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SA Youth Week 2026 Communications Toolkit



SA Youth Week

9–17 April 2026

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About SA Youth Week

SA Youth Week (SAYW) takes place from Thursday 9 April to Friday 17 April 2026.

It is South Australia's biggest celebration of young people aged 12 to 25, supported by the Department of Human Services (DHS).

SAYW recognises the ideas, talents and contributions of young South Australians and includes a wide range of events and activities created by and for young people.

Each year, DHS awards grants of up to \$2,500 to not-for-profit organisations, local councils and Aboriginal Community-Controlled Organisations to host inclusive events during SAYW. In 2026, more than half (55 per cent) of these events and activities will take place in regional and rural South Australia.

Other groups and organisations that are led by or engage with young people are also encouraged to host an SAYW event to help young people connect, share ideas and learn new skills.

About this toolkit

This toolkit includes a variety of resources you can share with your staff, volunteers, stakeholders and young people, including:

- key messages
- newsletter and social media content
- an announcement for students
- digital and social media resources
- logo guidance.

Contact us

🌐 Visit the SAYW website at dhs.sa.gov.au/SAYW

✉ Email us at YouthActionPlan@sa.gov.au

Youth Fest – SA Youth Week’s free launch event

SA Youth Week 2026 kicks off with **Youth Fest**, the official FREE launch event for young people aged 12 to 25.

-  Thursday 9 April 2026
-  4pm to 6pm
-  City Skate, West Terrace

Youth Fest will feature local bands, a free BBQ, skate demonstrations, hands-on creative workshops, a young makers market and plenty of opportunities for young people to connect, learn and have fun in a safe and inclusive environment.

This event sets the tone for nine days of activities created by and for young people.

Why not consider arranging a class or group visit to Youth Fest?

It’s the perfect way to finish Term 1, while recognising and celebrating the contributions of young people in your school community.

Promoting SAYW and your event

There are many ways to promote SA Youth Week and your event, and we’d love to help you spread the word.

- ✓ To ensure your event is promoted as part of SAYW, please make sure you register it in the SAYW events calendar by 30 March using the online form. The sooner you register your event, the sooner it will be visible to young people and the broader community.
- ✓ Download the suite of SAYW resources.
- ✓ Use the suggested key messages in your social content, newsletters and on your website.
- ✓ Post the social media tiles and use the hashtags #SAYW and #SAYouthWeek in your social media posts. Sample posts are included in this toolkit.
- ✓ Download, print and display the SAYW posters in your school or organisation, and include your event details in the space provided.
- ✓ Include an article about SA Youth Week in your newsletter. A sample article is included in this toolkit.
- ✓ Include the SAYW email header when emailing your networks.
- ✓ Follow, like, share or comment on our SA Youth Week social posts.

Young South Australians aged 12 to 25 at a glance

- Represent about 17% of the state's population (294,443).
- 78% live in Metropolitan Adelaide, 19% live in regional areas and 3% live in remote areas.
- 76% of young South Australians are fully involved in education, training or employment.
- 18% were born overseas (51,698).
- 18% speak a language other than English at home (53,366).

Key messages

Here are some key messages you can use when promoting SA Youth Week.

- SA Youth Week 2026 takes place from 9 to 17 April.
- If you're aged between 12-25, don't miss Youth Fest, the **FREE** launch event for SA Youth Week 2026! Gather on Thursday 9 April at 4pm at City Skate, West Terrace for live music, a free BBQ, hands-on workshops, skate demos, a young makers market and more!
- Supported by the Department of Human Services (DHS), SAYW is the state's biggest celebration of young people, featuring nine days of events and activities, including arts, culture, sports and community-building initiatives.
- A youth carnival, an online storytelling campaign about young changemakers, and an interactive showcase celebrating musicians, visual artists and performers are just some of the events happening around SA.
- Connect with others, learn new skills and share ideas!
- Learn more, check out the events calendar, register your event and download the promotional resources at dhs.sa.gov.au/SAYW.

Content ideas

- Post reels or stories from your event on your socials and remember to use the SAYW hashtags!
- Interview a participant about their experience at your SAYW event. Be sure to confirm their permission before you share it.
- Talk about what SA Youth Week means to you, your organisation and the young people you support.
- Invite a young person to take over your Instagram stories for a day during SAYW to show behind-the-scenes moments from your event or how they're celebrating.
- Run a countdown to SAYW featuring daily facts about SA Youth Week (see the key messages), young people's achievements, or highlights of upcoming events. Find the SAYW countdown tiles on our resources page.
- Share short profiles of young leaders, creatives, volunteers or changemakers in your community and what SA Youth Week means to them.

Newsletter article

Celebrate SA Youth Week 2026 from 9 to 17 April

SA Youth Week (SAYW) is back from **9 to 17 April 2026**, celebrating the ideas, talents and contributions of young people aged 12 to 25 across South Australia.

Supported by the Department of Human Services, SA Youth Week is the state's biggest celebration of young people. Over nine days, communities across SA will host a wide range of events and activities created by and for young people – including arts and cultural events, sport, workshops, live music, leadership opportunities and community activities.

A youth carnival, an online storytelling campaign about young changemakers, and an interactive showcase celebrating musicians, visual artists and performers are just some of the events happening around SA.

For those aged 12 to 25, this is a fantastic opportunity to:

- connect with others
- try something new
- build confidence and skills
- share ideas and talents
- get involved in the local community.

Don't miss Youth Fest, SAYW's official opening event!

Young people aged 12–25 are invited to attend Youth Fest, the FREE official launch event for SAYW 2026!

 Thursday 9 April 2026
 4pm to 6pm
 City Skate, West Terrace

Youth Fest will feature live local music, a free BBQ, skate demos, hands-on workshops, a young makers market and more!

Explore the events calendar and learn more at dhs.sa.gov.au/SAYW

Get involved and celebrate the energy, creativity and leadership of young South Australians this April!

Announcement to school students

I'm pleased to announce that SA Youth Week 2026 is coming up from 9 to 17 April.

It's South Australia's biggest celebration of young people aged 12 to 25 and is all about recognising your ideas, your talents, and the positive impact you make every day.

Across the state, there'll be events created by and for young people - including live music, arts and cultural activities, sport, workshops and community events.

It's a great opportunity to try something new, learn new skills and meet new people.

One of the highlights is Youth Fest, the FREE launch event. It takes place at City Skate on West Terrace from 4pm to 6pm on Thursday 9 April. There will be live, bands, a free BBQ, skate demonstrations, hands-on workshops, a young makers market and more. It's a great way to finish the term with your friends.

SA Youth Week is your chance to try something new, share your voice and get involved.

This is all about you, so I hope you'll make the most of it by going to the Youth Fest opening event with your friends and signing up for one or more of the SA Youth Week events.

Search **SA Youth Week** to see the full calendar of events.

Social media posts

You are welcome to use the following posts on your social channels as appropriate. Please feel free to adapt to your own tone and community.

Save the date and announce your event

Save the date – #SAYouthWeek is coming up from 9 to 17 April!

We're excited to host **<your event name>** on **<event date>**.

#SAYW is the perfect opportunity to celebrate the ideas, talents and contributions of young people through a variety of exciting and inclusive activities.

Join us at **<venue and suburb>** to **<describe what attendees can expect to do>**.

Find out more and book your place at **<booking link>**.

#HumanServicesSA @HumanServicesSA

Youth Fest – SAYW’s launch event

#SAYouthWeek starts Thursday 9 April.

Aged **12-25**? Kick things off at **Youth Fest**, the **FREE** launch event for SA Youth Week!

 9 April 2026

 From 4pm to 6pm

 City Skate, West Terrace

Bring your friends and enjoy:

 live local bands

 free BBQ

 skateboard demos

 hands-on workshops

 young makers market.

Don't miss this fantastic afternoon celebrating young South Australians.

 Find out more at <https://dhs.sa.gov.au/sayw>

#HumanServicesSA @HumanServicesSA #SAYW

One week to go!

Just one week to go until SA Youth Week, when the state comes alive with a huge range of events and activities for young people aged 12 to 25.

Young people are shaping the future of SA every day and we're looking forward to celebrating their ideas, talents and contributions from 9 to 17 April.

Get involved and check out the full events calendar to find an event near you:

<https://dhs.sa.gov.au/sayw>

SAYW starts today!

#SAYouthWeek kicks off today! Join us over the next nine days as we celebrate the ideas, talents and contributions of young South Australians.

There's still time to get involved. Learn more and check out the full list of #SAYW events at <https://dhs.sa.gov.au/sayw>

#HumanServicesSA @HumanServicesSA

Creative resources

There are a range of resources to help you promote your SAYW event, including.

- SAYW logos
- Social media tiles
- Social media cover images
- Email signature block
- SAYW posters, including a space to add your event details.

[See the full range of creative resources](#)

Social channels

Find us on Instagram, LinkedIn, Facebook and X using the handle **/HumanServicesSA**

Follow, like, share or comment on our SA Youth Week social posts:



Facebook.com/HumanServicesSA



Instagram.com/HumanServicesSA



LinkedIn.com/company/HumanServicesSA



X.com/HumanServicesSA

Hashtags and tagging

When sharing your SAYW experiences on social media, please include the following hashtags and tags:

- #SAYouthWeek
- #SAYW
- #HumanServicesSA
- @HumanServicesSA

Using SAYW and DHS logos

The following guidelines have been developed to help you use the SAYW and DHS logos in your promotional materials.

SAYW logo

The SAYW logo has been provided in colour and mono (black). When using the SAYW logo please ensure the following rules are applied.

- Ensure the logo height is no smaller than 2cm.
- Use a clear space surrounding the logo, equal to 25% of the height.
- Generally align the logo to either the top left or bottom right corner of the page.
- The SAYW logo should be accompanied by the DHS *Supported by* logo. It can be placed below or to the right side of the SAYW logo.

SAYW colour



SAYW mono



DHS *Supported by* logo

Please include the *Supported by DHS* logos (available on the resources page)., If you have received funding from DHS, kindly include a brief acknowledgment, such as: "This event is supported by grant funding from the Department of Human Services."

When using the DHS logo please ensure the following rules are applied.

- Ensure the logo is no smaller than 1cm across the diameter of the Government of South Australia (GOSA) roundel.
- Use a clear space surrounding the logo, equal to 25% of the roundel.
- Generally align the logo to either the top left or bottom right corner of the page.

