

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

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

Outcome/Agency **2**

DEEWR Question No. EW0157_10

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

Question

National Youth Week Merchandise

Senator MASON—How do we know whether the shoelaces and the sweat bands are effective?

Ms Paul—There may be an evaluation of Youth Week, but we can find that out.

Senator MASON—Can you also take on notice to find out how many shoelaces and sweat bands there are, Ms Paul?

Ms Paul—Sure.

Answer

National Youth Week promotional products have been found to be a cost effective method of raising awareness of National Youth Week and of directing young people to the National Youth Week website.

A report on the evaluation of National Youth Week, including the promotional products, is conducted annually. In the past three years, sweatbands such as those used at the 2009 National Youth Week events have been evaluated as effective promotional products. The 2009 evaluation is not yet complete.

100 000 pairs of shoelaces and 50 000 sweatbands were ordered and have been used to promote National Youth Week 2009, and related flow-on activities.