

## YOUTH PROGRAMS – ANNUAL REPORT 2025

The People Powered Strategy (PPS) launched in 2023 had a strong youth focus. This report provides a progress update on the first three projects of work under the PPS. The fourth project of work (YAG) will be covered further down.

### 1. Leadership Launchpad 2024 - Led by Youth Coordinator

*The inaugural Leadership Launchpad Program aimed to empower young people (aged 16-25) with the skills, knowledge and confidence to lead human rights campaigns, activism and advocacy in their own communities.*

- 139 youth registered
  - 51 successful graduates
  - 33 100% attendance
  - 23+ Took next steps
- Launched in August and wrapped up in December 2024 (5 month duration)
- Five Skill up sessions
- 91% Felt like they belong to a dynamic and active community of like-minded young leaders
- 90% Felt like they took meaningful & impactful action as part of the program

This program is being reviewed and rolled out again in Q4 2025 with a more refined focus to ensure content is tailored appropriately tailored to an under 18 audience.

### 2. Diverse Voices Training 2025 – Co-led by the Youth Coordinator and Human Rights Education Coordinator.

*This program sets out to establish, maintain and develop a dynamic network of skilled young people who are ready and willing to effectively amplify their voices for human rights justice.*

- Based on previous feedback this program was held in person in Naarm over 2 days in March 2025
- During the training they learnt skills such as blog writing, digital storytelling and how to engage with traditional media.
- 31 Registrations – All were external to Amnesty
- 23 Attended
- WhatsApp channel continue to connect participants post-training
- 8 people remain actively engaged with 2 participating in an election “youth on the mic” event and one person already having taken 5 actions e.g. blog writing, video submission and public speaking.

### 3. Accessible Activism Journeys - Co-led by the Youth Coordinator and Organiser: Activist Leadership Development.

*This program aims to develop accessible methods of communicating with young people about the opportunities we have for them to get involved with Amnesty. Pieces of work within this project include making the website*

*more accessible and engaging for young people and streamlining youth initiatives to integrate with the rest of the movement.*

- We have refreshed the onboarding experience for all Amnesty activists ensuring that it is accessible to youth audiences
- A new e-learning module has been developed to ensure all activists receive the essential information required to support them to get involved

## **YOUTH ADVISORY GROUP**

The Youth Advisory Group (YAG) continues to develop and roll out initiatives to attract, engage and connect young people within Amnesty. We want to take this moment to thank and recognise the leadership of YAG as they come to the end of their term this year. In the coming months we are working with them, and other youth activists, to review their terms of reference ahead of recruitment later in the year. Some of their key initiatives across 2024-25 include:

**1. Anytime Amnesty Podcast – Produced by YAG made available to external sources via Spotify.**

Seven podcast episodes were released with another three to five planned to be released by the end of this year, with a total of 723 listens.

**2. ACT UP - Youth Newsletter. Produced by a group of youth activists that is emailed out to a mailing list of youth activists and members and published on the AIA Website**

**From July 2024 to Feb 2025 with an average email list of 277:**

- Average open rate of 34%
- Click rate grew from 1.31% to 2%
- Average click from opens of 4.8%

Both of these initiatives are being more intentionally connected to our broader Activist Communications Team to ensure they are supported and sustained across our movement.

**3. Youth Election Toolkit – Produced by YAG**

*An in-depth document containing several key pieces of election information, designed to help inform young people there was 443 downloads of this toolkit between April and end of June topics included:*

- o Introduction: What Matters to Young Voters?
- o How to Enrol & Update Your Details (AEC process, deadlines).
- o Where and How to Vote
- o Accessibility & Voting Support

- o How Voting Works: Preferential Voting Explained (House of Reps & Senate).
- o Understanding the 2025 Federal Election (Key dates, what to expect).
- o What Each Level of Government Does (House of Reps vs. Senate, policy influence).
- o How to Fact-Check Policies & Candidates (Avoiding misinformation).
- o Myths vs Facts About Voting (Common misconceptions).
- o How to Vote with Human Rights in Mind

#### **4. Universal Periodic Review - YAG with support from the Strategic Campaigns Team.**

*The Universal Periodic Review (UPR) is a unique mechanism of the Human Rights Council that calls for each UN Member State to undergo a peer review of its human rights records every 4.5 years*

- Formal partnership with two youth organisations, Voices of Influence and Young Diplomats Society
- This submission will be the first ever 'youth led' submission in Australia and is currently sitting with the International Secretariat for review.

#### **5. Youth POV – Event / webinar led by YAG supported by the Youth Coordinator and open to all youth.**

- This event focused on youth mental health
- A Youth Mental Health Guide was created and shared after the event
- There is another planned for late July / early August around racism and discrimination