially ones that are music related

**How so?**

I enjoy them because they're fun and I meet new people around my age.

**Any improvements that could be made?**

Free water because it's really hot in the sun ☺

Female 17 *Casuarina*

**What do you think of youth events?**

I really don't like them, none of my friends go so I don't

**How so? (why?)**

They don't like hanging out with like 12 YO kids and stuff

I don't have to we just know

**Any improvements that could be made?**

Older style events, like a rave

Female 17 *Darwin suburbs*

**What do you think of youth events?**

They are ok

**How so?**

I like music and there are lots of young people with talent, it's a great start.

**Any improvements that could be made?**

More rural and out of town events so all can appreciate NYW

Female 21 *Palmerston*

**What do you think of youth events?**

They are ok when your younger, you get to 20 and you're like, nah I'll just go out with friends

**How so?- why is this the case**

You're older and you kinda don't want to be around young-ings

**Any improvements that could be made?**

Older events, or multi aged, start at an early time and go on during the night, and with cool DJ and lights.

Female 24 *Casuarina*

**What do you think of youth events?**

They were the best thing growing older if you wanted to get free pens, however I find that some of them are just somewhere that the young kids get to hang out together and it is getting out of hand.

**How so?**

There is a lack of security at some events, this leads to many things, they need increased security

**Any improvements that could be made?**

Make them multi gender and music, like a band or DJ so all can appreciate.