



THE MARKET

The Scouting program delivered by Scouts Australia, prepares young people aged 6-26 for business and community leadership, developing life skills, teamwork and leadership skills through a value based program called the Scout Method.

However in recent times, available activities for young people have increased dramatically. Scouting now competes with organised sport, other youth development programs and informal leisure activities such as computer games and TV. The demands on school students are ever-increasing, and school activities and homework are taking up more of young people's time.

As a result, young people have less available time, and more choices than ever before, putting Scouting in a competitive market environment.

ACHIEVEMENTS

Since its inception in 1907, Scouting has spread to all but six countries in the world, and membership is now estimated at 28 million. With an emphasis on peace, education and understanding, it transcends all cultures, religions, races, politics, age and gender barriers. Tens of thousands of young people from around the globe meet every four years at World Jamborees to share in the fun and exchange of knowledge and understanding such events have to offer. Every day, hundreds of thousands of projects that benefit local communities are conducted by Scouts working to improve their world.

An estimated 2 million Australians have been Scouts since it was founded in Australia in 1908. Many of these have used the skills and confidence gained in Scouts, to achieve success in their careers, or other community contributions. Scouts Australia has taught millions of young people resourcefulness, self reliance, leadership, decision making and concern for their community and the environment.

The significant benefits Scouting brings to the community has recently been acknowledged by the Australian Government which has declared 2008 as "The Year of the Scout".

HISTORY

On 1 August 1907, Lord Robert Baden-Powell, held the very first 'Scout camp' for a group of 20 boys on Brownsea Island in the UK. B-P as he is known, was a national hero in the UK, following his victory over the Boers at the siege of Mafeking during the Boer War. He had developed a method of 'Scouting' which he taught his soldiers, involving keen



observation and self reliance. On his return to the UK, he was encouraged to apply his methods to the training of boys, and thus held the Brownsea Island camp. The boys lived in tents, cooked their own food and learnt many valuable skills through games.



The camp was extremely successful and BP then began a fortnightly publication 'Scouting for Boys' which the youth of the UK quickly adopted and started to follow. Australia was one of the first countries to adopt Scouting. In early 1908 the Sunday Times printed an article by Lord Baden-Powell about the Scouting Movement which raised much interest in Australia. By the end of 1908 Scout groups had formed throughout NSW, Queensland, Western Australia and Victoria.

By 1922 a federal council of Scout groups had been established in Australia. The Scout Association of Australia was incorporated by Royal Charter and Act of Parliament in 1967 and the Association is a member of the World Organisation of the Scouting Movement.

Today there are around 60,000 Members of Scouts Australia, including women and girls who were first admitted in the 1970s.

THE PRODUCT

Scouts Australia is Australia's largest youth development organisation, and has over 1600 Groups in all parts of the country. Scouting is inclusive and membership includes both girls and boys, Scouts from remote locations, Scouts with special needs, Scout Groups from particular cultural backgrounds, including Indigenous Groups. The aim is to encourage the physical, social, intellectual, emotional and spiritual development of young people so they take a constructive place in society

as a member of their local, national and international community.

The key methods for achieving the aim are:

- Membership of a group, which is increasingly self governing
- Commitment to a code of living (the Scout Promise and Law)
- A wide range of attractive, constructive and challenging activities including opportunities for indoor and outdoor adventure and exploration
- Opportunities for leadership
- An award scheme that encourages participation and individual achievement.

Children can become Joey Scouts from age 6. They then progress to Cub Scouts at age 8, then Scouts at age 11, Venturer Scouts at age 15 and finally Rovers at age 17. All levels employ the key Scouting methods, with young people's self-determination growing, until the last two stages, when Adult Leaders provide advice only. Youth consultation is a major factor in the operation of Scouts Australia and youth members are included on Scouts Australia management teams at the highest level.

RECENT DEVELOPMENTS

Jamborees of 10,000+ people are held every 3 years, and Scouts can be involved in an enormous range of activities including abseiling, flying, sailing, white water rafting, the performing arts, and overseas travel.

Scouts Australia has become increasingly recognised in the world movement of Scouting, and plays a key role in the Asia Pacific region.

The quality of Scouts Australia's training courses for older youth members, and for adult leaders, has long been highly regarded. In 2004 Scouts Australia became a nationally accredited



training organisation, with several of its courses formally recognised amongst educational and professional bodies. As such, youth members may have their Scouts Australia courses recorded on their final school results certificates, and adults may benefit in their professional employment. Scouts Australia is continuing to expand its range of accredited courses which now include leadership courses and adventurous activity courses.

Scouts Australia has actively sought ways for greater community involvement, and various programs have been developed with organisations such as Rotary and Surf Lifesaving, as well as some state education departments.



to promote the benefits of Scouting, as well as keep existing members informed. Website traffic to the national site has increased threefold since 2004 when a new website strategy was first implemented. Scouts Australia now keeps members informed of its achievements directly via e-newsletters.

Other strategies involved changing the uniform (the most visible sign of Scouting to the community) from the militaristic khaki to a more relaxed and contemporary blue with coloured collar. Significant national media coverage was achieved with this 'momentous' change alone.

The enormous focus on changing the image of Scouts has begun to pay dividends. Internal morale has increased and new membership enquiries increased significantly. Total awareness levels, measured through A C Nielsen Omnibus Surveys, increased from 89% to 96% from 2005 to 2006, and unprompted awareness levels doubled in the same time period from 23% to 48%. In the same surveys Scouts gained the highest number of first mentions amongst youth organisations in Australia (13% increasing to 27% respectively).

Some 45% of adults 18 years+ surveyed reported that they had had some involvement with Scouting during their lifetime.

BRAND VALUES

Scout's promise is to help children and young people achieve their full potential in life through its individualised adventurous, challenging, leadership and teamwork-oriented, fun programs.

'Be Prepared' is the worldwide slogan for Scouts, and sums up the essence of what Scouting aims to teach young people.

Scouts meets the needs of contemporary youth by providing dynamic, innovative and adventurous programming; underpinning our programs with a commitment to young people; and providing a safe environment.



PROMOTION

Nationwide advertising campaigns (much being free community services announcements) conducted over the past few years have presented Scouting as contemporary, exciting and dynamic. Media used included television, local press, bus sides and outdoor billboards and cinema. The 1800 SCOUTS national enquiry number is used on all advertising as is the national website address www.scouts.com.au. At the same time, some State branches of Scouts Australia have also conducted localised recruitment campaigns involving some paid media.

Work with the media has increased to promote the achievements of our youth members, and focus on the benefits of Scouting.

The national website is regularly updated and serves

THINGS YOU DIDN'T KNOW ABOUT SCOUTS

- 'Scouting for Boys' the book written by Lord Baden-Powell, has been one of the English-speaking world's best selling publications coming second only to the Bible.
- Scouts Australia is a leading organisation in child safety practices, from thorough Leader screening and training, to organising challenging and safe activities for young people.
- 11 of the 12 men who have been to the moon (including Neil Armstrong) were Scouts.
- In 2006 the Australian team of Scouts and Guides won the gold medal at the annual Space Olympics in Moscow, the first time a non-Russian team won.
- A reunion website has been set up for the estimated two million former Australian Scouts keen to catch up with their old Scout friends. Log onto www.scoutsreunited.com.au.