

BE PART OF THE NATIONAL YOUNG LEADERS DAY



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

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CONNECT WITH STUDENTS AND TEACHERS AT AUSTRALIA'S LARGEST LEADERSHIP EVENT FOR YOUNG PEOPLE!

EVENT SUMMARY

- An event series run by Halogen whose mission is to inspire young people to lead themselves and others well.
- The largest event of its kind in Australia gathering 22,000 young leaders along with their teachers and principals, annually in Sydney, Brisbane, Melbourne, Adelaide and Perth.
- Endorsed by Australia's top leaders including the Prime Minister and State Premiers.
- A day of keynote speakers and leadership insights designed to empower young people to shine bright on behalf of those they lead now and in the future.

ABOUT HALOGEN

Halogen has evolved significantly since running the first National Young Leaders Day in Sydney in 1997. In this 20 year period over 365,000 people have attended a National Young Leaders day.

The Halogen team comprises of young, vibrant and innovative staff who work with a network of professional consultants, partners and speakers to present world class events. To support the experience that students have at the National Young Leaders Day, the Halogen team produces online content and resources to assist students on their own leadership journey.

The National Young Leaders Days are also held in Singapore and New Zealand.

OUR AUDIENCE

365,000 PEOPLE HAVE BEEN IMPACTED BY HALOGEN SINCE 1997



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





EVENT PROGRAM



Boasts a line up of keynote speakers from a broad range of areas including business, sport, politics, community service, media, science and the arts.



Since its beginnings, extraordinary speakers have taken to the Halogen platform including some of the most influential leaders in Australia.



Utilises interactive activities and multimedia presentations to create a day that is both inspirational and practical.



OBJECTIVES

INSPIRE

Through our large scale, dynamic leadership events, young leaders are exposed to the stories of role models and iconic individuals; whose achievements and experiences have the capacity to scaffold and clarify students' own values and beliefs about what it means to be a leader. Through personalisation and connection to remarkable individuals, young people are empowered to visualise themselves as going beyond the ordinary and being a person of influence and impact.

EDUCATE

The event program provides opportunities to educate on the theory and challenge of leadership and influence; providing 'light-bulb' moments for students who are in the process of defining their own leadership identity. Halogen promotes a model of authentic leadership that emphasises the achievement of goals, with and on behalf of others, as well as individual dreams and ambitions.

EMPOWER

Students are encouraged to seek opportunities to develop their skills and potential according to their personal strengths and passions. They are provided with resources to measure, assess, develop and receive feedback on key leadership competencies. Further, they are supported to articulate a considered and strategic Individual Leadership Development Plan.

CONNECT

Students become part of a growing community of young leaders in an interactive environment that encourages the development of supportive relationships and networks. This community, is a place where anything is possible, creativity and innovation are nurtured, and the old rules no longer apply.

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

HOW WILL YOU BENEFIT FROM BEING INVOLVED?

- Create meaningful connections and long lasting impressions in a warm and friendly atmosphere whereby the audience is inspired, energised, reflective and open to hearing about options, opportunities and products that may be of benefit to them now or in the future.
- Align your brand with HALOGEN market-leading brand in the educational sector.
- Connect with a pool of bright and talented young leaders, teachers and principals either on a state-by-state or national level.
- Choose from a menu of options that are affordable and effective.
- Have the opportunity to positively influence the next generation of young leaders.
- Potential to enhance and grow your reach with young people at the largest and longest running school leadership event in Australia!

SEE SOME OF THE OPTIONS THAT ARE AVAILABLE TO YOU ON THE NEXT PAGE



PARTNER WITH US

HERE ARE JUST SOME OF THE WAYS YOU CAN PARTNER WITH US:



BECOME AN EVENT SPONSOR

Branding and engagement opportunities at the National Young Leaders Day include exhibiting, 30 sec video spots, banners and more.

PRODUCT/IN-KIND SPONSORSHIP

Halogen hosts a number of exciting programs and competitions that engage students and teachers nationwide. Prize donation is a great way to promote your organisation's products or services.

PROFESSIONAL SERVICES RENDERED

Halogen has a long history of receiving support in the form of services from a variety of professional organisations. If you have the capacity to offer services on a pro-bono basis, there may be opportunities at hand.

FINANCIAL CONTRIBUTION OR DONATION

Although Halogen's main revenue sources come from the sale of its products, avenues exist for those who wish to help share the costs of running the organisation or our initiatives through direct contribution.

BE A CONTENT PROVIDER

If you know performers/speakers (national or international) that may be used to enhance our event program or offering to schools Australia wide, we are always open to suggestions.

CO-PROMOTION

Halogen markets to every school in Australia with a highly successful product aimed at students. If you have a reach into the education or youth market, we would be interested to discuss ways we might be able to work together and co-promote.

VOLUNTEERS

Halogen has a range of valuable opportunities for both individuals and groups to get involved with our work. Whether it is office support at headquarters, or assisting at events, we pride ourselves on providing a valuable learning experience for those who donate their time.

BECOME A MEDIA PARTNER

We have a range of valuable leadership content at our disposal including inspirational speaker clips and access to stories of students leading well in their school, home and wider community which may be of interest. If you are looking for ways to grow your existing audience of educators or engage with the students and or teachers and principals in new ways, perhaps we can help.

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.

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