



## Phase 1 Gather

Gather stories of lived experience, vision & ideas for the future

Objective: Action

Audience: Young people

Ad channels: Targeted digital, social, outdoor

Creative: Share your story – Several versions tailored to audience segments

Other: Owned & Earned + PR + Events

July



## Phase 2 Amplify & Inspire

Major launch to promote the initiative & funding, with stories front & centre

Share the stories to build momentum and inspire ideas and solutions

Objective: Awareness

Audience: Community & Stakeholders

Channels: Broader digital, social, outdoor

Creative: Listen - Multiple versions, multi-format, UGC

Other: Owned & Earned + PR + Launch event

September



## Phase 3 Invite

Promote grants opportunities to encourage applications

Objective: Action

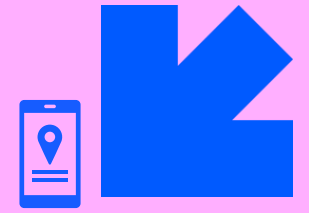
Audience: Stakeholders

Ad channels: Targeted digital, social

Creative: Apply now – Several versions tailored to sector & pillar

Other: Owned & Earned + PR

October



## Phase 4 Promote

Promote funded programs and opportunities to encourage participation

Objective: Action

Audience: Young people

Ad channels: Targeted digital, social, outdoor

Creative: Get involved - Multiple versions, multi-format, tailored to opps

Other: Owned & Earned + PR

TBC/ongoing