Youth Engagement in the Australian Aid and Development Sector

A DISCUSSION PAPER

ACFID Youth Engagement Project

October 2012

EXECUTIVE SUMMARY

The Australian aid and development sector has a long and proud history of successfully engaging young people as volunteers, employees, members, donors and activists within organisations and agencies working both locally and globally. However, the rapidly changing international environment, a strengthening sense of global citizenship and the emergence of new approaches and technologies to enable social action have all impacted on the way young people engage with and within the sector.

"Our generation sees global poverty as one of the most significant challenges facing our world today… this generation doesn't want to sit by but wants to be actively engaged in developing solutions."
Tom Morrison,
UNICEF Australia Young Ambassador
in *Does Aid Matter?* (UNICEF 2012)

According to a recent survey by UNICEF, young Australians are compassionate and engaged global citizens who want to actively engage in developing solutions to global poverty (UNICEF 2012a). However, they often feel that their voice is not included in important foreign policy decisions.

Young people want to have deeper engagement with foreign aid policy decision making, want to know where money is being spent, how much and what the impacts are. They want to be involved with organisations working both overseas and in Australia to help the poor and most marginalised people around the world.

Organisations working in the aid and development sector wanting to engage young people must be willing to invest in new programs and innovative approaches to better attract and retain young people and to make their involvement both meaningful and worthwhile.

This report aims to provide organisations with a better understanding of the changing environment in which youth engagement in aid and development activities are taking place and to promote discussion on the topic. Australian Society, and the way organisations operate within it, has changed dramatically in the last 25 years. The old paradigm of those in more wealthy countries giving 'charity' to people living in poverty is shifting to a much broader, contextual understanding of self in a globalised world. Young people do not only become involved with organisations simply because they think it is the *right* thing to do, increasingly they are becoming involved because it is part of their everyday existence and emerging sense of self within the world. Being more aware of the impacts of our actions, charitable or otherwise, is an unavoidable reality for young people today.

'More than ever before, young people are seeking meaningful involvement, beyond tokenistic gestures of participation, they want to actively contribute both internally to organisational growth and leadership and externally to campaigns and programs making a real and measurable difference.'
(UNICEF 2012a)

Many young people feel like there are significant barriers which impede their ability to be actively involved with the work of organisations or wider civic activities. These include being time poor, the perceived exclusivity of organisations, being unaware of opportunities or pathways to participate, financial challenges, perceived apathy and adult-centric branding of engagement (NYARS, 2010).

Often, young people feel that adults define specific topics as 'youth appropriate', which then limits their engagement to 'safe topics' and 'tokenistic participation'. Young people can also feel as though they are perceived as a homogenous group, rather than unique individuals with valuable skills, experience and opinions. (NYARS, 2010)

There is an urgent need to break the cycle of disengagement and prevent compassion fatigue by actively involving youth in developing aid solutions and providing the public with evidence which actively demonstrates that aid works (UNICEF 2012a). Without a sustained effort to provide the youth of Australia with accessible and relevant opportunities it may be difficult to foster and maintain youth engagement in the sector (CIRCLE, 2010)

Organisations who are able and willing to move away from a transactional (charity) based model of membership engagement to a more transformational (justice) based model which endeavours to engage individuals through deeper levels of commitment and action and which stem from a greater understanding of an individual's role within the global system, will help provide the structure for a new story to emerge where people are connected to all of humanity as global citizens.

SEEKING A SECTOR-WIDE APPROACH

There is a strong case to be made for more sector-wide co-operation and collaboration when engaging young people and the broader public in issues of poverty alleviation. While co-ordinating or umbrella bodies such as ACFID may be limited in their ability to affect change on the ground, they play an important role in facilitating dialogue, identifying and responding to trends and providing a 'birds-eye view' of what is happening within the sector. This report and the broader work of the ACFID *Youth Engagement Project* aims to start that process through increasing the knowledge, commitment and capacity of aid and development agencies to better provide pathways for meaningful engagement with young people.

Ensuring young people are included in cross-organisational forums and that they are given representative opportunities on boards and committees across the sector, will ensure that there are ample opportunities for staff working in aid and development agencies to participate in open dialogue with young people themselves. It will also ensure that more young people are given exposure to high-level discussions in order that they main gain knowledge and experience to contribute in their own work now and in the future, as they become leaders within the sector.

By offering opportunities to increase discussion, encouraging sharing of best practice approaches and providing support across organisational boundaries, we hope to strengthen the role of young people within the sector and ensure better youth engagement outcomes for organisations and the young people they work with.

STRUCTURE & AIM OF THIS DISCUSSION PAPER

This discussion paper seeks to focus and stimulate discussion among ACFID Members regarding youth engagement in the sector. It aims to provide a brief overview of relevant information, highlight overall trends, promote reflection about current practices, provide evidence-based research about emerging fields and offer suggestions for strengthening youth engagement activities within organisations.

It is our hope that this report will revitalise commitment to engaging with young people and set a positive trend in providing opportunities for meaningful youth engagement within the international aid and development sector.

ACFID Members are encouraged to comment on this paper and contribute by joining ACFID's new Youth Engagement Working Group, to get involved please contact Advocacy and Development Practice Officer Megan Williams (mwilliams@acfid.asn.au).

It is structured around *six main* focus areas and provides key findings in each of these areas for readers to consider in relation to their own youth engagement activities.

- *A PROFILE OF AUSTRALIAN YOUTH*
- *YOUTH ATTITUDES TO AID & DEVELOPMENT*
- *GLOBAL CITIZENSHIP & ACTIVE PARTICIPATION BY YOUNG PEOPLE*
- *MOVING FROM TRANSACTIONAL TO TRANSFORMATIONAL APPROACHES*
- *DEVELOPING PATHWAYS FOR MEANINGFUL ENGAGEMENT*
- *TECHNOLOGY & ONLINE ENGAGEMENT*

ACKNOWLEDGEMENTS

KEY FINDINGS

Key Finding #1:
Comprising approximately 20% of the population, young people make up a large proportion of all Australians. Ensuring they understand global issues and the role the aid and development sector plays in creating a fair and just society will help organisations achieve their goals. Engaging young people in local activities which foster a sense of global citizenship, exposing them to international opportunities and providing pathways for deep and meaningful participation will help instil values of justice and equality in an entire generation.

Key Finding #2:
Formal and non-formal education channels play an important role in exposing young people to global issues. International aid and development organisations should seek to work with the education sector to develop curriculum frameworks, classroom resources and action-based learning programs which engage young people from an early age.

Key Finding #3:
Understanding reasons why young people do not engage more fully with aid and development will help organisations to overcome barriers to young peoples' participation. Ensuring an enabling environment which supports a young person's ongoing learning and contribution will encourage more young people to become and remain involved. Providing youth friendly, transparent narrative reports covering how much has been spent, where and on what will help challenge the wider public perception, and especially young people's concerns over corruption and wasted money within the sector.

Key Finding #4:
Understanding and embracing the shift from local/national citizenship to global citizenship will assist organisations develop youth engagement programs which fit with the emerging *global identity* of many young Australians. Programs which allow young people to take action both locally and globally at the same time and which explore the inter-relations between these two spheres, will contribute significantly to the development of the next generation of globally connected leaders, which will provide many positive benefits for the future of the aid and development sector.

Key Finding # 5:
Organisations within the aid and development sector should prepare for and seek out more avenues for cross-organisational collaboration to provide opportunities for young people to move more freely between agencies and in the process build skills and gain experience which is highly transferable across a broad range of issues and approaches.

Key Finding #6:
For organisations wishing to engage young people, adopting a *transformational* approach will help deepen the relationship between an individual young person, the cause they are supporting and the work of the agency.

Key Finding # 7:
In engaging young people, organisations need to see beyond the monetary aspect of supporter engagement and instead start to value and prioritise other forms of participation which contribute to the work of an organisation in different ways. Measuring and reporting on these contributions, helps to validate young people's participation and celebrate the important impact they can have within an organisation.

Key Finding # 8:
Organisations need to frame and market opportunities for youth engagement in a way that appeals to what young people want based on what they are seeking to get out of their involvement. This includes benefits for personal development, professional experience, strengthening personal networks of likeminded peers and an opportunity to make a real impact in the world.

Key Finding # 9:
Developing 'pathways' for youth engagement may help the aid and development sector better respond to the diversity of individuals they are trying to engage. The development of pathways for engagement will provide a structured approach for working with young people over a sustained period of time, providing multiple entry points and a diverse range of options for participation with various organisations within the sector. Pathways should be able to contribute to the development of individuals and aim to deepen their committment and level of engagement over time.

Key Finding # 10:
Meaningful engagement is about youth representation and active participation by young people. Organisations should strive to provide a range of avenues which allow young people to become involved in both youth specific and non-youth specific activities at all levels and throughout all areas of work within an organisation.

Key Finding # 11:
Designing youth engagement programs which provide for an element of 'socialising' helps embed a young person's involvement within an organisation or cause more fully in their everyday life

Key Finding #12:
Online engagement techniques should be employed as part of a suite of approaches to involve young people within the aid and development sector. They should not replace face-to-face strategies or opportunities for direct exposure but rather, should be integrated within a diverse range of approaches, which merge online and offline activities to provide support and strengthen engagement pathways for young people.

A PROFILE OF AUSTRALIAN YOUTH

Young people, aged 12-24 comprise almost 1 in 5 Australians. Part of Generation Y, they are the first truly digital generation, the world's first global generation and the most entertained and materially endowed generation Australia has ever seen. Gen Y will be more educated than any generation before

> While the prospects for young people living in Australia today are relatively positive, there is a growing recognition that they will increasingly need to develop the knowledge and skills to be involved in finding the solutions to large-scale global problems.

them. They will live longer, work longer, have at least 5 careers and 20 employers in their lifetime. Generation Y have never been compelled to fight in wars, have only known a labour market with more jobs than people and have parents with the highest net worth of any previous generation. (Huntley, 2006)

Young people growing up in this generation may have been highly nurtured and protected by their parents and have a relatively secure life ahead of them, but they are also facing a somewhat uncertain future as they grapple with social, economic and environmental issues on a truly global scale (McCrindle, 2008).

As Cheryl Kernot explains in the foreword to 'In Their Own Hands: Can young people change Australia?' "The last 30 years has witnessed a complex and accelerating interrelationship between globalisation, an internet and communications revolution, a 700 per cent increase in per capita wealth in developed market economies, the spread of democracy, and increased literacy and education (However,) television and internet mean we can no longer be far away from the visible poverty and suffering of our fellow humans and the impacts of the escalating environmental, health and economic crises".

Young People's Thoughts on the Future

Generation Y feels very secure within Australia and many identify it as one of the best countries in the world. The Business Council of Australia's survey found that the average 25 year old in Australia nominated housing affordability, financial security, managing an aging population and unemployment as their top concerns for the future (Huntley, 2006). This concern about their own material and financial wellbeing is combined with a belief that unchecked consumerism and waste needs to stop. The Business Council of Australia found that young people don't believe 'materialism and hedonism' were a worthy substitute to meaningful spirituality or a sense of purpose in life (Huntley, 2006).

Broadly speaking, young people are very optimistic about their own future possibilities for success and happiness. However, while youth are confident about their own direction, they are largely worried about the fate of the world at large. These concerns circulate around issues like the environment, the economy and the growing gap between rich and poor. However, under this pessimism is often a profound belief that humans will find a solution to the problems we have created (Huntley, 2006).

Research by the Australian Youth Research Centre found that young people generally have a strong sense of personal responsibility for ensuring a positive future for themselves and society, that their concerns relate to both personal issues and community or global issues but that they feel relatively helpless to adequately address 'big picture' issues. Balancing an emerging understanding on the one hand, a prosperous and secure personal future, with a growing recognition of a complex and uncertain global future, is a new reality for young Australians today.

Richard Eckersly suggests that what is important is that young people do not see the *official* future of unlimited economic growth and technological development as delivering a *preferred* future or addressing the problems characterising the *expected* future. Explaining this, he suggests, "the future

most young Australians want is neither the future they expect nor the future they are promised under current national priorities." (Eckersley et al 2007)

What Young Australians Care About

Environmental issues are the number one concern for young people today. According to the National Youth Affairs Research Scheme in 'Participation and Citizenship' 82% of young people identify the environment as being important or very important to them (Bentley et al, 2004). This has been supported by the Business Council of Australia's 'Australia's Future' survey and Mission Australia's 2011 National Survey of Young Australians in which the environment was listed at the most important issue in Australia today. As a broad umbrella, 'environment' encompasses both local and global issues and solutions.

The interconnectedness of aid and development with climate change and related environmental issues will no doubt see more young people aware of and concerned with sustainable global development and equitable and just solutions for a more sustainable future. As environmental understanding and concern increases, and the impacts of climate change on the world's poorest increasingly take their toll, Australian aid and development organisations will be looked at to play their part in ensuring climate change adaptation programs and sustainable development projects assist those hardest hit. For young people moving into roles within the aid and development sector, integrating environmental issues with global poverty will be a priority area.

The Case for Engaging Young People in Aid and Development

As all Australians become increasing globally orientated, young people in particular, will start to better understand the complexities and intricacies of a global economic system which has resulted in over 1 billion people living in extreme poverty. As more and more young Australians take the opportunity to travel, particularly throughout Asia, they will start to see and understand the poverty which exists globally and within our region. Supporting this growing public awareness with deeper engagement in aid and development programs, means young people will be supported in the efforts and desire to make a positive difference on this issue.

Today's generation of young people do not want to be passive supporters or simply 'members' of organisations working internationally. Young people want to be active and integrally involved in creating change in society both locally and globally. Aid and development organisations can play an important role in developing programs which educate and involve young people in their work which will in turn, generate greater understanding and commitment to continuing Australia's contribution to sustainable development. Emerging research is showing that exposing people at a young age to global issues and involving them directly in programs at a national and international level can help create transformational experiences which change their mindsets and affect behavioural choices for life. Developing and delivering programs which effectively engage young people should therefore be a key long-term growth and sustainability strategy for aid and development organisations within Australia.

> **Key Finding #1:**
> Comprising approximately 20% of the population, young people make up a large proportion of all Australians. Ensuring they understand global issues and the role the aid and development sector plays in creating a fair and just society will help organisations achieve their goals. Engaging young people in local activities which foster a sense of global citizenship, exposing them to international opportunities and providing pathways for deep and meaningful participation will help instil values of justice and equality in an entire generation.

YOUTH ATTITUDES TO AID & DEVELOPMENT

In a recent survey by UNICEF Australia, it was revealed that 75% of respondents refer to themselves as *extremely or very interested in aid* and *in support of Australia giving aid internationally*. While 74.5% of young Australians surveyed believe that the Australian government is not giving enough international aid to fight poverty (UNICEF, 2012a). Young people understand that in order to reach the global targets set out in the Millennium Development Goals, wealthy countries like Australia must increase their international aid funding (UNICEF, 2012a).

> *"Australia is in a privileged position and should focus on eliminating poverty... as one of the only countries in the world with a stable economy we have the responsibility to contribute to ending poverty all over the world"*
>
> *ACFID Youth Engagement Project – Survey respondent*

The Lowy Institute (2011) has revealed that Australians believe we should be giving 12% of our federal budget towards effective aid solutions. Many young people in the current generation of globally connected youth care deeply about aid and development. Dr Norman Gillespie, Chief Executive of UNICEF Australia suggests "there is a clear endorsement of the Australian commitment to international aid by the newest generation of voters which indicates that this generation are more interested in international issues and social justice than ever before" (UNICEF, 2012b).

The Convergence of Local and Global

Australian youth believe that people living in poverty should be supported both domestically and internationally. 95% of Australian young people surveyed in the *Does Aid Matter?* survey by UNICEF believe that domestic poverty alleviation is an important part of aid. However, the support of domestic poverty should not preclude support from international aid. These areas should not be mutually exclusive. Charity may start at home, but it must not end there (UNICEF, 2012a).

> *"I think charity involvement is vital to the development of society and the international community, whose needs are just, if not more, burning than ours. Yet volunteering is also of great benefit to ourselves; promoting empathy, overcoming stereotypes and expereinceing aspects of the world less reasuring than our own small bubbles. If I was to get involved in a charity organisation, I would be hoping to positively inflluence somone's life whether directly or contributing to a small part of the greater scheme."*
>
> *ACFID Youth Engagement Project – Survey respondent*

Global social wellbeing and societal wellbeing were both significantly more important to respondents under 30 in the recent survey *'What Matters to Australians: Our Social, Political and Economic Values'*. In the study by Devinney, Auger & DeSailly (2012), minority rights, societal social wellbeing, worker/employment rights and equality of opportunities were of greatest importance to younger Australians.

A recent online forum conducted by The Oaktree Foundation (2010) found that the majority of young people involved in the aid and development sector expressed a view that Australia should show leadership in achieving the MDG's globally. Results also indicated strong support to increases ODA to 0.07% of GNI, ensure aid is better targeted towards those in need, deliver more aid through NGOs and to establish AusAID as a separate governmental department.

The Role of Education

Young people in Australia may benefit from being exposed to more opportunities to learn about and understand issues related to global development and international aid. Development education, whether formal or informal, plays an important role in providing information and stimulating discussion on international issues.

Subject areas such as *civics and citizenship* and *international relations* offered in schools and by NGOs offer an important opportunity to engage students in development education and are important entry points for many young people who may not have previously been exposed to international aid

and development issues. Broader education levels and awareness about global poverty by the general population can also have a significant impact on the public perception of aid and development and people's interest and general commitment to Australia's role in delivering aid. A report by the Institute of Development Studies indicated that when informed about poverty levels in India, 30% of respondents changed their view on aid in that country (Lindstrom, J & Henson S, 2011). This illustrates the importance of meaningful education and clear communication with the public about what the Australian government and INGO's are doing in this area.

For young people, ensuring global social, economic and political issues are integrated into the school curriculum across curricular areas is becoming increasingly important. The development of the new National Curriculum provides an important opportunity for organisations to contribute to content areas listed under the *general capabilities* including; critical and creative thinking, ethical behaviour, personal and social capability and intercultural understanding as well as *cross-curriculum priorities* including; Asia and Australia's engagement with Asia and Sustainability.

> **Key Finding #2:**
> Formal and non-formal education channels play an important role in exposing young people to global issues. International aid and development organisations should seek to work with the education sector to develop curriculum frameworks, classroom resources and action-based learning programs which engage young people from an early age.

Barriers and Enablers to Engagement

Young people may become interested in issues related to aid and development through a range of avenues including: friends, family, schools, community groups, travel, churches, media, news and current affairs programs or direct involvement with various organisational activities. Understanding what stops young people from being involved in aid and development and what provides an enabling environment for their on-going education and participation in this area will help organisations to better engage young people nationally.

Concerns by young people about the effectiveness of international aid are commonly connected to corruption. Organisations must implement transparent and youth friendly reporting mechanisms and work to de-bunk myths around aid and development in order to gain young peoples' trust. Organisations operating from a holistic framework which recognises the complexity and interconnectedness of multiple causal factors and related barriers to ending poverty will be more likely to garner young people's on-going support.

> **Key Finding #3:**
> Understanding reasons why young people do not engage more fully with aid and development will help organisations to overcome barriers to young peoples' participation. Ensuring an enabling environment which supports a young person's ongoing learning and contribution will encourage more young people to become and remain involved. Providing youth friendly, transparent narrative reports covering how much has been spent, where and on what will help challenge the wider public perception, and especially young people's concerns over corruption and wasted money within the sector.

The Need For a New Story

The Frames report published in the UK suggests that many young people have developed a sense of 'development fatigue' from stories heard in the media or from their parents (Darnton & Kirk, 2011). Recent qualitative research conducted for Independent Broadcasting Trust (IBT) with young people aged 14 to 20 has found that the current generation of young people are "relatively informed but broadly disengaged" on issues of global poverty.

The 'apathy fatigue' discussed in Frames is a significant issue for organisations wishing to engage young people in their work. The research shows that while young people are aware of foreign aid and poverty issues there may be a lack of motivating initiatives to compel young people to act. Providing an ongoing, engaging and interactive narrative related to foreign aid and development which is positive, clearly shows progress being made and which positions young people as key players in the story will be of importance.

Darton and Kirk (2011) also found that for many people in the general public, foreign aid is often perceived as a once-off event which is carried out in response to a large-scale natural disaster, rather than an ongoing process based on long term development projects. Amongst young people surveyed as part of the UNICEF *Does Aid Matter?* survey, almost 70% indicated that there was a need to give aid during times of emergencies and on an ongoing basis to support

> *"Young audiences have inherited a sense of fatigue about the developing world… Perceptions of the static nature of development don't help."*
> (Darnton & Kirk, 2011)

sustainable development (UNICEF 2012). Ensuring a meta-narrative about long-term sustainable development and the need for on-going engagement with global issues as well as encouraging higher levels of commitment during times of disaster will help to provide young people with a greater understanding of the many levels on which the aid and development sector work.

GLOBAL CITIZENSHIP & ACTIVE PARTICIPATION BY YOUNG PEOPLE

There face of youth civic participation in Australia is changing. Literature and research about young people's civic and political engagement often indicates a decline in participation in conventional forms of representative democracy. There is however, also a strong body of emerging evidence which indicates that rather than an overall decline in youth participation and engagement in politics, there in fact has simply been a shift in the topics of interest and avenues and forms in which young people engage as citizens (NYARS, 2010).

A study by the Victorian Government on young people's attitudes and civic involvement *s*uggests that young people are becoming less inclined to engage in traditional forms of civic engagement and that young people themselves, may regard their civic engagement in different, not readily quantified or currently recognised forms. Donations to charities, volunteering with organisations, buying Fairtrade goods and participating with a variety of online and offline campaign activities both locally and globally all constitute 'civic participation' in the eyes of many young people (Holdsworth et al, 2006).

Supporting the view of Shakuntala Banaji (2008), Lucus Welsh suggests that 'articulating what active citizenship looks like must incorporate new and emergent ways of change-making that form a 'vibrant stratum of the population that is outstripping older peers in terms of innovative democratic engagement' (Walsh & Black 2011).

Utilising the emerging understanding of 'global citizenship' as a way to reach out to and provide context for young people to become active will help provide a more meaningful connection for taking between local action on global issues.

> **Key Finding #4:**
> Understanding and embracing the shift from local/national citizenship to global citizenship will assist organisations to develop youth engagement programs which fit with the emerging *global identity* of many young Australians. Programs which allow young people to take action both locally and globally at the same time and which explore the inter-relations between these two spheres, will contribute significantly to the development of the next generation of globally connected leaders, which will provide many positive benefits for the future of the aid and development sector.

Global Citizens, Connected Locally

Civic engagement and active participation, at a local or global level, is understood by young people as an avenue for affecting social change. As young people's sense of self as global citizens continues to deepen, there will be increased recognition of the need to be politically active on a global scale as well as a local one. Indeed, the very notion of global citizenship is blurring the lines between the local/global divide for the current generation of young people, what is local *is* global and what is global *is* local.

Social Action as Political Participation

According to Huntley (2006), young people are increasingly favouring international politics over domestic issues. As a consequence they are more likely to support NGO's than a political party. NGO's seem more trustworthy, able and willing

"I think charity involvement is vital to the development of society and the international community, whose needs are just, if not more burning than ours. Yet volunteering is also of great benefit to ourselves; promoting empathy, overcoming stereotypes and experiencing aspects of the world less reassuring than our own small bubbles. If I was to get involved in a charity organisation, I would be hoping to positively influence someone's life whether directly or contributing to a small part of the greater scheme."

ACFID Youth Engagement Project - Survey

to make a difference and due to a high distrust towards political parties many young people choose to be active in NGO's that campaign on human rights, environmental issues and provide aid to foreign countries. Volunteering with NGOs or supporting a campaign task is often seen as an easier and a more worthwhile way to change things than traditional politics (Huntley, 2006).

Edwards, Saha and Print's (2005) study on *Australia's Democratic Report Card – Young People Assess Democracy In Australia* showed that only half of the respondents considered that people in government could be trusted. Furthermore only one quarter thought that people in government were honest. It is suggested that many young people no longer believe that politicians have the capacity to solve issues that impact on their lives and have come to feel that their interests are unable to be represented through formal political processes (NYARS, 2010).

The importance of recognising and positioning young people's involvement in aid and development organisations as a political statement, not just an act of charity, will be increasingly important for organisations into the future. As young people become ever more aware of global issues and the underlying causes of them, they will choose to take action both individually and collectively as a more positive contribution to social change rather than accessing traditional forms of protest participation and formal political action. Providing local opportunities for engagement on global issues is an important role the Australian aid and development sector can play.

Young People Being the Change They Want To See

Young people today are engaged with social issues - but on their own terms and through different mediums than we have traditionally classified 'social' or 'civic' activity.

They are discussing issues in more informal networks, among like-minded individuals and using mediums such as online social networks, with which they feel more comfortable to share ideas and content about global issues. Young people are motivated by policies of choice where they feel they can participate and make a contribution to society and often seek out and congregate within organisations and programs which value their contribution and allow them to participate in and lead action on their own terms.

Arvanitakis and Sidoti suggest that "the single most important factor for a young person's civic and political participation is a sense of their own agency: the experience of having been involved in decision-making processes that generally respect their views and that deliver results in which those views are reflected even if not adopted" (in Walsh & Black, 2011).

Young people's evident interest in social and political issues, such as the environment, equality, human rights and globalisation may become manifest in more subtle kinds of engagement (Cope & Kalantzis 1998; Aveling 2001). A common viewpoint among young people and organisations working with them is that civic engagement today is not a matter of doing the same actions as previous generations (Harris, Wyn & Younes, 2007) but is about new and innovative approaches and integrating action into everyday actions and choices.

> Many young people live out their civic participation through the everyday choices and decisions they make about what they buy, where the eat, what they wear, who they socialise with and what career they want to have.

Shifting Allegiances

Research by the National Youth Affairs Research Scheme suggests that young people are moving away from organisational, institutional and political allegiances and are drifting more towards personal relationships with specific issues and causes. There has also been a shift away from institutionalised engagement to non-traditional engagement led more strongly by young people themselves (NYARS, 2010).

The rise of youth-led agencies such as The Oaktree Foundation or the Australian Youth Climate Coalition shows young people are willing and able to run organisations on their own if more established organisations do not live up to their expectations or do not offer the opportunities they are looking for to engage in meaningful participation which delivers a real impact.

Further, young people today tend to engage less under the banner of one particular agency or political party and instead, move between organisations as the need or desire to do so arises. Organisations working in the aid and development sector must recognise and accept this trend and plan programs which can accommodate for the transient nature of young people's participation. Seeking opportunities to work more collaboratively in providing 'pathways' for young people across multiple organisations should become a priority for organisations in the sector.

Key Finding # 5:
Organisations within the aid and development sector should prepare for and seek out more avenues for cross-organisational collaboration to provide opportunities for young people to move more freely between agencies and in the process build skills and gain experience which is highly transferable across a broad range of issues and approaches.

FROM TRANSACTIONAL TO TRANSFORMATIONAL

Organisations need to work towards models of youth engagement which will assist them in developing relationships which are long-lasting and sustainable for all parties. In the *Finding Frames* report, Darton and Kirk (2011) suggest that there is a need to shift the balance of public engagement activities with NGOs away from a 'transactional' approach and towards more 'transformational' activities which engage people more fully in their interactions with the sector (Darnton & Kirk, 2011).

Providing a 'narrative' in which a young person can locate themselves as an 'agent of change' and designing programs which take young people on a journey of deepening engagement will ensure involvement in specific organisations, and in the international aid and development sector as a whole, is seemly interwoven with the development of young people within society.

In order to effectively deepen engagement, organisations must see their relationship with young people as more than just *transactional* – as financial supporters, receivers or deliverers of programs, and move to a more holistic, *transformational* relationship in which a young person is influenced and supported in changing their mindset and behaviours as a result of their ongoing involvement.

> **Key Finding #6:**
> For organisations wishing to engage young people, adopting a *transformational* approach will help deepen the relationship between an individual young person, the cause they are supporting and the work of the agency.

Moving Beyond the Money

Engagement strategies of many NGOs and charities have been coined by Jordan and Maloney (1997) as 'protest businesses' or 'cheap participation' which is characterised by low barrier entry and little need to commit significant time or money. However low barrier entry also means that often, the barriers to leaving are low and that meaningful engagement with the issues is very shallow. This situation can create a high turnover of supporters which is otherwise known as the 'revolving door' model, in which organisations find they need to continually attract new supporters to replace old ones who drop out (Darnton & Kirk, 2011). The high turnover is a classic attribute of 'protest businesses' which focus primarily on the relationship between organisations and their supporter's money.

Acknowledging participation and *celebrating achievements* of young people are identified by Wirenga and Wyn (2011) as two essential elements of good practice in developing programs engaging young people.

For many young people, contributing financially to an organisation is simply not possible as they have little disposable income to spend, and this therefore becomes a significant barrier to engagement (perceived and real). If organisations want to effectively and efficiently engage young people they must put less emphasis on monetary donations and fundraising appeals and spend more energy providing young people and the wider public with opportunities to engage increasingly deeply over a longer timeframe.

Organisations that do aim to engage young people in financial giving must be careful about the methods they employ as according to a study by the Joseph Rowntree Foundation (2002), several marketing and fundraising methods appear to annoy young people or affect them insufficiently to stimulate donations. Face-to-face collection and celebrity and business endorsements are seen as the least popular forms of fundraising as young people are often put off them as they find them intrusive and guilt inducing. The study found that a majority of young people like the idea of giving small regular

amounts by direct debit but they may recognise that their contributions may only be able to be made in the future when they have access to more money.

> **Key Finding # 7:**
> In engaging young people, organisations need to see beyond the monetary aspect of supporter engagement and instead start to value and prioritise other forms of participation which contribute to the work of an organisation in different ways. Measuring and reporting on these contributions, helps to validate young people's participation and celebrate the important impact they can have within an organisation.

A successful example of this can be seen in the UK, where Oxfam fundraising encouraged members to commit to just 2 pounds a month during the mid-1990s. This fundraising campaign played a significant role in driving the revenue up over the following years (Darton & Kirk, 2011). It should also be recognised that if organisations engage young people effectively and develop good relationships with them, young people in turn are be more likely to financially support the organisation in the future.

Valuing Young People's Contribution

Many young people perceive that a significant number of charities have a tendency to focus only on the monetary aspect of giving and engagement. This can create a sense of disempowerment and marginalise young people as they have limited funds to offer. Young people feel that they have more to offer NGOs than just their money. However, many feel that there are limited avenues to become actively involved in many organisations (Joseph Rowntree Foundation, 2002).

NGOs need to understand and recognise the significant time young people put to volunteering within organisations. This time, quantified in terms of hours of productive work means young people are often contributing huge amounts to organisations within the aid and development sector through 'volunteer hours'. For many young people, the choice to spend time volunteering, rather than working, means they are in fact choosing where their money goes without actually handing over money in donations.

Engaging with young people on a non-financial basis also requires that organisations are able to accurately measure the contributions made through volunteering, content sharing, on and off-line advocacy and various other methods of involvement in order that they may see and communicate both internally and to external stakeholders the value in developing strong youth engagement programs.

Developing Resilient Young People through Active Participation

Organisations should also recognise that many young people use their experience volunteering or supporting causes as a way to develop both personally and professionally. This responsibility should also be taken seriously within organisations working directly with youth for the responsibility it holds in establishing a well-rounded, resilient generation of young leaders. Developing a sense of global citizenship and instilling values and practices as active participants in local and global issues are increasingly emerging as important elements in the positive development of young people.

Organisations wanting to engage young people need to care about and understand what it is that young people want to get out of their experience volunteering and contributing to the work of an organisation, and design programs and approaches to youth engagement which allow for a diversity of interests and reasons for participation.

Marketing Opportunities to Young People

Young people today are one of the most marketed-to age groups in history. There is no doubt they are influenced by advertising in their thoughts and behaviours as consumers. Increasingly however, young people are becoming more aware of the power of advertising, and the negative effects it is having on society. They can see through highly provocative messages and can respond to marketing campaigns intelligently, with thought and diligence and this is no different for NGO's competing for young peoples' attention.

Charity and NGO advertising is generally seen by young people as positive awareness raising, however some feel that they are not able to directly respond to it through appropriate means. A 'tugging at the heartstrings' approach to advertising and communication has been found to be the most successful technique in securing donations (Mango, 2009). This technique relies on communicating the shocking truth of the suffering of the poor and then causes individuals to consider the good fortune in their lives and historically has been regarded as the most effective trigger for giving (Darton & Kirk, 2011). This must be balanced however with the increasingly high
levels of 'development fatigue' emerging within the broader community and with the fact that many young people are unable to contribute financially when their heartstrings have been pulled. Now more than ever, there is a need to engage young people in a more positive narrative in order to sustain commitment and involvement over a long period of time.

> **Key Finding # 8:**
> Organisations need to frame and market opportunities for youth engagement in a way that appeals to what young people want based on what they are seeking to get out of their involvement. This includes benefits for personal development, professional experience, strengthening personal networks of likeminded peers and an opportunity to make a real impact in the world.

DEVELOPING PATHWAYS FOR MEANINGFUL ENGAGEMENT

There is no predicting when and how a young person may start caring about international development issues. Youth engagement activities must take into account the unique and diverse circumstances of young people and tailor opportunities appropriately - making provisions for urban and rural participation, academic and non-academic achievement and differences in age, gender and economic status.

For organisations wishing to develop effective youth engagement strategies, this means real investment and commitment to being able to provide multiple entry points, a variety of opportunities for ongoing learning, integration of online and offline approaches and structure and support within a flexible and responsive environment. Viewing youth as a homogenous group and expecting that all young people will respond in the same way is a trap for organisations wishing to engage a broad range of young people.

Meaningful engagement is about making sure young people are listened to, valued, and appreciated for the unique role they play within society. It is about making sure that their voice is heard, that they are given opportunities for personal and professional development, are offered leadership roles to help shape the direction of an organisation and that their actions are able to make a real difference.

Key Finding # 9:

Developing 'pathways' for youth engagement may help the aid and development sector better respond to the diversity of individuals they are trying to engage. The development of pathways for engamenet will provide a structured approach for working with young people over a sustained period of time, providing multiple entry points and a diverse range of options for participation with various organisations within the sector. Pathways should be able to contribute to the development of individuals and aim to deepen their committemnt and level of engagement over time.

Unique Individuals and a Diverse Group

A 'pathways' approach recognises that every young person who becomes actively involved is a unique individual with his or her own life story and journey they are seeking to take. Understanding and responding to this approach means organisations need to allow for difference and diversity in the methods they employ to try to engage young people, provide multiple options for continued involvement and diverse possibilities for growth and development over time.

Working individually, organisations need to develop pathways which can allow for young people to join their programs at any time along a spectrum of activities which allow for deepening levels of engagement over time and which allow young people to enter or start their journey at a level appropriate to their awareness, education, commitment and prior experience. Pathways must be mapped and deliberate but cannot be static or inflexible and should not be confined within one agency only. As a sector, NGOs need to work cooperatively and in collaboration to ensure young people's involvement in international development is supported and sustained beyond their allegiance to any one organisation. Organisations must accept the reality that this generation of young people will move freely in and out of organisations in their contributions to social action just as they will move among employers in their careers.

An Opportunity to be Heard

Young people want to be listened to and heard. For young people to want to become and remain involved in activities run by aid and development organisations, there must be opportunities for 'meaningful participation' which values and respects the opinion and actions of young people and responds accordingly to their suggestions and inputs offered. Genuine involvement in decision making processes as well as on-the-ground impact through active participation in both youth specific and non-youth specific activities helps to embed youth participation at all levels within an organisation's culture.

The Australian Youth Affairs Council (AYAC, 2010) notes there is little evidence readily available to suggest that young people's views are currently making a measurable difference in many organisations they are engaged with or on wider public policy issues. Their research indicates young people often feel confined to commenting on issues which have been deemed by older generations to be 'youth appropriate' which then limits their opportunity to impact change on a broader range of issues which shape their lives and the lives of those around them.

Meaningful and active participation extends beyond just ensuring young people's opinions are heard and taken into consideration. Though including 'youth representatives' on boards and committees is an important and effective way of ensuring young people are involved in decision-making processes, this must not replace other forms of youth engagement, which are more accessible to a wider and more diverse audience of young people. Organisations must ensure young people's participation moves beyond token gestures of 'youth voice' and actually allow young people to lead programs and contribute directly to achieving organisational outcomes.

> **Key Finding # 10:**
> Meaningful engagement is about youth representation and active participation by young people.
> Organisations should strive to provide a range of avenues which allow young people to become involved in both youth specific and non-youth specific activities at all levels and throughout all areas of work within an organisation.

Creating a Shared Identity

Volunteering and showing support for a cause plays an important part in an individual's expression of identity. Just as young people are consumers of products who sign on to 'brands' marketed to them through advertising, so too can they be ambassadors for the agencies or campaigns they support. Organisations may be able to enhance loyalty by creating a 'brand' which young people are attracted to and want to associate with as an expression of who they are.

> There are strong sub-cultures emerging amongst young people involved in taking social action, which creates a self-sustaining commitment to on-going involvement by creating an opportunity for young people to identify with the 'brand' of an organisation or campaign and develop relationships with peers and mentors based on strong brand association.

Increasingly, young people regard their participation in social action as part of normal life, not something that is done 'on the side' or only at specific times or locations. One young respondent to ACFID's questionnaire suggested "If I am willing to do it normally, then I will get involved in a charity for it." Encouraging young people to take action along with friends and supporting them to become advocates amongst their relatives and peers will help give them agency and normalise and sustain their involvement. As they reach out to those around them and become leaders within their own communities, strong networks of supporters, based on local and pre-existing relationships, can be more easily developed and maintained. For organisation trying to engage the wider public, this may be a more effective engagement strategy especially when working with young people.

If organisations can purposefully create and support the emergence of 'communities of young people' who take action and are involved as part of *who they are and what they do*, there is a much higher likelihood that they will achieve a deeper level of engagement and commitment from young constituents. If a young person is able to develop friendships and establish relationships with mentors within an organisation or movement, it can help foster a sense of belonging and make it less likely that they will move away from the community they have become a part of, thus sustaining their involvement and deepening their level of engagement.

> **Key Finding # 11:**
> Designing youth engagement programs which provide for an element of 'socialising' helps embed a young person's involvement within an organisation or cause more fully in their everyday life .

Young People Taking Action

Volunteering is an important expression of young people's civic engagement in both local and global issues. Many organisations put a lot of time and money into offering volunteer opportunities and should be concerned with making these as meaningful as possible for young people involved. Volunteering is also a legitimate pathway for young people to gain skills and experience for career development within the sector. It is therefore critical that volunteering experiences are both meaningful and worthwhile- from an organisational effectiveness perspective, but also from a public relations perspective as these experiences are often very formative for young people and their stance on foreign aid, the role and effectiveness of NGOs and the impact of social action more broadly.

For organisations, volunteers provide an important link to the wider public, a fresh perspective by those who may not have been involved in aid and development issues for very long or in a professional capacity, connections to diverse networks of people and time and energy to work on actions and campaigns that they care deeply about. Providing opportunities for young people to volunteer also allows organisations to work with and develop next generation of employees, ensuring there is a well-trained and adequately experienced cohort of young professionals ready to take a leadership role within the aid and development sector.

International volunteering experiences have become a significant aspect of young Australians' lives, whether part of a 'gap year', university courses, or a short-term placement or as part of an extended time living abroad. International volunteering experiences can be extremely transformational for young people, exposing them to the reality of poverty and involving them in international community development efforts firsthand. Wearing (2001) suggests that when volunteers come back, they feel empowered, knowing they have been able to make a difference and they feel a lot more confident in their beliefs and feel they have contributed to society. Australian based NGOs play an important role in providing adequate support and offering pathways for ongoing engagement which values and validate a young person's international exposure and allows them to effectively utilise and their newly gained skills and experience once they return home. While volunteering can be a motivator, it can also be a tranquiliser of it is not a meaningful and 'good' experience.

TECHNOLOGY AND ONLINE ENGAGEMENT

There is no doubt that technology and in particular social media, is changing the way young people engage with others and the world around them. Access to instant information and communication allows young people to become, and remain connected to global events like never before. effective ways to engage young people online supports and enhances an organisation's ability to engage youth offline. It must however, only be seen as a part of a broader strategy.

Online technologies enable young people to stay in contact with people and issues across time and space. Through the use of online channels, there are more opportunities than ever before for young people to become aware of and active on issues of international concern. It also means however, that in some cases there is also a saturation of issues and causes competing for a young person's attention.

However, research indicates that there is perhaps an over-importance placed on the use and effectiveness of social media for initially engaging young people in the international aid and development arena.

The Rise of Online Communication

In recent years, there have been clear shifts in modes of communication, from face-to face and verbal interaction to increased use of mobile and technology-based forms of communication. This is especially so for young people. Social networking platforms such as Twitter, Facebook, mobile phone texting, instant messaging and blogs, are but a few of the relatively new ways in which young people connect with others, share experiences and voice their opinions (Australian Government Office for Youth, 2009). Technology features in young people's engagement in a range of varied forms and youth are increasingly using social media with an aim of bringing about a change in social and political spheres. Technology can be used as an information source, an organizational tool, as a space to exchange ideas, as a means to 'spread the word' and as a channel to network with likeminded individuals (NYARS, 2010).

Technology as an *informational tool* can be used by youth for browsing and following up on information heard from others. NGO websites are often the first point of call for young people when searching for more information. Technology as an *organizational tool* can help facilitate events and campaigns through online forums and organisational websites.

There are a number of different platforms which can be used to engage young people online. Many organisations have had quite a lot of success with social networking sites (Facebook and Twitter) which allow for information sharing, campaign updates, notifications about events and specific calls to action such as signing an online petition on sites such as change.org.

Young people on organisational committees use email and online forums regularly as a means to discuss issues, exchange ideas and often prepare for face-to-face meetings. 'Spreading the word' through channels like Facebook, Twitter and blogs has become a common practice. Facebook is an important means of communication amongst young people and is a great tool for making initial contact and broadening connections. It is also vital for advertising events and facilitating engagement in campaign activities and once-off rallies for support. Blogging allows for a deeper conversation and a focus on particular areas (NYRAS, 2010).

The Use of Social Media

Survey responses from our research with high-school students indicated that many young people under the age of 18 do not use social-media as a primary tool for hearing about or spreading the word about the work of organisations. Many young people surveyed suggested organisations could effectively use Facebook or Twitter to provide updates and give information about new campaigns or activities but they cautioned that they believe online tools shouldn't be the primarily marketing and engagement tool for organisations wishing to reach out to young people. Rather, there was a strong preference for face-to-face engagement through direct conversations or from hearing from a guest speaker at a school or community event. There was also a strong distrust of the online space with many respondents recording that they would not be likely to give over money or personal details over the internet as they could not be sure of the legitimacy of organisations online.

The rise in popularity and effectiveness of online based advocacy organisations such as Get-Up shows that online approaches may be increasingly more effective in an older cohort of young people (university or older) who are already engaged in issues and accustomed to taking on-line action. This reinforces the need to not view young people as a homogenous group, but rather to look at different segments of the youth audience and target approaches to engagement, both online and offline appropriately.

Online Media and Social Change

The media is a significant source of information for young Australians. However, it is also contributing to the sense that the world is constantly changing but essentially unchangeable (Huntley, 2006). The wealth of knowledge available through the internet can sometimes led to a sense of hopelessness. Knowledge isn't always power, and the huge volumes of often negative media available can increase a young person's feeling of powerlessness.

It remains to be seen whether the increase in technology and online communications is significantly impacting the number and effectiveness of young people involved in social issues. While there is an emerging body of 'best practice' in this area there is also a lot of unknown aspects at work. The Kony 2012 campaign showed the power of online communication channels to very rapidly reach large numbers of young people with social issues, but what it also illustrated was the importance of supporting online engagement with effective and meaningful offline activities. Developing opportunities and pathways for meaningful engagement over the longer term applies online just as It does offline. As Darnton & Kirk (2011) suggest, in order to capitalise on the benefits of online technologies, it is important to move towards models of engagement where 'clictivism' is a small and complimentary tactic within a range of strategies and approaches.

> **Key Finding #12:**
> Online engagement techniques should be employed as part of a suite of approaches to involve young people within the aid and development sector. They should not replace face-to-face strategies or opportunities for direct exposure but rather, should be integrated within a diverse range of approaches, which merge online and offline activities to provide support and strengthen engagement pathways for young people.

Conclusion

The world today is a truly global place. Increased migration, advances in technology, improvements to access and ease of communication, international trade and politics and global social movements have all brought humanity closer. Young people inhabiting the world today are developing a deeper sense of global citizenship. More aware of the impacts of their actions on the world, they will play an important role in shaping the future and responding to global challenges such as climate change and poverty in a just and sustainable way. Effectively and meaningfully engaging young people in aid and development issues will not only help organisations to better respond to the rapidly changing environment in which they are working in today but will also ensure the future of humanity is in good hands for generations to come.

REFERENCES

Australian Government Office for Youth, (2009) *'State of Australia's Young People'*, viewed 8th July 2012 http://www.deewr.gov.au/Youth/OfficeForYouth/Documents/StateofYoungPeople.pdf

Australian Youth Affairs Coalition (AYAC), (2010) '*Where are you going with that? Maximizing Young People's Impact On Organisational & Public Policy'*, http://www.ayac.org.au/wp-content/Where-are-you-going-with-that-Australian-Youth-Affairs-Coalition.pdf

Australian Youth Climate Coalition (AYCC), (2012) *'About Us',* viewed 3rd July 2012 http://aycc.org.au/about-us/

Aveling, N. (2001) *'Smarter than we're given credit for: Youth perspectives on politics, social issues and personal freedoms',* Australian Association for Research in Education, conference paper, viewed 20 August 2012, http://www.aare.edu.au/01pap/ave01300.htm

Bentley, M., Fien, J. & Neil, C. (2004) *'Sustainable Consumption: Young Australians as Agents of Change',* National Affairs Research Scheme, viewed at http://www.deewr.gov.au/Youth/Programs/NYARS/Pages/03-05Publications.aspx

Briggs, E., Peterson, M. & Gregory, G. (2009) *'Better Understanding of Volunteering for Nonprofit Organizations: Explaining Pro-Social Attitudes'*, Journal of Macromarketing, vol. 10, no. 1, pp. 61-76

Bulbeck, C. (2009) *'Young Australian's Political Engagements: Rich, Famous and Humanitarian?* Australian Sociological Association, Proceedings of the Annual Conference of The Australian Sociological Association', 1-4 December, 2009, Australian National University, Canberra: pp.1-11, http://digital.library.adelaide.edu.au/dspace/handle/2440/59514

Business Council Of Australia, (2003) '*Consultations of Young Australians*.' Sydney: Business Council of Australia.

Centre for Information and Research on Civic Learning and Engagement (CIRCLE), (2010) *'Understanding a Diverse Generation – Youth Civic Engagement in the United States'*, Tufts University, http://www.civicyouth.org/wp-content/uploads/2011/11/CIRCLE_cluster_report2010.pdf

Creative, (2006) *'Public Understanding of Aid Effectiveness*, Creative Research for DFID and COI

Childfund Australia, (2011) '*Australian perceptions of global child poverty and aid effectiveness'*, Fourth Annual Survey, viewed 4th July 2012 at, http://www.childfund.org.au/static/F/W/89e0eb76b8d099710fdadb666e58ea8e.pdf

Cope, B. & Kalantzis, M. (1998) *'The frail cloak of colour: Young people speak about identity and the making of a new Australia'*, Education Australia, v.39, pp.8-12.

Devinney, T., Auger, P. & DeSailly, R. (2012) '*What Matters to Australians: Our Social, Political and Economic Values, Anatomy of Civil Societies Research Project',* Australian Research Fund, viewed 4th July 2012 http://www.modern-cynic.org/SEV_Reports/AustralianReport(31March2012).pdf

Darton, A & Kirk, M. (2011) *' Frames: New ways to engage the UK public in global poverty'*, Oxfam & Department for International Development (DIFD), http://www.frames.org/%20Frames%20New%20ways%20to%20engage%20the%20UK%20public%20in%20glo

bal%20poverty%20Bond%202011.pdf

Darnton, A. (2007) *'Global poverty and the public'* desk research. *Report 1: Driving Public Engagement in Global Poverty'* Andrew Darnton for DFID/COI

Eckersley, R., Cahill, H., Wierenga, A. & Wyn, J. (2007), *'Generations in Dialogue about the Future: The hopes and fears of young Australians'*, the Australian Youth Research Centre, Melbourne

Edwards, K., Saha, L. & Print, M. (2005) *'Australia's Democratic Report Card – Young People Assess Democracy In Australia',* viewed 7th July 2012 at democratic.audit.anu.edu.au/papers/200512_edwards_yes.pdf

Ferrier, A. (2012), 'Kony 2012: The biggest social media experiment in history ends in failure – so why is nobody talking about it?' mUmBRELLA, viewed 3 July 2012 at http://mumbrella.com.au/kony-2012-the-biggest-social-media-experiment-in-history-ends-in-failure-so-why-is-nobody-talking-about-it-86939

Hanson, F. (2011) *'Australia and the World – Public Opinion and Foreign Policy'*, Lowy Institute for International Policy, NSW, viewed online

Harris, A., Wyn, J. & Younes, S. (2007), '*Young People and Citizenship – An Everyday Perspective'*, Youth Studies Australia, vol 26, no. 3, viewed at http://www.eric.ed.gov/ERICWebPortal/search/detailmini.jsp?_nfpb=true&_&ERICExtSearch_SearchValue_0=EJ814945&ERICExtSearch_SearchType_0=no&accno=EJ814945

Holdsworth R., Stokes, H., Blanchard, M. & Mohamed, N. (2006), *'Civic Engagement and Young People in the City of Melbourne',* The Australian Youth Research Centre, The University of Melbourne, viewed 10th July 2012 http://www.melbourne.vic.gov.au/CommunityServices/ForYouth/Documents/Civic_Engagement_and_Young_People_Final_Report.pdf

Horsley, M. & Costley (2008), *'Young People Imagining a New Democracy: Young Peoples Voices – Focus Group Report',* Whitlam Institute, University of Western Sydney.

Huntely, R. (2006), *'The World According to Y – inside the new adult generation*', Allen & Unwin, Sydney

Jordan, G. & Maloney, W. (1997), *'The Protest Business? Mobilizing campaign groups'*. Manchester: Manchester University Press.

Joseph Rowntree Foundation (2002*), 'Engaging Young People in Giving and Charity'*, viewed 01st July 2012 at http://www.jrf.org.uk/publications/engaging-young-people-giving-and-charity

Land, C. (2003*), 'Young people and civil society'*, in Profile of young Australians: Facts, figures and issues, eds S. Pitman, T. Herbert, C. Land & C. O'Neill, The Foundation for Young Australians, Melbourne.

Lindstrom, J. & Henson, S. (2011), *'What Does the Public Think, Know and Do about Aid and Development'*, Results and Analysis from the UK Public Opinion Monitor, viewed 1st July 2012 at http://www.ids.ac.uk/files/dmfile/UKPOMReport3_FINAL.pdf

Loughland, T., Reid, A. & Petocz, P. (2002), *'Young People's Conceptions of Environment: A Phenomenographic Analysis'*, Discussion Paper, NSW, includes research s from NSW EPA benchmark study on young people and environment, pp.3-4.

Mission Australia (2011*), 'National Survey of Young Australians – Key and Emerging Issues'*, Young People,

viewed 2nd July 2012 http://www.missionaustralia.com.au/document-downloads/category/29-2011

Mango Research, (2009). *'Child Survival Attitudes'*, Mango Research for Save the Children, September

McCrindle, M. (2008), '*Face of Australian Youth'*, McCrindle Research, viewed 22nd July 2012, http://mccrindle.com.au/ResearchSummaries/The-Face-of-Australian-Youth.pdf

McDonnell, I. (2003), *'Public Opinion and the Fight Against Poverty'*, Paris: OECD Development Centre.

National Youth Affairs Research Scheme (NYARS), (2010), *'How Young People Participate in Civic Activities Using Internet and Mobile Technologies'*, viewed 1st July 2012, http://www.deewr.gov.au/Youth/Programs/NYARS/Documents/NYARSReport2010.pdf

The Oaktree Foundation (2010), *'Report on the Make Poverty History 2010 Roadtrip and Summit for the Australian Youth Forum'*, http://theoaktree.org/wp-content/uploads/2010/09/International-Development-Oaktree-report-to-AYF.pdf

Savvides, L. (2012), *'Kony 2012's online activism doesn't guarantee offline success'*, Cnet Pulse, viewed 2nd July 2012 at http://www.cnet.com.au/kony-2012s-online-activism-doesnt-guarantee-offline-success-339336460.htm

Save the Children, (2010), '*Voluntourism: The Next Big Thing?'*, viewed 5th July 2012 at http://www.savethechildren.org.au/blogs/794-voluntourism-the-next-big-thing.html

Taylor, F. *'Young People Active in Communities: Stories from Around Australia,'* Australian Youth Research Centre and the Foundation for Young Australians, Melbourne

UK Aid, (2010), *'Public Attitudes Towards Development'*, viewed 5th July 2012 at http://www.dfid.gov.uk/Documents/publications1/public-attitudes-april10.pdf

UNESCO (2000), '*Youth, Sustainable Consumption Patterns and Lifestyles*.' Paris: UNESCO

UNICEF, (2012a), '*Does Aid Matter? Australian Youth have their Say'*, http://www.unicef.org.au/downloads/Education/Does-Aid-Matter_UNICEF-Australia-Report.aspx

UNICEF, (2012b), *'Young Australians say a resounding 'YES' to more and better aid'*, Media Release 3rd May, http://www.unicef.org.au/Media/Media-Releases/May-2012/Young-Australians-say-a-resounding-%E2%80%98YES%E2%80%99-to-more-a.aspx

Vromen, A. (2004), *'Young Australians are not Apathetic, deviant and technology dependent*,' Online Opinion, viewed 17th July 2012, http://www.onlineopinion.com.au/view.asp?article=2296&page=0

'Young People's Civic Engagement', Civics and the Electoral Education, viewed 3 July 2012 at http_wopared.aph.gov.au_house_committee_em_education_report_chapter3.pdf

Youth Affairs Council of Victoria (2004), *'Taking Young People Seriously'* Melbourne, viewed 7th July 2012 at, http://www.yacvic.org.au/sector/detail-participation.chtml?filename_num=258084

Walsh, L. & Black, R. (2011) *'In Their Own Hands: Can young people change Australia?'* Acer Press, Victoria

Wearing, S. (2001), '*Volunteer Tourism: Experiences That Make a Difference'*, CABI Publishing, New York

Wierenga, A. (2003), *'Sharing a New Story: Young people in decision making',* Australian Youth Research Centre/ Foundation for Young Australians, Melbourne

Wierenga, A. & Wyn, J. (2011), *'Generic Youth Development Framework: A Discussion Document for the Department of Justice'*, Youth Research Centre, University of Melbourne