



2018 YOUTH AMBASSADOR PROGRAM

PROGRAM GUIDELINES

PROGRAM PURPOSE

The program is intended to grow confidence and leadership potential in young women and men as well as;

- Provide a voice and visibility for young people in Tablelands region;
- Raise awareness of local challenges and opportunities amongst young people and provide a platform for them to participate in discussions and consultations;
- Identify and showcase examples of young Tablelander thriving in rural and remote communities; and
- Strengthen ties between community organisations and the next generation of young leaders

PROGRAM OUTLINE

- Applications close Friday 29th June.
- In July & August the program co-ordinators will provide multiple development & community engagement opportunities which may include but is not limited to:
 - Public Speaking/Presentation Skills;
 - Personal leadership skills and strengths;
 - Entrepreneurship & Innovative Fundraising;
 - Attending community events (see event calendar);
 - Meeting with community leaders to discuss opportunities & challenges faced by Tableland youth;
 - Participate in leadership and mentorship opportunities presented throughout the program
- Presentation of the ambassadors will be at the Mardi Gras Parade on 1st September 2018

AMBASSADOR CATEGORIES

The Ambassador Program is open for application from **young men or women** who live, study or work within the Tablelands Regional Council boundaries.

Youth Ambassador - young men or women aged 14-18 years in 2018

Emerging Ambassador - young men or women aged 19-30 years in 2018

Highest individual fundraiser will receive media acknowledgement and a certificate and letter of commendation from the committee.

CONDITIONS OF ENTRY

1. Complete all parts of the application form;
2. Payment of \$100 for each ambassador entrant (usually paid by sponsor);
3. Work with your sponsor to enter a float into the Mardi Gras parade;
4. Attend compulsory community events;
5. Fundraise for your nominated local charity;
6. Participate in leadership and mentorship opportunities presented throughout the program;
7. Agree to abide by the code of conduct;
8. Named Ambassadors accept the title & prize packages with the intention to stay in the area and carry out the role & responsibilities of the Youth Ambassador for the following 12 months including helping the committee to further develop the program for future years.

FEES / PARTICIPATION COSTS

- \$100 entry fee paid to Maize Festival Committee
- Travel to & from events
- Meals at events where food is not provided
- Entrants will be supplied with a Maize Festival shirt to wear at most events.

SPONSORS

Each entrant is to be supported by a community sponsor. This can be a business, community organisation, sporting organisation or school (the sponsor can also be the receiving charity). The role of the sponsor is to support their entrant throughout the festival period and work collaboratively with the entrant and their chosen charity. At a minimum this would include:

- Payment of \$100 entry fee to the Maize Festival Committee
- Entry and decoration of a float into the street parade
- Attendance at the Sign On/Briefing and Mardi Gras parade (see event schedule)
- For business sponsors, deciding with your entrant which charity/community organisation you would like to raise funds for (see fundraising notes)
- Working collaboratively with the entrant to fundraise for the chosen charity.

Additional sponsorship to assist with any other participation expenses would no doubt be appreciated but can be decided between the entrant and sponsor.

FUNDRAISING

Entrants are required to conduct their own fundraising in collaboration with their sponsors/community groups as well as participate in group fundraising during the Maize Festival. It is highly encouraged that participants use innovative means to raise funds.

Entrants fundraise specifically for their chosen community organisation. The receiving organisation needs to be a not-for-profit raising funds for facilities or services in the local region and are subject to the Atherton Maize Festival Committee's approval. Ideally the service would be located in the Tablelands Regional Council region. At a minimum, they must be able to differentiate funds raised through the festival and ensure those funds are spent back in the local area.

JUDGING CRITERIA

The Ambassador Program is focused on the engagement levels and the personal growth over the course of the program. In an effort to judge this holistically, the judging occurs throughout the period of the festival and is not limited to formal events. Judging across the following criteria is carried out by a number of mentors involved:

1. Social media engagement (judged by social media engagement co-ordinator)
 - a. How well you engage with community & each other to support and promote events
2. Community engagement (judged by ambassador program co-ordinators)
 - a. How well you engage with community & each other at community events
3. Collaboration in fundraising (judged by fundraising speaker)
 - a. How well you collaborated with your community group to raise funds
 - b. How well you contributed to & participated in group fundraising
4. Personal Growth & Development (judging panel present at workshops/mentor days)
 - a. How well you participate in and contribute to personal development events
 - b. The level of personal growth evident between your starting & ending presentations
5. Personal Presentation (judging panel present at workshops/mentor days)
 - a. How appropriately you present yourself – attire, grooming, behaviour
 - b. Speech – clear and easy to understand with good eye contact

This is subject to change. We will go through this at the Sign On Day and you will be informed of any other changes prior to participating in any judged events.

NAMED AMBASSADORS PRIZE PACKAGE

- A scholarship program/fund to continue developing leadership qualities (amount to be determined)
- Allocation of a suitable mentor in their area of interest
- Membership/s for local development focused organisations
- Other prizes by donation from businesses & sponsors (more details as they become available)

NAMED AMBASSADORS ROLE & RESPONSIBILITIES

If you become a named Ambassador, it is expected you will remain in the area for the following 12 months and be involved in a range of activities and discussions which may include:

- Participating in community events;
- Participation in further education, development and/or mentoring programs;
- Connecting with youth and acting as a representative for their concerns/ideas;
- Ongoing development of the Youth Ambassador Program & Rural Youth Ambassador Alumni.

CODE OF CONDUCT

Your participation in the Maize Festival Ambassador Program requires that you conduct yourself in a manner that will showcase the reasons we pride the youth in our region. We welcome your full personality, but expect respectful interactions with guests, speakers & co-ordinators at all events and with all community members at public events.

The Maize Festival Committee reserves the right to terminate your participation at any time throughout the festival should your actions in some way bring the program into disrepute. Let's keep it simple:

No foul language or clothes that showcase them, no talking/texting/scrolling on phones during events, no drugs or alcohol, neat and appropriate clothing to be worn at all events, positive engagement and supportive online comments (on any platform). Actively work towards an inclusive group who can positively impact the youth of the Tablelands Regional Council & beyond.

EVENT SCHEDULE (SUBJECT TO CHANGE):

Date	Time	Event details	Purpose	Venue
Sunday 24 th June	3:00pm	Ambassador Program Info Session & Sign On Day	Overview of program for all involved. What to expect and how to get the most out of it. Intro into Wheel of Wellbeing.	Tolga Racecourse
Sun 22 nd July	9-3pm	Development Workshop	Public Speaking, Wellbeing, Strengths based leadership, Innovative Fundraising	Malanda Chamber Rooms
Sat 28 th July		Medics A-Maize Music Night	Intro to public and group fundraising opportunity	Music Lovers Club (old RSL)
Sat 11 th Aug	9-12pm	Community Walk of Wellbeing (this event TBC)	Community engagement and fundraising opportunity – group & individual	Priors Ck
Sun 12 th Aug	9-12pm	VP Day	Community event. Awareness of history of region and experiences of previous generations.	Rocky Creek
	2:30pm	Carinya Afternoon Tea	Community event. Appreciation of contribution and experiences of previous generations.	Carinya Home for the Aged
Sun 26 th Aug	9-11am	Morning with Mentors	Roundtable discussions with community leaders/mentors	Tolga Racecourse
	11am	Maize Festival Race Meet	Community engagement & group fundraising opportunity	Tolga Racecourse
Sat 1 st Sep	5pm onwards	Mardi Gras Street Parade & Ambassador Presentation		Main Street