

SA Youth Week 2025

Communications Toolkit



About SA Youth Week

SA Youth Week (SAYW), South Australia's biggest celebration of young people aged 12 to 25, takes place from **9 to 17 April 2025**, supported by the Department of Human Services.

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

About this toolkit

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

- how you can spread the word about your event
- Key messages
- Suggested content
- Digital and social media resources
- SA Youth Week and DHS logos

Register your SAYW event

Are you hosting an SA Youth Week event? Tell us all about it using our online submission form **by 30 March** at dhs.sa.gov.au/SAYW and we'll include it in the SAYW events calendar. The sooner you register your event, the more it will be seen!

Spread the word

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

- Register your event on the SAYW events calendar
- Use the suggested key messages in your content and on your website
- Print and display the SAYW poster in your organisation
- Create social media posts using the suggested messages and social tiles
- Use the hashtags #SAYW and #SAYouthWeek in your social media posts
- Download and the suite of SAYW resources
- Include the SAYW email header when emailing your networks.

Key messages

Here are some messages you can use across your communication materials and channels when promoting SA Youth Week.

- SA Youth Week 2025 takes place from 9 to 17 April.
- 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.
- Are you between 12-25? Don't miss the FREE launch event at City Skate, West Terrace, starting at 4pm!
- Connect with others, learn new skills and share ideas!
- Learn more, see the events calendar, register your event and download the creative resources at dhs.sa.gov.au/SAYW.

Creative resources

There are a range of social tiles and other resources to help you promote your SAYW event.

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

Social media posts

Message from SAYW event hosts

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

SAYW launch event

#SAYouthWeek kicks off from 9 April.

Are you between **12-25**? Don't miss the **FREE launch event** at **City Skate**, West Terrace, starting at **4pm**!

Expect:

- Live music
- Food and coffee
- Hands-on workshops
- Skateboard demos

Join the fun and kick off SA Youth Week in style! Find out more at <https://dhs.sa.gov.au/sayw>

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SAYW starts today!

#SAYouthWeek kicks off today! Join us over the next 9 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>

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Use of logos

The following guidelines have been developed to help you use the SAYW 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 DHS supported logo accompanies SAYW. It can be placed below or to the right side of the SAYW logo.

SAYW colour



SAYW mono



Supported by DHS logo

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.



Content ideas

- Post short videos from you event and remember to use the SAYW hashtags!
- Interview an event participant about their experience at your SAYW event. Remember 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.

Hashtags and tagging

Sharing your SAYW experiences on social media? Include the following hashtags and tags in your post to help people find your content.

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

Contact us

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

Visit the SAYW hub at dhs.sa.gov.au/SAYW

Email us at YouthActionPlan@sa.gov.au