

How to promote the Award within your Award Centre

This resource provides suggestions for Award Leaders to consider when promoting the Award within their Award Centre.

How will the Award be promoted?

Consider the different communications channels that may be available at your Award Centre. These may include one or a combination of the following:

- Award Centre website and intranet
- Award Centre social media channels
- Award Centre newsletters
- Award Centre noticeboards
- Award Centre assemblies – whole of school or year
- Award Centre information sessions
- Other

What promotional material is available?

The [Duke of Ed Award Leaders resources page](#) includes links to

- Participant Powerpoint presentation
- Duke of Ed flyer

The [Duke of Ed Participant web page](#) provides an overview of benefits of the Award and a short engaging video that you can use in presentations or communications.

The [Duke of Ed Participant resources page](#) includes links to

- Award roadmaps
- Participant Award plans

Case studies and guest speakers

Potential Participants and their parents or guardians will relate more closely with current or past Award Holders. Encourage their participation at planned information sessions or include their stories in promotional communications and include any

- Participant photos
- Participant videos

What should be included in the communications?

The content will depend largely on the type of communication and the audience, but consideration should be given to the following

- Provide appropriate contact details for Participants, parents and/or guardians to either enquire about registration or any other information
- Provide relevant information about registration – who and how to contact and any critical timelines
- Dates and times of any information sessions. Who should attend and why?
- Provide information about how the Award is delivered at the Award Centre.
- Include information of any partnerships there are within the local community
- Provide information about Award Centre plans for Adventurous Journeys
- Include information about Award Centre Child Safe standards as part of reiterating that family members should not be Assessors
- Include engaging imagery including photos and videos from previous Participants
- Cost to complete the Award and how payment is made
- Use plain English. Don't assume the audience knows what the Duke of Ed is or what the benefits are
- Provide an overview of the Duke of Ed, its relevance in the Award Centre and benefits to Participants. Below is some suggest text to include

About the Duke of Ed

The Duke of Edinburgh's International Award is a leading internationally recognised non-formal youth development program that empowers young people to realise their full potential beyond academic success. It encourages Participants to set and achieve goals as they learn new skills, improve their physical well-being, volunteer in the community and experience an outdoor team adventure.

The Award can help Participants find jobs, apply for national and international scholarship programs at participating Universities.

The Duke of Ed can be achieved at three different levels: Bronze, Silver and Gold. As the levels increase, the time commitment required to complete each level also increases. The Award is self-directed, and students can choose the activities they would like to include in each section.

Each level (Bronze, Silver, Gold) is made up of three Sections: Physical Recreation, Voluntary Service and Skills. Student can choose their own activities for each Section, some of which they may already be doing through extracurricular activities. This means that parents play a vital role in supporting and encouraging young people as they work towards their goal. Some parental guidance may also be required.

All adult Volunteers assisting with the Award delivery undergo mandatory Child Safe checks.

We hope your child will take advantage of the opportunity to join this internationally recognised Award. If you have any questions, please contact details here.

Branding communications

All branding must conform with [NAO branding guidelines](#). The Award should be referenced as The Duke of Edinburgh's International Award in the first instance, and either Duke of Ed or the Award thereafter. A common mistake is using hybrid variations.

Logos

Award Centres are encouraged to co-brand their communications using

- Award Centre logo
- Duke of Ed – Proud to deliver logo – see NAO logo guidelines for correct use



Other resources

There are a number of additional promotional resources, suggestions and guidelines available on the [NAO Promotional and Branded Materials page](#)

Award framework

Four Sections for Bronze and Silver, five Sections for Gold (none more important than another):

	 AUSTRALIA The Duke of Edinburgh's International Award Framework	 Voluntary Service Connecting with the community by giving meaningful service (to others).	 Physical Recreation Improving physical fitness and wellbeing, encouraging an active and healthy lifestyle.	 Skills Unleashing talents and broadening personal interests and skills.	 Adventurous Journey Purposeful adventuring and team building in an unfamiliar environment.	 Gold Residential Project A purposeful experience with new people outside their usual place of residence.
Bronze 14 yrs+ Minimum Time: 6 months		3 Months	3 Months	3 Months	2 Days/1 Night - Practice Journey/s - Qualifying Journey	N/A (Gold Level only)
Averaging 1 hour a week. Plus an additional 3 Months for a major section in Voluntary Service, Physical Recreation or Skills.						
Silver 15 yrs+ Minimum Time: 6 months		6 Months	6 Months	6 Months	3 Days/2 Nights - Practice Journey/s - Qualifying Journey	N/A (Gold Level only)
Averaging 1 hour a week. Plus an additional 6 Months for a major section if the Bronze Award was not completed.						
Gold 16 yrs+ Minimum Time: 12 months		12 Months	12 Months	12 Months	4 Days/3 Nights - Practice Journey/s - Qualifying Journey	5 Days/4 Nights
Averaging 1 hour a week. Plus an additional 6 Months for a major section if the Silver Award was not completed.						