

Youth Work Matters

Campaign Support Pack



Youth Affairs
Council Victoria

Why Youth Work Matters

Every young person deserves the support and opportunities to achieve what they want in life. But COVID-19 hit young people hard and highlighted gaps which already existed for young people across employment, mental health, housing and more.

That's why Youth Work Matters. Youth work provides strengths-based, holistic care to young people to reach their full potential and thrive as active members of our community. Youth work is a smart investment, with every \$1 invested in youth services returning \$2.62 back to the community through improved economic, health and social outcomes for young people.

Youth work matters because young people matter.

The Youth Work Matters campaign calls on the Victorian Government to make a historic investment in young people.





Campaign Key Priorities

1. Early Intervention: Invest in more early intervention and prevention services for young people across Victoria.

2. Workforce Development: Build youth sector workforce capacity and training to improve young people's lives

3. Systems Reform: Improve approaches for key services supporting young people

4. Youth Participation: Include young people in decisions that affect their lives

5. Sector Cohesion & Efficiency: Invest more in collective action, information sharing and efficiency, especially via YACVic's role as the peak body.

Learn more about our asks here: [YACVic.org.au/asks](https://www.yacvic.org.au/asks)

Take Action – Youth Sector

The Youth Work Matters campaign will need a collective effort by the youth sector. You can add your voice and showcase the impact you have on young people and the community.

- **Write to (or meet with) your local MP**

Let your local member of parliament, ministers and other political candidates know about the value youth services provide to young people and the wider community. You can [use our letter templates here](#).

- **Understand the economic impact of youth services**

Deloitte has analysed the return on investment of youth work services. [Find out here](#) how investing in young people more than pays for itself, and leads to a better future for Victoria.

- **Share the campaign**

Spread the word with your community via social media. [Download our promotional pack here](#)

- **Share stories of young people you've supported**

Share a story of how you've supported young people in your community. [Fill out the form here](#)

You can also [read other youth worker stories here](#)





Take Action – Young People

Youth work matters because young people matter. Your voice is crucial to showing decision-makers the value of youth workers and youth services to young people like you.

- **Write to (or meet with) your local MP**

Let your local member of parliament, ministers and other political candidates know about what services and support you'd like to see for young people in your community.

You can [use our letter templates here](#)

- **Share the campaign**

Spread the word with your community using social media.

[Download our promotional pack here](#)

- **Share a story of how a youth worker supported you**

Share a story of how a youth worker supported you in the community. [Fill out the form here](#)

- **Join a local program for young people in your community**

There's nothing more powerful than getting involved in your local community! Look up what youth services and programs are happening in your local community, or if there are any groups you can join related to an issue you're passionate about.

Take Action – Policy Makers

The youth sector and young people need champions inside Parliament to advocate for more investment in young people. Here's how you can help.

- **Understand the economic impact of youth services**

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- **Meet your local youth services**

Visit your local youth services, and see for yourself the incredible contribution that young people and youth services have on the local community. You can also [read a youth worker's stories](#)

- **Dedicate a day to meeting with young people**

Demonstrate your commitment to young people and acting on their concerns, by dedicating a day where you meet only with young people. Contact us at policy@yacvic.org.au

- **Make a speech**

Tell your colleagues and constituents why Youth Work Matters. Contact us at policy@yacvic.org.au for support.

- **Share the campaign**

Spread the word with your constituents using social media. [Download our promotional pack here](#)



Find out more

Contact us on:

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