

The Young Ambassadors programme

presented by adidas



working in partnership with



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With just over two years to go until the London 2012 Olympic and Paralympic Games the Youth Sport Trust (YST) in partnership with adidas, Official Partner of the London 2012 Olympic and Paralympic Games is pleased to announce exciting new developments for the Young Ambassador movement.

In addition to your existing SSP level Platinum and Gold Young Ambassadors, we are creating a new tier of adiStars Young Ambassadors. It is our vision that there will be two adiStars Young Ambassadors in every secondary school significantly extending the reach of the movement.

Recruitment

In partnership with adidas and with the support of the London Organising Committee for the Olympic and Paralympic Games (LOCOG), YST are asking you this summer to recruit the following:

Platinum Young Ambassadors

These will be your current Gold Ambassadors and have

- experience at working at a SSP level
- the ability to mentor and lead other YA's
- the skills to influence key adults in your SSP

Two new Gold Ambassadors

These will be outstanding young people from your SSP who

- are currently in yr 9,10,11
- are able to influence and inspire other young people
- are a talented performer and/or a leader and volunteer in your SSP

Two adiStars Young Ambassadors

In the majority of secondary schools in your partnership. For SSP's whose reach does not extend to all secondary schools please recruit adiStars Young Ambassadors from as many of your secondary schools as possible.

adiStars Young Ambassadors will be

- Able to coordinate other young leaders in their school
- Be able to generate ideas to increase participation in their school

These inspirational young people can play a vital role in assisting you to achieve your 80% target of young people accessing a third hour. The Young Ambassadors will be able to act as role models to young people across your partnership, maximize partnerships with the media, local MPs and provide a compelling story for engagement with the SSP in hard to reach schools.

Guidance on the type of young people that should be selected for these important positions and their roles and responsibilities are enclosed.

Young Ambassadors Conferences 2010

As with previous years we will be hosting conferences for your new Gold Ambassadors, one Platinum Ambassador and the adult responsible for the YA programme in your partnership.

With just over two years to go until the London 2012 Olympics and Paralympics the Youth Sport Trust (YST) is pleased to announce exciting new developments for the Young Ambassador movement.

Date	Venue
16 September	Twickenham Stadium
21 September	The Oval
23 September	Sandy Park Stadium, Exeter
28 September	Old Trafford Cricket Ground, Manchester
30 September	York Racecourse
4 October	Villa Park

Programme registration and Conference booking

It is crucial that your Platinum, Gold and adiStars Young Ambassadors are registered online and that you book on appropriate individuals for the conferences. This is a simple process that requires both the Young Ambassador and you to go online. Without completion of this process and the correct names of the Young Ambassadors your young people will not be able to attend the conferences and will not be eligible for the new adidas kit.

The online registration booking process will go live on 15 June 2010. Each PDM will receive an email with the login details.

Additionally, thanks to adidas, YST is now able to offer your Young Ambassadors an exciting opportunity to take part in a high profile adidas project over the summer.

To access this project your Young Ambassador information must be completed by 30 June 2010. Please note that registration will remain open until September.





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Platinum Young Ambassadors – person specification and role

Your Platinum Ambassadors should fulfill the following criteria

- Minimum of one years experience as a Gold Young Ambassador
- Effectively fulfilled the roles and responsibilities of a Gold Young Ambassador over the last year
- Actively engaged in working across the School Sport Partnership
- A positive role model within the School Sport Partnership
- Still in full-time education within the School Sport Partnership

The roles and responsibilities of a Platinum Young Ambassador are

- 1 To promote the London 2012 Olympic and Paralympic Games and encourage schools to register for Get Set and join the Get Set network
- 2 To increase participation and promote healthy active lifestyles amongst other young people in the partnership
- 3 To mentor the new Gold and adiStars Young Ambassadors in the School Sport Partnership
- 4 To undertake an advocacy role with key adults about the roles played by Young Ambassadors

In order to fulfill their roles and responsibilities Platinum Young Ambassadors will have access to **www.getset.london2012.com** and the adiStars website.



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Gold Young Ambassadors – person specification and role

Your two new Gold Young Ambassadors should fulfil the following criteria

- Currently in Yr 9, 10, 11 (Yr 10-12 in Sept 2010)
- A talented performer and/or a committed leader and volunteer

We would also encourage you to be reflective of both the Olympic and Paralympic Games and include young disabled people as part of the selection process. These young disabled people may be selected from special or mainstream schools.

Essential requirements for a Gold YA

- Able to influence and inspire other young people across the SSP
- To be able to lead and manage other young leaders in the SSP
- Excellent communication skills with both adults and other young people
- Ability to show initiative and take responsibility
- Ability to portray a positive image and be a good role model to young people
- Be organised and have good time management skills.

Desirable requirements for a Gold YA

- Contributes to the wider school community
- Sound presentation skills

Roles and responsibilities of a Gold Young Ambassador

- 1 To represent and work across the School Sport Partnership for a period of two years
- 2 To increase participation and promote healthy active lifestyles amongst other young people in the partnership
- 3 To promote the London 2012 Olympic and Paralympic Games and encourage schools to register for Get Set and join the Get Set network
- 4 To raise the profile and understanding of the Olympic and Paralympic values amongst other young people in the partnership
- 5 To train and mentor the adiStars Young Ambassadors in the School Sport Partnership

In order to fulfil their roles and responsibilities Gold Young Ambassadors will have access to **www.getset.london2012.com** and the adiStars website.

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adiStars Young Ambassadors – person specification and role

Your new adiStars Young Ambassadors should fulfill the following criteria

- Currently in Yr 9, 10, 11
- A talented performer and or a committed leader and volunteer

We would also encourage you to be reflective of both the Olympic and Paralympic Games and include young disabled people as part of the selection process.

Essential requirements for an adiStars Young Ambassador

- The ability to influence and inspire other young people in their school
- To be able to generate ideas to increase participation in their school
- Ability to show initiative and take responsibility
- Ability to portray a positive image and be a good role model to young people

Desirable requirements for an adiStars Young Ambassador

- Contributes to the wider school community
- Be a confident speaker

Roles and responsibilities of an adiStars Young Ambassador

- To be an ambassador for adiStars in their secondary school
- To promote the London 2012 Olympic and Paralympic Games within their school through the London 2012 education programme, Get Set
- To be role models in living out the Olympic and Paralympic values within their school

In order to fulfill their roles and responsibilities adiStars Young Ambassadors will have access to **www.getset.london2012.com** and the adiStars website.

