



This Duke of Edinburgh's Award (NSW Division) Coordinator Resource is to be used as a GUIDE ONLY. Given the nature of The Award and its broad scope, NSW Communities – Sport and Recreation cannot provide specific resources to meet the needs of each Participant, Assessor, Supervisor and Register Operator. It is not intended for this resource to be prescriptive and Registered Operators, Supervisors and Assessors must develop their own materials to match their needs. NSW Communities – Sport and Recreation will not be held liable or responsible for any loss, damage or other inconvenience caused as a result of the Registered Operator's, Supervisors and Assessors use of these materials.

Promoting the Award

As Coordinator, part of your role is to endeavour to ensure that the Award is successfully promoted, both to the young people you work with and to the general community. How you do this is up to you, but the following suggestions might be of use. Many of these ideas have come from brainstorming sessions at our Award Administration Training sessions.

- Set up a display board with photos and information about the Award
- Take photos whenever you are doing Award related activities
- Posters are available from us to put up around your school/organisation
- Invite a member of staff from the Office to come and talk to potential participants
- Advertise in the school/organisation newsletter
- Put your Certificate of Registration in a prominent place (eg School Reception)
- Let the local press know about your activities. If one of your participants is doing something a bit out of the ordinary, your local newspaper might run a story.
- Encourage participants to give talks to other students about their experiences
- Present Awards in assembly so that the rest of the school is aware of the program, and the recognition involved in getting an Award
- Include information about the Award in your school prospectus or brochures about your organisation
- Give out brochures at assemblies
- Establish an Honour Board of Award achievers
- Hold regular meetings
- Establish a Duke of Edinburgh's Award noticeboard in a prominent place
- At a school open day or fete, have a Duke of Edinburgh's Award stand
- Ensure that parents know what the program is about. We have a sample letters that you can send to introduce the program to parents
- Hold an information evening (for parents/students)
- Organise a community radio announcement
- Promote the program to other staff and try to enlist their help. Explain the benefits of getting involved to other staff - relevant to professional development, access to training programme, different teaching environment outside the classroom etc ...
- Forge links with other local operators of the Award to share resources and ideas
- Encourage word of mouth promotion among students
- Include Award information and news on your organisations website
- Organise an expedition 'come and try' day
- Make your own promotional video with expedition footage