

**SENATE STANDING COMMITTEE ON
EDUCATION, EMPLOYMENT AND WORKPLACE RELATIONS**

**QUESTIONS ON NOTICE
BUDGET ESTIMATES 2009-10**

Outcome: 2

DEEWR Question No. EW0156_10

Senator Mason asked on 1 June 2009, EEWR Hansard Page 8.

Question

National Youth Week Merchandise

Mr McDonald—As I say, it is not my area, but I would assume the purpose is to promote Youth Week and the importance of youth in the community and the value of our youth. As I say, this steering committee decides what the particular theme is for the year and what products might support that theme. It is something that has been going on for a number of years. In terms of the detail, you would probably need to ask people from that particular area—the youth area. I am just trying, from memory, to help answer that.

Senator MASON—Can you get some examples for me?

Mr McDonald—Yes. I will take that on notice.

Senator MASON—That would include the shoelaces. I want to see if they have flugelbinders. I also want to see some examples of the sweat bands. Would that be all right? Can you get them as well?

Mr McDonald—I will take that on notice.

Answer

National Youth Week promotional products are a cost effective method of raising awareness of National Youth Week and directing young people to the National Youth Week website. The promotional products are chosen each year by the National Youth Week Planning Group, which consists of young people from every State and Territory.

In line with previous National Youth Weeks since 2001, promotional products have been distributed directly to States and Territories for use at National Youth Week events.

Attached is a list of the promotional material and slogans used in previous years.

National Youth Week

Year	Products	Slogan
2001	Stickers, Badges & NYW activation video	Get into it
2002	Stickers & Badges	Bring it On!
2003	Stickers & Wristbands	What's it to you?
2004	Pens & Stickers	Run with it
2005	Key tags, Badges & Temporary Tattoos	Make it Yours
2006	Key tags & Silicon wristbands	Just add you
2007	Sweatbands & Temporary Tattoos	Launch yourself
2008	Foam Flyers (Frisbees) & Bags	Shout. Share. Live. Unite.
2009	Sweatbands & Shoelaces	Make a Move