

Engaging Young Voices

Brief

- Primary works closely with Girl Guides Australia to create a campaign based upon its first national 'What Guides Say' survey.
- Based upon 6,500 survey responses from Girl Guides around Australia between 10 – 25 years Primary developed a national campaign to position young women's voices on issues of:
 - Body image
 - Climate Change
 - Animal Welfare
 - Bullying
 - Poverty
 - Violence



Results

- Primary partnered with Total Girl magazine for a 6 month promotional /communication campaign. It was the first time Girl Guides has been profiled in Total Girl
- Primary successfully positioned Girl Guides Australia as a leading partner for the Australian Government on issues related to young Australian women
- Primary positioned the opinions of young women through a comprehensive media, communication, community relations and government engagement program which worked in parallel to the Total Girl campaign

Strategy

- Primary developed and implemented a comprehensive awareness program to position Girl Guides Australia as a leading organisation that represents the largest group of young women in Australia.
- This program was the first step for GGA in the lead up to their centenary in 2010.
- The program included:
 - Government relations: International, Australian and State Government engagement program with media relations and funding milestones
 - Community relations: every Girl Guide group in each community received an activity pack to educate and engage the community about their opinions on certain issues
 - National media campaign: Partnership with Total Girl for a 6 month promotional program which included: engagement with readers to submit their essay on what issues matter to them. Survey website to vote on the issues they care about, profile of girl guides and readers who are experts in the issues. Plus supporting national media coverage on TV, radio, magazine, print.