



**YOUTH ADVISORY COUNCIL
CITY OF JOONDALUP**

**PROMOTIONAL PLAN
2001**

INTRODUCTION

A workshop was held on 26th April with Councillors from the Youth Advisory Council (North & South wards) and City of Joondalup marketing staff. The objective of the workshop was to develop a promotional plan for the Youth Advisory Council.

OBJECTIVE

The following objective was identified during the workshop:

To Increase Awareness of the Role of YAC in the Community

BACKGROUND

The City of Joondalup Council accepted the Youth Advisory Council Action Plan on 13 April 2001. The objective of the workshop was to devise a promotional plan to support the implementation of the strategies.

MAIN TARGET MARKETS IDENTIFIED:

- ❖ Council Staff
- ❖ Students (all ages)
- ❖ Council
- ❖ Local Businesses
- ❖ Office of Youth Affairs
- ❖ Local Community
- ❖ Young Adults (i.e. not students)
- ❖ Government (state and federal)
- ❖ Youth Agencies
- ❖ Residents Associations
- ❖ Sporting Clubs

STRATEGIES IDENTIFIED:

- ❖ Newsletter
- ❖ Youth Council Week - Perhaps should try to tie it in with Local Government week
- ❖ Road Safety Campaign (car wash) - Bumper stickers or \$2 donation to Make a Wish Foundation. Could also tie in with nominations. Could invite 96fm road runners.
- ❖ Media Releases
- ❖ Youth Event Workshops
- ❖ Publicity – Channel 31, Curtin Radio, Cr Kadak, Logo, Takeover Top 30
- ❖ YAC Displays in shopping centres – road safety, nominations

NEW STRATEGIES:

- ❖ Promotion of YAC in Council News
- ❖ Display information in Libraries, Recreation Centres, Customer Service Centres
- ❖ Internet web page on CoJ site. (Other than Office of Youth Affairs page)

STRATEGY PRIORITIES OVER NEXT SIX MONTHS

- ❖ Brochure Distribution
- ❖ Car wash
- ❖ Newsletter
- ❖ Press Releases

Youth Advisory Council Promotional Plan

TASK	ACTION	WHO	COST	DEADLINE
Newsletter Project Coordinator: Viet	Articles ❖ Role of YAC in the community ❖ Meeting Dates ❖ Email address & PO Box address ❖ Achievements story – where you may have seen YAC ❖ What's On ❖ Progress Report ❖ Report on North & South ❖ Map (zones) ❖ Letters to YAC ❖ Personal Profile – Tash ❖ Car Wash	Jeremy Jeremy Jeremy Heidi Viet Viet Secretary Adrian (Graphics) Luke Sarah Tim	\$0	25 May 01
	Design	Viet, Hayley & Adrian	\$0	4 June 01
	Approval	Jeremy	\$0	8 June 01
	Printing ❖ Call for quotations ❖ Give finished newsletter proof to printer	Natalie Adrian	\$	11 June 01
	Distribution ❖ Recreation Centres & Libraries ❖ CoJ Staff Room ❖ Councillors ❖ YAC Councillors ❖ High Schools (14) ❖ Universities & TAFE cafeterias ❖ Shopping Centres i.e. TRAX			18 June 01
	Feedback	Jeremy	\$	July 01

TASK	ACTION	WHO	COST	DEADLINE
Brochure Distribution Project Coordinator: Jeremy	Councillors	Jeremy	\$0	May 01
	Schools	Jeremy	\$0	May 01
	Future editions of Council News		\$0	May 01
	Libraries & Recreation Centres	Jeremy	\$0	May 01
	Hand out at Car wash	Tim & Team	\$0	May 01
Press Releases Project Coordinator: Jeremy	Car Wash Research/Write Photography Approval Distribution to media–Community papers & Council News Evaluate/Debrief	Tim & Jeremy	\$50	May 01
	YAC Councillor Nominations Research/Write Photography Approval Distribution to media-Community papers & Council News Evaluate/Debrief	Jeremy	\$50	