

NSW Duke of Ed Promotion and Communication Planner

This resource provides suggestions for Duke of Ed Leaders to consider when promoting the Duke of Ed Framework within their Duke of Ed Centre.

Planning your Duke of Ed

Before considering your promotion and communication plan, it is important that you have a very clear set of objectives and appropriate resourcing to implement and support the Duke of Ed. This should be developed with the Duke of Ed Centre leadership team and consider

- Duke of Ed inclusion within the Duke of Ed Centres strategic plans
- Alignment of Duke of Ed Framework to school co-curricular activities, including camp(s)
- All options for the Adventurous Journey – run in-house or through an external provider
- Appropriate resourcing, including in-house Assessors and administrative support
- Developing partnerships within the local community to support Duke of Ed User activities
- [Whole of Year](#) – Bronze Level at Year 9
- Planning your registrations around resource availability

How will the Duke of Ed be promoted?

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

- Displaying Licence Agreement certificate in a prominent position
- Duke of Ed Centre website and intranet
- Duke of Ed Centre social media channels
- Duke of Ed Centre newsletters
- Duke of Ed Centre noticeboards
- Duke of Ed Centre assemblies – whole of school or year
- Duke of Ed Centre information sessions
- Recognition events such as assemblies with the presentation of certificates and badges to those who have completed a Duke of Ed Level
- Honours board(s)
- Other

What promotional material is available?

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

- Duke of Ed User Powerpoint presentation
- Duke of Ed flyer

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

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

- Duke of Ed Level roadmaps
- Duke of Ed User plans

Case studies and guest speakers

Potential Duke of Ed Users and their parents or guardians will relate more closely with current or past Level Holders. Encourage their participation at planned information sessions or include their stories in promotional communications and include any

- Duke of Ed User photos
- Duke of Ed User 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

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

About the Duke of Ed

For over 60 years, The Duke of Edinburgh's International Award – Australia has been empowering young people to develop important life skills such as resilience, adaptability, creativity, problem solving, decision-making and communication.

These skills can support a person's education, future employment, connections within the community, and mental health and wellbeing.

Branding communications

All branding must conform with [NAO branding guidelines](#). The Duke of Ed should be referenced as The Duke of Edinburgh’s International Award in the first instance, and Duke of Ed or Duke of Ed Framework thereafter. A common mistake is using hybrid variations and important this is made clear to those developing and maintain your websites, intranets and communications.

Logos

Duke of Ed Centres are encouraged to co-brand their communications using

- Duke of Ed Centre logo
- Duke of Ed – Proud to deliver logo– see [NAO branding 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](#)

Duke of Ed 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 Unteasing 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.						