

NEWS RELEASE



The Hon. Graham West MP
Minister for Juvenile Justice
Minister for Youth
Minister for Volunteering
Minister Assisting the Premier
on Veterans' Affairs

Monday 16 February 2009

Youth put their spin on what they want

NSW Minister for Youth, Graham West, today announced that the State Government would use social media to hear from young people in the central, mid and far north coast areas of NSW on how they would like to spend \$30,000 on youth projects.

“We need to engage with young people by using the new technology they use,” Mr West said.

Research by social media experts Small World Social found that young people in the area predominately used social networking sites such as Myspace, Bebo and MSN’s instant messenger service, averaging usage of around 2 hours per day.

Mr West said the NSW Government will use these social networking sites in a viral marketing campaign, to alert young people to www.yourspin.com.au.

“Young people who access the site can play an interactive game and vote for what types of youth programs they want in their area,” Mr West said.

“New technology is the best way to connect to young people. It’s their preferred way of communicating with all their friends.

“This is a big step forward for Government in Australia and an innovative way of involving young people in Government decisions,” Mr West said.

Joe Robb from Small World Social said the global explosion in the popularity of social networking sites has opened up new channels of communication, discourse and marketing.

“The utilisation of the sites that young people frequent is a novel way of attracting two-way interaction with the kids on their platform,” he said.

The Your Spin initiative is a pilot research project for the NSW Government, utilises EDMEDIA Australia and is lead by Professor Daryll Hull and Professor Dubravka Cecez-Kecmanovic from the University of NSW.

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