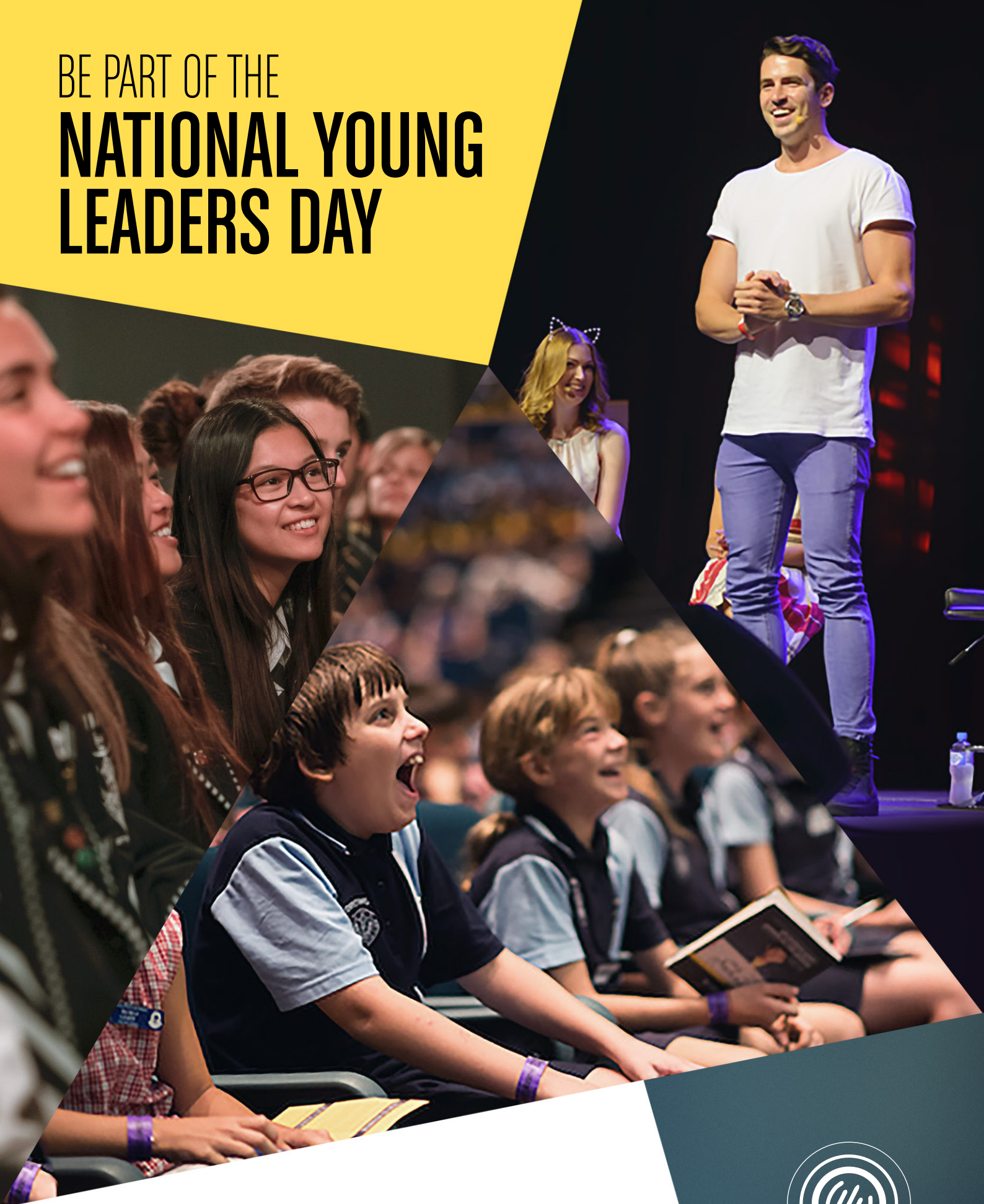


BE PART OF THE **NATIONAL YOUNG LEADERS DAY**



**AUSTRALIA'S LARGEST
GATHERING OF YOUNG LEADERS.**

     Halogen Australia

WWW.HALOGEN.ORG.AU



halogen

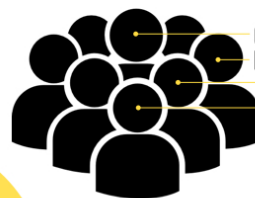


ABOUT THE NATIONAL YOUNG LEADERS DAY

- An annual one-day event in Sydney, Melbourne, Brisbane, Adelaide and Perth, run by Halogen Australia.
- Australia's most influential leaders give keynote presentations about their own leadership journey. Speakers include leaders from business, sport, politics, community service, science and the arts.
- Founded in 1997, this is Australia's largest and most established youth leadership event, endorsed by the Prime Minister, State Premiers, and key education bodies.
- School groups attend, usually with students in leadership roles, or those aspiring to be leaders. Registration is also open to individuals and community groups.
- Held in Australia's biggest convention and entertainment centres, supported by entertainment and activities that create a vibrant and uplifting environment.



365,000 PEOPLE HAVE BEEN IMPACTED BY HALOGEN SINCE 1997



GOVERNMENT SCHOOLS
INDEPENDENT SCHOOLS
CATHOLIC SCHOOLS
COUNCILS

85%
OF STUDENTS WHO
COMPLETED OUR ONLINE
SURVEY DESCRIBED THE
EVENT AS

INSPIRING,
ENGAGING &
EDUCATIONAL

Over **13,000** upper primary
students and
5,500 secondary
students attend each year.



3,000
ADULTS ATTEND EACH YEAR



PAST SPEAKERS

Here is a small sample of the many leaders who have featured at this event in recent years.



Dr Karl Kruszelnicki



Jessica Watson



Ben Roberts-Smith



Andy Griffiths



Bindi Irwin



Anh Do



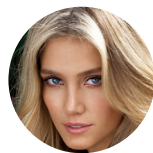
The Hon. Julia Gillard



Manal Younus



Matt Preston



Delta Goodrem



Jess Fox



Catriona Rowntree



Kate Ceberano



Sir Peter Cosgrove



Mark Beretta



The Hon. Mike Baird



Kurt Fearnley



Cosentino



Gordon Tallis



Adam Goodes



Melissa Doyle

ATTENDANCE FIGURES

(APPROXIMATES BASED ON LAST ROUND)

SECONDARY

BRISBANE



NOV EACH YEAR



1500

MELBOURNE



NOV EACH YEAR



1000

SYDNEY



NOV EACH YEAR



2300

PERTH



MARCH EACH YEAR



700

ADELAIDE



MARCH EACH YEAR



700

PRIMARY

SYDNEY



MARCH EACH YEAR



5700

MELBOURNE



MARCH EACH YEAR



4500

BRISBANE



MARCH EACH YEAR



3100

PERTH



MARCH EACH YEAR



1600

ADELAIDE



MARCH EACH YEAR



1000



A PARTNERSHIP WITH **THE NATIONAL YOUNG LEADERS DAY IS UNIQUE**

- Connect your message directly with students and teachers. Leverage off the work that the Halogen Australia team does in assembling a captive audience.
- Have your brand positioned alongside high-profile Australian leaders.
- A rare opportunity to showcase what you offer to a huge target audience in one place.
- Our experienced partnership team can tailor strategies and help develop new ideas so that you achieve specific and measurable outcomes from your investment.
- Leverage our national presence to help increase your reach, if desired.
- Your brand will be experienced within an incredibly positive and uplifting environment, and associated with the professional image of the Halogen Australia brand.
- Gain access to additional exposure through our separate brand 'Student Leadership News'. This provides year-round follow-up through the studentleadership.news website, quarterly magazine, regular podcast, social media and more.
- Know that your partnership helps Halogen Australia to make a significant contribution to developing leadership qualities in young people.



PARTNERSHIP OPTIONS

STRATEGIC PARTNERSHIP

If the fit is right, we can offer a tailored strategic partnership arrangement to a limited number of brands. This would often involve including your spokespeople or brand ambassadors as event speakers, branded content within the event program, direct marketing and list building campaigns, electronic and print advertising opportunities, event signage and multimedia, event presence as an exhibitor, and year-round engagement with our audience through our social media, magazine, podcast episodes etc.



EVENT PRESENCE AS AN EXHIBITOR

During the two event breaks (40 minutes each), and on arrival, students and teachers have the opportunity to engage with activations and displays that our partners set up in the event foyer. As an optional upgrade this presence can also include banners on the main stage, promotional videos as part of main sessions, and logo/info slides on the main stage screens.

CONTENT PARTNER

If your brand has access to an influential Australia leader, their presence as a speaker will be mutually beneficial. This can be supported by an additional event presence as an exhibitor in the foyer for the audience to engage with you during the breaks.





WHAT ARE OTHERS SAYING?

"A really effective opportunity to speak directly to young people about the program we have to offer, directly receive their feedback and open up a valuable two way discussion."

Partnerships Manager
Outward Bound

"Great opportunity to interact with inspirational young students who have leadership qualities."

Defence Force Recruiting
South Australia

"Taking part in the Halogen event was an amazing opportunity for us at Thankyou to not only expose our brand, but also to connect with young aspiring leaders and chat to them about how they can make a difference in their school."

Co-Founder
Thankyou Group

"Halogen was an impressive event. It is a fantastic opportunity to grab the attention of students keen to find out about anything they can get their hands on that is relevant to them."

Youth Development Manager
YMCA

"William Buck has been proud to support young people through the work of the Halogen Foundation for over 10 years. The scale and quality of Halogen's events have enabled us to share in the positive impact they have on students and schools Australia wide. Together we are changing Australia's future."

Marketing Manager
William Buck

"We look forward to the Halogen events each year! A fantastic opportunity to meet open-minded, mature and compassionate young leaders. The students who attend display many of the qualities we value most on our projects overseas. The events are always well organised and a highlight of our events calendar."

Programme Advisor
Projects Abroad Australia & New Zealand

"Halogen events give us the opportunity to meet thousands of intelligent and inspiring young leaders and give them information on the services we offer. They consistently deliver high quality events and are always responsive and helpful in coordinating our involvement. Headspace hopes to be involved for many years to come."

Centre Marketing Advisor
Headspace National Youth Mental Health Foundation

CONTACT US

For more information, pricing and to discuss how you might be able to partner with Halogen.

 AUSTRALIA@HALOGEN.ORG.AU

 07 5479 5718