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Australian Government  
Department of Education

## Australian Teenage Expo 2013 (ATE) Evaluation

30th, 31st August and 1st September 2013  
Melbourne Showgrounds

2014 - Melbourne Showgrounds  
Date: 28th & 29th August



[www.teenageexpo.com.au](http://www.teenageexpo.com.au)



# Introduction

**"The purpose of life is to contribute in some way to making things better"**  
**Robert F. Kennedy.**

**Young people have a long memory and are often loyal to the things that impress them. The Australian Teenage Expo is an event that promotes organisations to build 'LONG TERM' relationships with young people in a fun, interactive and educational way. Now after three years of experience we have found over and over young people utilizing organisations they met from the first event.**

## Key Statistics

- 95 Exhibitors showcasing to young people
- 137 companies including sponsors and in kind support
- 101 schools from across Victoria attended
- 8522 people attended over the three days – including students and parents
- 497 secondary teachers attended and trusted us with their students for a school excursion
- 58% were Yr 11 and 12 students
- 25 % were Yr 10 students
- 205 people generously volunteered to work at ATE over three days and for that Sonya and Sacha are truly thankful.

## "RESPECT" performance

Respect – An entertaining and educational live stage show attended by over 6700 young people and nearly 500 teachers from 101 schools across Victoria, with 25% choosing to travel from country Victoria.

**The performance looked at all the ways young people should respect themselves in the real world and the on line world.**

This showed ticked all the boxes for teachers to bring along their students for an educational, fun and interactive excursion.

**The goals we have achieved are far beyond our expectations.**

## Outcomes achieved

- More exhibitors chose to do interactive activities to build positive Engaging relationships with young people.
- Visitors interacted extremely well with exhibitors.
- Our "Respect" Live performance sold out 4 shows in a row.
- Students were educated on Cultural Respect, Online Respect, Respect for yourself and relationships, Respect for the law and the community and the price you pay when you disrespect yourself.
- The Respect performance showcased over 25 talented students from Essendon Keilor College, Yung Philly, The Dig Deep Collective, Comedian Khaled Khalafalla, Rachel Costanzo, Oliver Nease (Copperfield College) Featuring Rinna, Serene & Elandrah – from EKC with David Taafua – Braybrook Secondary College.
- We were able to cover all areas of service, education, employment, fun and entertainment for young people.
- Our attendance has significantly risen over all three days of the event
- Services covered were road safety, drug and alcohol issues, information for young people with disabilities, bullying, cyber safety and security, schoolies, self development, teamwork and leadership, crime prevention, sexual health and sexual assault, human rights, emergency services and counseling services.

## Sponsors

- Department of Education, Employment and Workplace Relations (DWEER)
- McDonald's
- City Of Melbourne
- Channel 9
- 13 Cabs
- Minister for Youth Office
- Youth Central
- HairHouse WareHouse
- Happy Lab
- David Jaanz Singing School
- The Body Shop
- San Remo Fantastic Noodles
- Vege Chips
- Schick
- Hoyts
- Ice House
- Itchy Graphics
- Immerse PR Agency
- The Kids Are Alright
- Redbull

## Media Coverage and Media Highlights

A massive media campaign on FOX FM prior to ATE commencing Herald Sun, several online magazines, Light FM, Girl Magazine, ABC Radio, Brimbank and North West Weekly, Marie Claire will feature an article on Sacha one of the Directors, many local Melbourne newspapers.

## DEVla.t.e all style Dance Competition

Over 30 dance crews competed against each other for cash prizes, ipads, \$2500 worth of HairHouse WareHouse gift packs and Happy Lab Prizes

## • Extra Special Highlights

- Federal Office for Youth, Australian Youth Forum through Department of Education, Employment and Workplace Relations proudly supported the Australian Teenage Expo.
- Huge thanks to McDonald's and City of Melbourne for their support and contributions.
- Timomatic – International performer and judge on Australia's Got Talent – performed and spoke at the Expo.
- Masterchef Alice Zaslavsky vs Minister for Youth Ryan Smith in a cook off.
- Ronald McDonald appeared and got everyone to participate in the McDonald's Big Mac chant.
- Emmanuel Kelly X Factor contestant performed and inspired our attendees with his amazing story.
- Special performances by Fatai V. (The Voice 2012), Jackie Sannia (The Voice 2013), Tyler Wilford (Young Talent Time), Kaity Dunstan (The Voice 2013), Jaron Natoli (more than 1 million Vube hits), Kaitlyn Thomas (ACMF Award Winner) and Rachel Costanzo (Current single Blindside out now) who all amazed us with their vocal talent.
- Jamal Brown and Jermaine Maybank current Bronco's Big V League players showed off their incredible basketball skills.
- Prizes and Giveaways from McDonald's, Happy Lab Lollies, Hoyts Movies, The Body Shop, Ice House Skating, San Remo Fantastic Noodles, Schick Razors, Garnier Fructis, Loreal Cosmetics and many more.
- Crimestoppers campaign "Say Something" – Jimmy and Rachel ads.
- RESPECT Show featuring some brilliant talent from schools all across Melbourne.
- Minister for Youth Ryan Smith's office gave away 5 Ipad's and several JB Hi-Fi vouchers to lucky winners.
- DEVla.t.e Dance Competition saw individuals and dance crews battle it out for the title.
- ATE Vocal Competition showcased some up and coming singing stars. Winner Anthony Gerace.
- McDonald's very kindly fed all our volunteers for the three days – including healthy options.
- Step Back Think new campaign against street violence.
- More than 200 volunteers making our event fun and easy to attend – they rock!!

## Comments from teachers, parents, students and exhibitors

**"As one of the largest employers of young Australians, McDonald's is extremely proud to support the Australian Teenage Expo. Sacha, Sonya and the team continue to demonstrate reliability, integrity and the ability to deliver a fun and inspiring event – we found it extremely successful for us to be involved."**

David Lionetti - Senior Retail Marketing Consultant, McDonalds Australia Ltd

**"Thank you for the opportunity of singing at the expo. It was an amazing experience and really helped me build my confidence."** Annelise Answerth

**We look forward to seeing the photos on the web, and thank you for letting us be a part of Australian Teenage Expo! Think of us again next year as we would love to do it again."** Tuanelle Moimoi – Happy Lab

**"Engaging young people from all cultural diverse background through the Teenage Expo each year is a must."** Leigh - Crime Stoppers Unit

**"Another staff member told me today how good your Expo was and that the focus on other cultures was a great thing for our students. A most educational enlightening experience, and lots of fun! So well done to you again!!!"**

F McCarty – Damascus College

**"What a fantastic event. You guys should be incredibly proud of your achievement running this event and of the positive influence you had over the kids that heard you speak (I snuck in to hear you speak for a wee bit....great stuff)"** Chris Drossos – Red Cross

**"The Yr 10's from Monbulk College had an awesome time at the venue this year as the cohort of Yr 10's did the year before. I got heaps of positive feedback from parents saying that their child had come back with lots to share. I bumped into one student that same weekend who when asked if he enjoyed himself replied "Miss I've had a happy hangover feeling since Friday's Expo!!!" So thanks for a fantastic experience once again and thanks for making the process easy."**

Natalie Andrews - Year 10 Team Leader, Monbulk College

**"Sacha and Sonya you two are extra-ordinary, you should be proud to say you worked on through the expo and managed a new born baby each at the same time, while also putting on a remarkable event! Thank you once again for taking that extra time to teach me things throughout my experience."**

William Angliss - Sasha Anderson, Student Intern

**"I must say that really was a fantastic Expo, well done to you all."**

Oscar Yildiz - CEO, Bully Free Australia

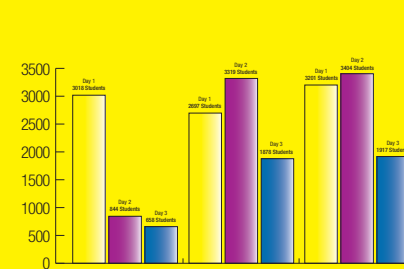
**"Sacha & Sonya congratulations on running such a professional expo. In our first time exhibiting at ATE we had students all day at our exhibit and more importantly teachers and decision makers for schools. As a result we have already had several enquiries and a booking for our services. Great expo and opportunity to expos any product/service targeting teenagers or schools."**

Paul Rosenberg - Director, Party Higher

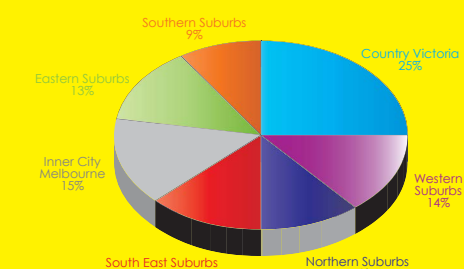
**"We thank you and your team for your hard work to bring together so many organisations and positive role models to create such a valuable opportunity for our students. Both our staff and students had a great day. We look forward to attending again next year."** Bronwyn Hart - Hume Valley School

**"Our students had no idea what to expect having never attended an event like this before and they had an extremely enjoyable and informative day. The standard of the performers at the show was amazing- our guys were speechless (rare in itself!!)"** Gary - Heald Teacher

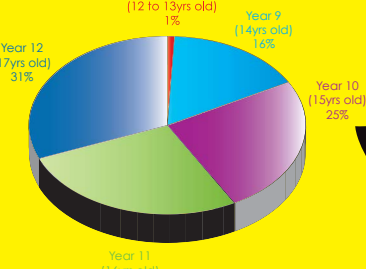
**"WOW best event ever...."** Simon Pursey - Marketing Manager, 13Cabs



ATE Attendance



Location of Schools Attending ATE



Age of Students Attending ATE

