

YLab x Our Watch

Promoting Safety, Gender Equality and Respect in the Workplace

External Communications Kit

July 2024

YLab and Our Watch are seeking support from community partners to recruit young people for our upcoming research and insights project.

This document contains an overview, downloadable assets, and sample copy to help you to promote this opportunity to your networks.

Thank you in advance, we are enormously grateful for your support.

Please don't hesitate to contact us if you have any questions, require additional assets to suit your channels, or wish to explore other ways to be involved in this project.

Grosvenor Francis (he/him)

YLab

E: grosvenor.francis@ylab.global

Alisha Taylor-Jones (she/they)

Our Watch

E: alisha.taylor-jones@ourwatch.org.au

About the opportunity

- **Who:** Young people aged 15-24 who live or work in Australia
- **What:** 1 x 1 hour interview
- **Where:** Online - Zoom
- **When:** Between 22 July and 9 August 2024
- **Payment:** \$75/hour

In partnership with Our Watch, YLab is developing an insights paper and creative assets with young people to promote safety, gender equality and respect in the workplace. The insights paper will be authored by YLab.

As part of this process, we are currently recruiting 15 young people to participate in paid one-on-one interviews to understand their experience of the issue, identify solutions that cater to their needs, and uncover insights for sharing with employers.

Interviewees will:

- Receive \$75/hour for their time and insights
- Contribute to an insights paper and creative assets to promote safety, gender equality and respect in the workplace for young people

We're looking for young people:

- Aged 15-24
- Living or working in Australia
- From diverse backgrounds and lived experiences
- Motivated to positively impact the employment system
- Available for a 1 hour interview via Zoom between 22 July and 9 August

Please direct young people to apply by completing our [expression of interest form](#) at their earliest convenience and no later than Sunday 21 July.

If you have any questions or needs, contact Grosvenor via grosvenor.francis@ylab.global.

About us

YLab is a not-for-profit social enterprise dedicated to designing better services, policies and products with young people. We employ and train young people to centre their lived experiences and work alongside clients to drive real change across the employment, health, education and First Nations systems.

- [Website](#)
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)

Our Watch is a national leader in the prevention of violence against women and children. We work to embed gender equality and prevent violence where Australians live, learn, work and socialise.

- [Website](#)
- [Facebook](#)
- [Instagram](#)
- [LinkedIn](#)

Assets

- [Expression of interest form](#)
- [A4 flyer](#)

- [Instagram post](#)
- [Instagram story](#)
- [LinkedIn post](#)

Sample email

YLab x Our Watch | Paid Interview Opportunity
Attachment: [Digital flyer](#)

Hi [Insert receiver name],

I hope all is well.

I just wanted to quickly share an exciting opportunity I thought you might be interested in.

In partnership with [Our Watch](#), [YLab](#) is developing an insights paper and creative assets with young people to promote safety, gender equality and respect in the workplace. The insights paper will be authored by YLab.

As part of this process, they are currently recruiting 15 young people to participate in paid one-on-one interviews to understand their experience of the issue, identify solutions that cater to their needs, and uncover insights for sharing with employers.

Interviewees will:

- Receive \$75/hour for their time and insights
- Contribute to an insights paper and creative assets to promote safety, gender equality and respect in the workplace for young people

They're looking for young people:

- Aged 15-24
- Living or working in Australia
- From diverse backgrounds and lived experiences
- Motivated to positively impact the employment system
- Available for a 1 hour interview via Zoom between 22 July and 9 August


To apply for this opportunity, please complete their [expression of interest form](#) at your earliest convenience and no later than Sunday 21 July.

I have attached a flyer with further information and, if you have any questions or needs, contact Grosvenor via grosvenor.francis@ylab.global.

Best wishes,
[Insert sender name]

Sample social media posts

Post	Assets	Copy and instructions
<p>Instagram post</p>	<p>Download here</p>	<p>Calling all young workers! 🗣️</p> <p>YLab and Our Watch are looking for young people aged 15-24 to take part in a paid interview to help shape an insights paper and creative assets to promote safety, gender equality and respect in the workplace.</p> <p>Find out more and apply by Sunday 21st July: bit.ly/yLabourwatch</p> <p><i>Instructions:</i></p> <ul style="list-style-type: none"> • Post the visual assets linked on the left along with copy above • You can also add the form link to your bio, Linktree or equivalent on Instagram • You can also post the form link directly to Facebook and LinkedIn and it will populate with a visual cover, instead of using these assets • Don't forget to tag us to help us track our recruitment campaign • Feel free to use your own brand voice, this is just a guide!
<p>Instagram story</p>	<p>Download here</p>	<p>Are you a young person aged 15-24 motivated to impact the employment system?</p> <p>Get paid \$75 for a 1 hour Zoom interview sharing your thoughts. Find out more and apply now: bit.ly/yLabourwatch</p> <p><i>Instructions:</i></p> <ul style="list-style-type: none"> • Post all three video assets linked on the left and the copy above

		<ul style="list-style-type: none"> • You can also add the form link to your bio, Linktree or equivalent on Instagram • Don't forget to tag us to help us track our recruitment campaign • Feel free to use your own brand voice, this is just a guide!
<p>LinkedIn post</p>	<p>Download here</p> 	<p>Opportunity alert! 📢</p> <p>YLab and Our Watch are looking for young people aged 15-24 to take part in an interview to support the development of an insights paper and creative assets to promote safety, gender equality and respect in the workplace. You'll receive \$75 via GiftPay as thanks for sharing your thoughts and experiences.</p> <p>Applications close Sunday 21st July: bit.ly/yLabourwatch</p> <p><i>Instructions:</i></p> <ul style="list-style-type: none"> • Post the visual asset on the left along with copy above • You can also add a form link as a button with custom text • Don't forget to tag us to help us track our recruitment campaign • Feel free to use your own brand voice, this is just a guide!