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November 2021

Taking Action and Leading the Way

Dear all,

How wonderful to be back face-to-face Scouting again!

It has been great to see Groups returning to their Halls, Dens and Activity Centre's and enjoying more amazing adventures.



The State team was excited to host **The Great SCOUTdoors** at the end of last month to give all our youth members the opportunity to enjoy some brilliant activities aligned to the Program, covering Creative, Outdoor, Personal Growth and Community challenges. If you're short of ideas, I recommend you create your own adventure from the impressive activities still available [on our website](#).

There are some even bigger adventures on the horizon offering plenty of action and fun. As international travel opens up, we have started promoting [World Scout Jamboree 2023](#) in South Korea, where we're hoping to have one of our biggest Australian contingents ever.

World Jamborees are a very special opportunity for participants to build outstanding life skills, returning with new ideas and experiences that leave a lasting impression.

There's also the 15th New Zealand Venture taking place in Christchurch in 2023, followed by a post tour to Queenstown, a location renowned for its adventurous activities. And there is an opportunity for Australian Scouts to visit Switzerland in 2023 to celebrate the Kandersteg International Scout Centre's centenary. You can find all these, and more, on our social media accounts and our website.

As we get back to Scouting, we've been supporting our Groups with guidance and training to recruit new adult leaders and also to promote Scouts in your local community.

Our **Leader Build** program has proven highly successful for Groups looking to expand their leadership teams. Our State teams held two popular webinars last month with 110 leaders participating, and they've distributed over 100 resource packs around the State. Why not check out our [recruitment tools](#) and re-energise your Group today!

We've also been sharing a wide range of **promotional tools** to raise awareness of Scouts within your local communities. There's a new webinar this month offering tips and strategies for local promotions. We've had a great response with plenty of promo packs being sent out, and we have a new resource page (with tips, templates and resources to download) added to our website [here](#).

We've found the most successful marketing and promotional activities take place at a local level. Marketers describe this as "in market" promotion, which involves attracting consumers when they're in the right frame of mind to purchase our product and then guaranteeing a smooth and speedy fulfilment process. For us, this means promoting Scouts to adults located in the same area as a nearby Scout Group, so that enquiries can be handled efficiently, and new members can find the best Group that meets their interests.

Our National and State marketing teams also deliver awareness campaigns that directly target the young parents we're trying to attract. We've run advertisements on local buses and bus shelters, we've run radio ads and we've even done some in-cinema advertising to help lift our profile and make sure our audiences see that we're a fresh, modern organisation, open to anyone, offering activities and adventures that appeal to today's youth.

The Chief Ambassador of World Scouting, Bear Grylls, is also a wonderful champion and role model for young people. He recently spoke at COP26, the Climate Summit in Glasgow, to which world leaders were invited. Wearing his Scout uniform, he appealed to politicians and business leaders to take action on the climate. He explained that saving the planet is the top priority for young people, including those in Scouting. His inspiring speeches can be found [on the UK Scouts website](#), where he is Chief Scout. I encourage you to read them, and to get involved in some of the [wonderful activities](#) that have been devised for young people around the world.

Thank you to all our adults who are also taking action and leading the way.

Our priority is to set our Section and Group leaders up for success.

Yours in Scouting.

Neville Tomkins OAM JP
Chief Commissioner
Scouts Australia (NSW Branch)

To contact the Chief Commissioner, please email chief.commissioner@nsw.scouts.com.au.

*Scouts NSW acknowledges the traditional custodians of country throughout NSW.
We pay our respects to elders past, present and emerging.*

Youth Safety in Scouting

Scouts Australia NSW is committed to operating as a youth safe organisation and implementing youth safe policies and practices in accordance with the elements of a child safe institution outlined by the Royal Commission into Institutional Responses to Child Sexual Abuse report entitled Creating Child Safe Institutions.

Remember

All suspicions, concerns or allegations about criminal matters or child protection matters should be reported directly to the Chief Commissioner, the Deputy Chief Commissioner (Youth Safety, Compliance and Support), the CEO or the Child Protection Officer at the NSW State Office. To make a report use the [online youth protection form](#), call 02 9735 9000 or email youthprotection@nsw.scouts.com.au.

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