‘Empowering young Australians to prevent the spread of HIV and other STIs through participation and leadership’
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2015 has seen YEAH continue its critically important work of preventing the spread of Sexually Transmitted infections (STIs), including HIV, amongst Australia’s youth through its dynamic website, strong online presence on social media and through face to face community education delivered by its national team of trained sexual health peer educators.

In YEAH’s tenth year as the only national youth led sexual health promotion organisation, our contribution to achieving the goals of Australia’s National Strategies on HIV and STIs remains irreplaceable.

This is notwithstanding our ongoing challenge to secure sufficient and stable funding to continue this vital work. The maintenance and expanded delivery of our innovative sexual health peer education events and workshops remains a primary focus of YEAH.

The training and support we offer to young people is complimented through our development of resources designed to also support those working with young people, such as teachers and healthcare professionals.

The level of national reach and impact achieved in local communities across Australia through the outstanding work of our dedicated staff is testament to YEAH’s capacity to deliver real and positive results with modest funding resources.

Continued investment in collaborations and partnerships across business, government and community remain fundamental to how YEAH will work in 2016 and beyond.

As we build on the successes of 2015, financial sustainability remains the critical focus of the Board to ensure our vital work has the resources needed to meet the growing demand for our programs and activities.

It was without doubt a groundbreaking year in YEAH’s 10-year history.

In July 2014 Melbourne played host to the 20th International AIDS Conference, (AIDS 2014), the largest public health gathering in the world.

As Australia’s only national youth HIV and sexual health organisation, YEAH stepped up and voluntarily led the coordination of the AIDS 2014 youth program, taking on responsibility for developing an ‘action packed’ program of events for more than 1000 delegates from over 50 countries.

Our involvement also saw YEAH take health promotion to new heights with a series of unprecedented grand scale public installations. From our one-story-high ‘AIDS 2014’ sign and the living legacy street art project, to lighting up the night with projections of the AIDS memorial quilt, YEAH illuminated the city and created public space where tens of thousands of people engaged with the issues of HIV and its continued impact in our communities.

Throughout the year our core work continued to thrive with the delivery of a record number of youth led sexual health peer education workshops and events and our strongest year of online engagement that saw subscriber numbers skyrocket and continue to be the strongest in the sexual health space.

Thank you to the dozens of organisations we collaborated with from here and abroad and the many dedicated individuals who gave up their time to making this another exceptional year fostering opportunities for young people to be leaders in the promotion of positive and inclusive sexual health education.
By the end of 2015, an average of 60 young people were joining the Red Aware campaign every week!

A total of $456,216 Commonwealth Government funding supported all national programs, core activities, resources and staffing.

A total of 2137 young people joined the Red Aware campaign in 2015, bringing it to a total of 7401 subscribers.

5 staff managing all of YEAH’s national activities and volunteer groups across VIC, QLD, SA, NT and WA.
35 new recruits were trained as peer educators.

174 young people expressed interest to be trained as sexual health peer educators, including interest to setup teams in new cities around Australia.*

By the end of 2015, a total of 147 young people were actively involved with the Agents of YEAH peer education program.

7 Universities reached during O’Week sexual health awareness events.

62 sexual health workshops and events delivered by volunteer youth peer educators to schools, unis and youth services.

* This demand is more than 4 times the annual number of people YEAH has funding and resources to reach.
Instagram was launched in late May 2015 and achieved a following of 225 within the first month.

Total Facebook followers by June 2015 = 5578

Total Twitter followers by June 2015 = 2020, representing an increase of 73% during the financial year.

More than 40 articles and interviews in local and international media

2117 free Safe Sex Kits were requested and distributed
YEAH Snapshot

For over a decade, Youth Empowerment Against HIV/AIDS (YEAH) has firmly established itself as Australia’s National youth led and youth focused sexual health promotion organisation.

The team that facilitates YEAH’s amazing work across Australia –

Sarah Hill
Education Resources Manager

Claire Butselaar
Peer Education Manager

Michael Whelan
Administration and Website Coordinator

Karen Cochrane
Funding & Development Manager

Carol Chou
Finance Officer

Alishcha Ross
CEO

YEAH’s core programs and activities aim to improve young people’s access to quality, inclusive, youth friendly sexual health information and developing the tools and skills young people need to better navigate the physical, social and emotional aspects of sexual health.

Agents of YEAH
Since 2009, Agents of YEAH has been the organisation’s signature program providing sexual health peer education training and support to young people aged 15-29. Graduates from the Agents of YEAH program deliver workshops and promote sexual health through youth led events in their local communities.

YEAH’s established peer educator teams in VIC, QLD, SA, NT and WA also specifically engage to promote youth sexual health awareness around several major calendar events including: Schoolies, World AIDS Day, O’Week, International Condom Day and IDAHOT Day.

Education Resources
YEAH is committed to the development and distribution of high-quality educational resources to young people, and those working with young people in a range of settings including schools, universities and health care clinics.

Our free and low cost resources are distributed through a variety of channels including our online Video Gallery, Resource Library, Peer Education Hub and Shop.

YEAH is also committed to the ongoing production of high-quality physical educational resources and merchandise that we distribute through events and workshops throughout Australia.

Red Aware Campaign
Red Aware is a digital campaign that brings together young people and other supporters of youth sexual health awareness, to take real action and prevent the spread of HIV and other STIs.

Being Red Aware means:
— Think Red: Think about your sexual health and get informed
— Talk Red: Communicate about sexual health
— Act Red: Take positive action to prevent the spread of HIV and other STIs.
Guiding principles of YEAH:

- Youth participation
- Promoting leadership
- Education through dialogue
- Contributing to HIV and STI prevention
- Promoting well-being
- Evidence based practices
- Facilitating empowerment
- Building diverse partnerships
YEAH currently has an active network of 147 youth sexual health peer educators trained and registered with the Agents of YEAH program. Teams of peer educators regularly deliver free tailored sexual health workshops and information stalls at local events in 5 cities around Australia: Melbourne, Brisbane, Adelaide, Darwin and Perth.

Peer Education Highlights - what Local Leaders had to say...

**Melbourne**
- “Being involved with Schoolies for the first time was a great experience, it was so much fun and we reached so many people!”
- “We had an overwhelming number of Expressions of Interest which meant we were able to run multiple training sessions throughout the year”.

**Brisbane**
- “We ran two Agents of YEAH training sessions during the year and successfully trained 16 new Agents”
- “We were heavily involved in O-Week carnivals and reached heaps of students at Griffith Uni, UQ and QUT”

**Adelaide**
- “Running training sessions and watching Agents educate and support each other was such a highlight”
- “Participating at Feast Festival which was a brand new experience for us provided an opportunity for our more senior agents to mentor our recent recruits”.

**Darwin**
- “We signed an MOU with the Northern Territory AIDS and Hepatitis Council, which continues to expand our activities”
- “We held a YEAH themed trivia night during Pride week. There was a great turnout and we even raised money to support Darwin’s Agents activities”.

**Perth**
- “Partnering with AMSA to co-host a brand new series of online sexual health workshops for young medical students”
- “We held 6 events in 8 days!”

Click to download an overview of the program: www.redaware.org.au/reports/2015AgentOfYeahBrochure
Train the Trainer

For the second consecutive year, two representatives were selected from each of the 5 peer education teams to take on the 12 month position of ‘Local Leaders’; a highly committed voluntary role to lead local recruitment and training of new peer educators and workshop and event planning with their local teams.

The select group of experienced peer educators from Melbourne, Brisbane, Adelaide, Darwin and Perth took part in the four-day intensive Train-the-Trainer (TTT) program, (2-5 April, 2015) honing their skills in leadership and facilitation.

The 2015 Local Leaders aged 22-27 represented a diverse range of backgrounds including studying and working in related fields of nursing, health sciences, hospital administration and local Government.

The Empowerment model used in the training focuses on the prevention of risky sexual behaviour through the meaningful participation of young people in the community. The overall training is modeled on the World Health Organization’s (WHO) Youth Peer-Education Network (YPeer) Train-the-Trainer program in HIV prevention.

Whilst maintaining the high standards needed for the program’s continued success, we worked hard to also provide Local Leaders with a level of autonomy to personalise their approach to the tools and skills they gain to become facilitators. The result was another year of hardworking knowledgeable and committed Local Leaders prepared to take on the responsibilities of leading their local team.

Joining their predecessors from 2014, the 2015 Local Leader graduates are forming a larger national network of young sexual health leaders, adding sustainability to the program and extending benefits to the broader community.
Testimonials

**Agent of YEAH Peer Educator**
Grace, 22
Melbourne

“Becoming an Agent of YEAH has been one of the highlights of my year. Running my first workshops, and educating over 90 young people in one day, was an extraordinary experience that filled me with confidence in many areas of my life. I’m passionate about public health and active participation in health care, and being a part of YEAH, alongside the other like-minded and exuberant Agents, has really helped me to feel as though I’m able to make hands-on change to the wellbeing of other young people.

YEAH has a unique attitude to sexual health and healthy relationship education that focuses on empowerment and honesty, and I think it’s this trusting and respectful approach to educating young people that makes it so effective.

YEAH workshops give real life practical tools to navigate the world of sexual health, provide open dialogue free of bias or judgement, as well as acknowledging the many intersections of our community. I really look forward to continuing on as a peer educator for YEAH, and hopefully making a real difference to some young lives.”

**Teacher testimony**
Peter McMillan
Work Education Teacher
Chisholm Institute, Frankston Campus

“The sexual health sessions delivered by YEAH to the Work Education students have been an invaluable resource. YEAH’s volunteer educators have been able to delivery sexual health in a stimulating, informative and entertaining way and have successfully engaged our students.

Despite our cohort of students having a range of disabilities the delivery has been flexible and simple, allowing for all students to have an understanding of the subject matter. The educators are always confident with their subject matter and delivery is made in a humorous and engaging fashion. They are often not too dissimilar in age to the students we are teaching and this inevitably gives credibility to the information in the eyes of our students.”

**Community Partnership**
Kim Gates
CEO of Northern Territory AIDS and Hepatitis Council

“NT AIDS and Hepatitis Council have been collaborating with YEAH for several years. It enables NTAHC a chance to see things from a young person’s perspective, and we are constantly inspired by their passion, intelligence and fearlessness when it comes to breaking down stigma, and walls that divide and separate people unnecessarily. We have worked together on panels and stalls at schools, educating young people about HIV and STI’s, and the YEAH crew constantly support our events. They are always generous with their time and cool resources that fly out the window at every stall we host.”
The Needs Assessment survey is an annual assessment evaluating the experiences, and identifying the needs of our volunteer peer educators. The aim of the survey is to improve the overall experience of the Agents of YEAH by responding to their feedback and integrating necessary changes into the program.

The 2015 Need Assessment consisted of 52 open and closed ended questions and was delivered to participants in an online format. Of the 100+ active volunteers at the time of the assessment, 60 responded to the survey:

- **94%** said they experienced positive emotions after volunteering with YEAH
- **76%** of respondents said they felt the program had between a moderate and great deal of impact
- **75%** said they felt a sense of belonging to their local peer-education group

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“I feel inspired and I really enjoy the supportive and non-judgmental environment.”
To coincide with the AIDS 2014 Conference, YEAH, in collaboration with UNESCO, launched the Peer Education Hub; an online sharing platform designed to connect and better resource young HIV and sexual health peer educators from around the world.

Building on 7 successful years of the Agents of YEAH program, the Hub encourages a free open source culture to share youth friendly HIV and Sexual Health peer education tools and resources.

The development of the Peer Education Hub was made possible through the support of UNESCO, leaders in global best practice for comprehensive sexuality education. The ‘Hub’ allows people to either upload or download resources in a variety of styles and formats including interactive games, videos, classroom lesson plans, as well as sharing monitoring and evaluation tools.

Supported by the Australian Centre for Moving Image and the City of Melbourne, the launch of the ‘Hub’ was hosted by Dr Norman Swan, from Radio National’s Health Report with a panel of peer educators and special guests:

— Dr Luiz Loures, Assistant Secretary General, United Nations and DXD, UNAIDS
— Christopher Castle - Chief of Section, HIV & Health Education UNESCO
— Laura John - Australian Youth Representative to the United Nations

Click to view video highlights of the ‘Hub’ launch
www.redaware.org.au/YeahUNESCOHubVideo

Click to view the full report on the Peer Education Hub
The Red Aware campaign continued to go from strength to strength in 2015 thanks to our youth sexual health brand appeal assuring exponential growth in website traffic, our online subscriber base and social media following.

The campaign, housed at www.redaware.org.au/join-redaware continued to provide fresh, relevant and reliable content delivered in an authentic youth voice to inform and engage young people on a wide range of sexual health topics. Across the year the campaign saw the inclusion of many outstanding resources dealing with the most significant emerging issues in youth sexual culture, including the proliferation of access to pornography and it’s affect on young people’s sexual attitudes and communication and an exploration of the legal and psychological implications of Sexting.

2015 was an exceptional year for the Red Aware subscriber numbers which skyrocketed to a rate of 60+ young people joining every week, adding to the already strong 7,000+ online community of young Australians actively engaged in the campaign.

The monthly Red Aware Enews tackled some of the more complex issues like ‘what is consent?’ and ‘how is it communicated?’ as well as ‘how to address gender and sexual diversity and stigma’. Alongside these more challenging social aspects of sexual health, the campaign also stayed strong on the basic messages that reinforced the importance of STI prevention, testing and treatment.

Feedback from our subscribers made it very clear that they appreciate when we help them address the real and complex sexual health issues they navigate in their lives. Through our strong relationships with an extensive network of content experts and consultation with young sexual health educators, the campaign remains a leader in offering accurate sexual health information that reflects the real needs of young people in a tone and style they can connect and engage with.
Another strong year of digital communication planning saw YEAH maintain the largest national online reach in the youth sexual health space, with 17,000+ active followers and subscribers across its Facebook, Twitter, YouTube, Instagram and e-news channels.

This growing online network of young people and those who work with them, continued to get actively engaged with a broad range of sexual health topics through their sharing and social commentary on the wide range of posts.

Highlights this year included issues related to HIV and stigma, prevention, testing and treatment of STIs, exploring safe sex practices, sexuality and gender diversity, consent, healthy sexual communication and body image.

Case Study - IDAHOT Day

This year YEAH adopted a ‘Go Purple’ theme across all social media platforms and communication channels in alignment with the sector-wide approach to raise awareness for the International Day Against Homophobia and Transphobia, (IDAHOT Day).

In the week leading up to IDAHOT Day on May 17, visual imagery on YEAH’s website slider and a number of subsequent pages was curated to reflect our support for celebrating gender and sexual diversity and inclusiveness. Daily messages encouraged our audience to also ‘Go Purple’ and show support by actively networking our key messages.

The results were impressive with 12,401 impressions on Facebook and 16,000 impressions on Twitter.

Once again social media played a significant role in generating awareness and support for our five major events during 2015:

— International Condom Day
— International Day Against Homophobia and Transphobia (IDAHOT Day)
— World AIDS Day
— O’Week
— Schoolies
Groovin’ the Moo
For 4 consecutive years from 2011-2014, YEAH received funding from the Commonwealth Department of Health to deliver targeted youth sexual health peer education activities to an audience of up to 100,000+ young people attending Groovin’ the Moo (GTM); Australia’s only touring music festival that caters to the regional youth market (a priority population within the general youth population).

YEAH’s annual GTM activities are based on a total investment of approximately $2.50 per young person reached. Survey data from participating peer educators and young patrons have consistently found that YEAH’s methods for engaging and involving young people are extremely effective at addressing critical gaps in sexual health knowledge, including how to correctly use condoms, understanding consent and how to access sexual health testing.

There simply is no other large-scale youth event in Australia that can facilitate the opportunity of reaching 100,000+ of young people in these age groups, in regional centres across 6 states and territories.

Click to view the Burnet Institute's 2015 report on Music Festivals and reference to YEAH

What young patrons said about YEAH’s presence at GTM in 2014

- 81% said they recalled seeing YEAH’s safe sex messages at Groovin’ The Moo.
- 50,000 said they would like more information on sexual health.
- 82,000 think YEAH’s approach to sexual health awareness at a music festival is ‘awesome’ and ‘very relevant’.

- 13,000+ had a conversation about sexual health with one of YEAH’s peer educators.
- 62% specifically learnt something new about sexual health because of YEAH’s presence at Groovin’ The Moo.
When funding was not available for these activities to continue in 2015 we asked people to tell us why YEAH should return to Groovin’ the Moo in 2016...

— “I learnt something new about safe sex at GTM and without YEAH, young people are missing out on that. A yearly refresher is helpful as well”

— “I think it is an excellent approach to helping the youth of Australia learn about sexual health. I have made smarter decision because of YEAH”

— “Being a bloke with blokey mates makes it hard to say safe sex is the right thing to do, but they’ll listen to YEAH at a festival!!”

— “I think its so important for awareness about safe sex practices to be spread among people in my age group. GTM’s YEAH has been the only place I’ve felt comfortable to talk to and ask questions about sexual health, I’m disappointed that 2015’s GTM festival attendees won’t have this opportunity to learn about safe sex in the same environment as I did”

— “I felt trusting that the information I learnt that day was accurate and it actually enabled me to speak about safe sex with friends and even my mum later thanks to you guys :) #BringbacktheCondomCastle”

— “I am bamboozled and frustrated knowing that the government wouldn’t spend money on such a valuable educational resource for our kids! A tent (or condom castle) would go so much closer to education than an expensive TV ad campaign. Educate our kids in ways that work! Face to face, in your face communication where it counts”

— “I thought I knew a lot about sexual health however a short conversation with YEAH at GTM in 2014 helped clear many misconceptions I used to have”

Click to view the full report of how the public responded to #BringBackTheCondomCastle

www.redaware.org.au/bringbackthecondomcastle
YEAH took health promotion to new heights during AIDS 2014
Honouring the Past and Hope for the Future: Towards an HIV Free Generation

As Melbourne prepared to host the 20th International AIDS Conference (AIDS 2014), the team at YEAH set ourselves a goal to create a unique opportunity for the broader public to engage with and understand the ongoing impact of HIV in our communities.

This was the inspiration for the sophisticated and symbolic public art installation YEAH projected onto the facade of the Arts Centre’s Hamer Hall, one of Melbourne’s most iconic buildings. The project, ‘Honouring the Past, Hope for the Future: Toward an HIV Free Generation’ was made possible through generous support from the Commonwealth Government, the Victorian Government, the City of Melbourne and the Arts Centre Melbourne.

Curated by YEAH and The Electric Canvas, pioneers of large scale projection works, the installation featured images of the Australian AIDS Memorial Quilt to ‘Honour the Past’, alongside works exploring the theme of ‘Hope for the Future’, submitted by artists from Melbourne and her six sister cities: Thessaloniki, St. Petersburg, Osaka, Tianjin, Boston and Milan.

The work incorporated quotes from global leaders on their vision for an HIV free generation, including statements from President Barack Obama and Executive Director of UNAIDS Michel Sidibe.

Click to view a stunning video of the AIDS Quilt projections and messages as they appeared on Hamer Hall during AIDS 2014
YEAH at AIDS 2014

Honouring the Past and Hope for the Future: Towards an HIV Free Generation

The stunning projections lit up the centre of the city each night from July 18-21 coupled with YEAH’s giant one story high ‘AIDS 2014’ sign, positioned on Princes Bridge, across the Yarra River.

Together they dominated the Melbourne skyline and acted as a visual reminder and catalyst that we all have a role to play in preventing the spread of HIV, encouraging the promotion of condom use, the benefits of early HIV testing and treatment and reducing HIV related stigma and discrimination.
Honouring the Past and Hope for the Future: 
Towards an HIV Free Generation – Media Launch

The launch of the installations became the first major media event of the conference and was themed around a symbolic ‘turning on’ of the projections and sign to mark the beginning of Melbourne hosting AIDS 2014.

The media event was launched by YEAH’s CEO, Alischa Ross with speeches by Lord Mayor of Melbourne, Robert Doyle; The Hon. Denis Napthine, Premier of Victoria, The Hon. David Davis, Victorian Minister for Health; Mr. Michel Sidibe, Executive Director, UNAIDS and Professor Sharon Lewin, Co-Chair AIDS 2014.

Tragically this event took on an unanticipated and devastating responsibility when on Friday, July 18, the morning of the scheduled event, Australia and the world woke to the news that Flight MH17 had been destroyed with nearly 300 people on board, including 30 Australians and 6 International AIDS 2014 delegates on their way to Melbourne.

By 5pm on Friday evening over 80 international and domestic media crews were stationed outside Hamer Hall for the first opportunity to hear from conference and government representatives about the tragedy.

Delivering the opening speech, Alischa Ross, YEAH’s co-founder and CEO talked about why it was more important than ever find resolve and courage to scale up our efforts in the global and local responses to HIV and AIDS.

Click to view the heartfelt speeches given by the Lord Mayor of Melbourne, The Premier of Victoria, Victoria Minister of Health, Executive Director of UNAIDS, Co-Chair of AIDS 2014 and CEO of YEAH at the ‘Turning on AIDS’ launch event


Click to view a summary report on YEAH’s media coverage across the AIDS 2014 conference

Taking the lead with Melbourne Youth Force

Since its inception in 2006, the Youth Force has become the official platform for youth participation in the lead up to, during and post the bi-annual International AIDS Conferences.

Through our role as Australian partner of the Melbourne Youth Force (MYF), YEAH led the coordination of young people’s participation and voice at AIDS 2014. YEAH’s CEO took on the voluntary role as co-convener of the AIDS 2014 Youth Program, including the enormous task of establishing and overseeing the work of the 7 sub-committees of the MYF that were led by 35 Australian and 35 international young leaders representing a vast range of community organisations.

The role included overseeing the delivery of the Youth Pre-Conference, a full two-day program of technical and skill building sessions for 200 young delegates hosted at the State Library of Victoria on 18-19 July. Sessions for the Pre-Conference were developed with a wide range of global experts including UNAIDS, UNICEF, UNESCO, UNFPA, WHO and the Global Fund alongside key note addresses from the Hon. Michael Kirby AC CMG, Michel Sidibe, Executive Director UNAIDS, Kate Gilmore, Deputy Executive Director for the United Nations Population Fund, UNFPA and Sheila Tlou, former Botswana Minister for Health and Director of the UNAIDS Regional Support Team for Eastern and Southern Africa.

The first morning of the MYF Pre Conference coincided with the tragic news of the downing of MH17. With great uncertainty for the wellbeing of fellow delegates yet to arrive at the conference, YEAH’s CEO gave the opening address and inviting all youth delegates to stand and take part in a ‘giant’ group hug.

Left-Right: Kate Gilmore, Deputy Executive Director UNFPA; Hon. Michael Kirby AC CMG and Michael Sidibe, Executive Director UNAIDS.
Taking the lead with Melbourne Youth Force

YEAH also took a lead role in the development of the 4 advocacy messages that were used as the pillars to build the AIDS 2014 Youth Action Plan:

- **TREAT**
  - Achieve access to affordable antiretroviral treatment for all young people living with HIV (PMR10).
  - Fully fund programs that provide treatment, care and support for PMR10, including the Global Fund to Fight AIDS, Tuberculosis and Malaria.
  - Remove the barriers posed by intellectual property laws, including these that restrict access to life-saving medications.
  - Ensure implementation of TRIPS on essential medicines and procurement for young people in need.

- **REFORM**
  - Remove age restrictions and avoid consent requirements that impede young people’s access to HIV and SRH services.
  - Formulate laws and policies that promote young people’s health care and rights, equitably with adults in health care services and to young people in closed settings (e.g., juvenile justice).

- **EDUCATE**
  - Provide non-discriminatory, non-stigmatized, age-appropriate, youth-friendly, comprehensive sexuality education for young people that is context specific and delivered in partnership with peer education, complemented with access to youth-friendly SRH & HIV services.
  - Provide HIV prevention and treatment literacy in health care settings, particularly for young key affected populations, including young pregnant women.

- **LOVE**
  - Strengthen the role of rights-based sexual and reproductive health and rights to better protect the rights of young people affected by HIV and to empower youth in general.
  - Advocate for universal access to sexual and reproductive health services and non-discriminatory policies to stop violence and discrimination.
  - Address institutional stigma and discrimination towards young key affected populations by challenging antiretroviral treatment discrimination, working with religious leaders, and addressing harmful stereotypes and discriminatory laws.

We need to **TREAT. REFORM. EDUCATE. LOVE.**

The AIDS 2014 Youth Symposium high level session was co-facilitated by YEAH’s CEO and Anders Nordström, Ambassador for Global Health at the Ministry for Foreign Affairs, Sweden. The session brought together a number of young leaders representing key affected populations and members from the MYF to debate and discuss ‘Youth leadership in the global response to HIV in 2014 and beyond’.
Towards an HIV Free Generation: AIDS 2014 Youth Legacy Street Art project

The AIDS 2014 Youth Legacy Street Art project was conceived by YEAH for delegates taking part in the Melbourne Youth Force (MYF) Pre-Conference to explore the power of ‘Art as Advocacy’. The imagery was developed by more than 70 young people who journeyed to Melbourne from over 50 countries to take part in the AIDS 2014 conference.

Thirty lead participants from the MYF took part in a workshop facilitated by two renowned street artists, Fred Fowler and Michael Fikaris, both with extensive experience working with community groups.

The workshop was designed to help young delegates learn the art of stencil making and explore different ways to use symbols, patterns and colour to express their creative ideas and build a series of visual images that would become the ‘visual vocabulary’ for the legacy street art project.

The playful and collaborative style of street art gave the participants an expressive outlet to share their HIV and AIDS advocacy messages. Delegates from the broader MYF joined in for a second day of live painting at the Queen Victoria Market. The influx of youth delegates brought fresh ideas and opened up great dialogue to further explore and create ways to translate key HIV advocacy messages.

Funded by the Lord Mayor’s Charitable Foundation the project gave young delegates a public canvas to ensure their ideas and advocacy messages documented within the AIDS 2014 Youth Action Plan were not only captured on paper, as they have been at every previous conference, but that were transformed into a publicly accessible legacy within the host city, Melbourne.

The Melbourne Youth Force Legacy Street Art continues to live on in full public visibility, sparking conversations about HIV awareness amongst the millions who visit the Queen Victoria Market each year.
The real joy for me is how this project shows us the importance of creating opportunities that support young people to be innovative leaders in both the art and science of HIV prevention, because we cannot improve the science without improving the social side of how we deal with HIV. Only when these two things happen in balance will we truly have a chance at ending HIV in our world.”

Alischa Ross, CEO YEAH & Co-convener Melbourne Youth Force

Click here to view the beautiful AIDS 2014 Youth Legacy Street Art e-book:

Watch the powerful video of the making of the AIDS 2014 Legacy Street Art Project produced in collaboration with YouthWork Productions:
www.redaware.org.au/LegacyStreetArtVideo

View the full report on the AIDS 2014 Legacy Street Art project here:
www.redaware.org.au/LegacystreetArtReport
YEAH at AIDS 2014

Other YEAH events at AIDS 2014:

AIDS 2014 - Connecting Schools Project
YEAH joined forces with The Burnet Institute, The Infectious Disease Unit of Monash University and The Walter and Eliza Hall Institute (WEHI) to develop a program to deliver free daily HIV peer education workshops during the AIDS 2014 Conference, tailored to Victorian high school students in years 8 to 11.

Participating schools nominated representative student leaders to attend one of the 90 minute workshops facilitated by YEAH’s peer educators which covered: basic facts about HIV and AIDS including transmission, testing, treatment and prevention and the local and global challenges and how to combat HIV stigma and discrimination. The workshops engaged nearly 100 student representatives from over 15 secondary schools and provided a practical way for young Australian’s to connect to the Youth Program at AIDS 2014.

AIDS 2014 - Queen Victoria Winter Night Market
On Wednesday 23rd July, the Queen Victoria Market hosted a special Winter Night Market to celebrate AIDS 2014 and welcome delegates from around the world.

Through the generous support of Melbourne City Sight Seeing and their iconic double decker red buses, YEAH provided a fun way to help delegates attend the market celebrations.

A highlight of the night was the official launch of the Youth Legacy Street Art Project. With a record crowd in attendance, the Deputy Lord Mayor of Melbourne, Susan Riley; Catherine Brown, CEO of the Lord Mayor’s Charitable Foundation and Alischa Ross, CEO of YEAH spoke about the importance of supporting youth leadership in the global and local response to HIV prevention.

Delegates and the broader public enjoyed the best of Melbourne’s multicultural cuisine and local made arts and crafts while experiencing fun and interactive educational activities delivered by YEAH’s peer educators in the inflatable ‘Condom Castle’ set up within the night market.

Global Village
The Global Village was a diverse and vibrant space within the AIDS 2014 conference centre where communities gathered from all over the world to meet, share and learn from each other. All Global Village programming was free and accessible to the public including presentation sessions, exhibition booths, marketplaces, networking zones, performances, film screenings and art exhibits.

YEAH provided a major focal point for the space via our un-missable and unforgettable giant inflatable Condom Castle, which immediately attracted special guests including Sir Bob Geldof, President Bill Clinton and Victorian Health Minister David Davis. YEAH peer educators manned the space throughout the conference, showcasing the innovative, youth led sexual health promotion pioneered in Australia by YEAH.

Click the link below to view video highlights from the AIDS 2014 Queen Victoria Night Market

Click to view the full report on YEAH’s AIDS 2014 activities at the Queen Victoria Winter Night Market

Click the link below to view video highlights from the AIDS 2014 Queen Victoria Night Market

Click to view the full report on YEAH’s AIDS 2014 activities at the Queen Victoria Winter Night Market
Public Engagement Activity

YEAH consolidated the outstanding success of its World AIDS Day 2013 initiatives by reinstalling the ‘world’s largest WORLD AIDS DAY sign’ on Princes Bridge; one of the most prominent, publicly visible spaces in the city of Melbourne. For the second year running Melbournian’s woke to find their city skyline transformed by the four metre high, 30 metre long World AIDS Day sign which also spelt out a clear public awareness message: ‘Get Connected, Be a part of the Solution, Join Red Aware.org.au’.

YEAH’s CEO, Aisicha Ross launched the installation with Melbourne’s Lord Mayor Robert Doyle at a media and HIV sector gathering on Princes Bridge two days prior to World AIDS Day. To ensure a whole of community approach to this very big and bold public awareness campaign, YEAH profiled the work of four major Victorian HIV organisations; the Victorian AIDS Council; Living Positive Victoria, Straight Arrows and Positive Women, via our online campaign, website and information board next to the AIDS 2014 sign.

To gauge the response and effectiveness of the installation as a public awareness initiative, we conducted a survey on site, asking passers by to answer a series of closed answer questions. Results from the survey found:
— 40% of respondents only knew it was World AIDS Day due to seeing the sign
— 72% of respondents believed the installation was more effective than traditional public awareness billboards or poster campaigns. 21% felt they were equally effective.

YEAH also continued its commitment to engage the public in fun, high-energy, interactive health promotion leading up to World AIDS Day by installing our giant inflatable Condom Castle at Federation Square. This acted as a central attraction for distributing educational materials and prompting public discussions about HIV.

Click to view the powerful video showing the making of the giant World AIDS Day sign and the call to action messages of young leaders
www.redaware.org.au/WorldAIDSDayVideo

Click to view the full report and survey data from YEAH’s World AIDS Day 2014 sign
### Infection rates:

- Over 75% of all sexually transmitted infections are occurring amongst young people in Australia **aged 15-29**
- An estimated **1 in 5 young people in Australia has an STI** at any given time
- Chlamydia diagnosis rates have nearly tripled in last ten years. In 2014, **over 67,400 new cases of Chlamydia were diagnosed amongst young people aged 15-29**, representing 81% of all infections.
- It is estimated that up to **five times more cases of Chlamydia remain undiagnosed**, increasing risk of infertility and other reproductive health problems.
- **Almost 60% of notification rates for Gonorrhoea in 2014 occurred amongst 16-29 year olds**  
- In recent years Australia has recorded its **highest HIV transmission rates in 20 years**
- **30% of new HIV diagnoses in Australia** in 2014 occurred amongst 15-29 year olds

### State of Sexual Health Education:

- **10% of high school students reported having no sex education** despite education being a prerequisite for HIV and STI prevention and all state and territory curriculum frameworks mandate some form of sexuality education.
- **50% of high school students reported being ‘significantly dissatisfied’ with sex education at school**, citing irrelevance to their real experiences.
- When asked where they get trusted sexual health information, high school students reported:
  - **44% use the net**,  
  - **36% consult their mum and**  
  - **41% consult a female friend**.
- A large majority of teachers report **not having the training and support necessary to deliver best practice sexual health education**.

### Social behaviour:

- Despite rising rates of STIs, **condom use amongst secondary school students has declined since 2008**. Only 43% of sexually active high school students reported ‘always use condoms’ and 39% ‘sometimes’ use them.
- Social media and digital technologies are changing the way people talk about sex and develop sexual relationships:
  - 42% of high school students reported having received a **sexually explicit photo or video**
  - 26% of high school students reported having sent a **sexually explicit photo** of themselves
  - 19% of high school students identifying as female and 13% identifying as male reported some level of same sex attraction.
- 25% of sexually active high school students reported experiencing unwanted sex.
  - 49% of those who experienced unwanted sex said it was because they were ‘too drunk’.
- 14% of high school students said their last sexual experience was with a **partner who was aged 16 or under**.

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**Why we need your help —**

A snapshot of the National State of Youth Sexual Health
With three quarters of all STIs occurring amongst young people and in the context of the other social and educational barriers outlined, there is no question that the vast burden of negative sexual health outcomes lies with young people.

So to this end, it would make sense that at least three quarters of our efforts to improve the sexual health of Australians were targeted at young people. Sadly this is far from the case.

Many people worry that talking to young people and educating them about sexual development, sexual health and sexual identity will cause them to be more sexually active.

In fact, education results in just opposite. Evidence shows us that when young people are exposed to comprehensive, age appropriate sexual health information, they are more likely to wait longer before becoming sexual active, have less sexual partners, engage in less risk taking behaviour and in turn have less exposure to STIs and unplanned pregnancy.

We hope our 2015 report has inspired you and demonstrates how valuable the work we are doing at YEAH is to the health and wellbeing of young Australians.

We ask to you consider how you, individually or your business, workplace, friends and networks could show support and help us reach more young Australians in 2016 and beyond.

Please consider making a tax-deductible donation: https://www.redaware.org.au/donate/
YEAH Board of Directors

2015 Financial Year

Mr. David Imber – Chair
Ms. Alischa Ross - CEO
Mrs. Francie Garretto - Treasurer
Ms. Kelly Griffiths - Company Secretary
Mr. Adam Casey - Director
Mr. Callum Ingram - Director
Mr. Leigh Hocking - Director
Ms. Anne Wall-Smith - Director
Ms. Jane Marshall - Director
Mr. Neil Robinson - Director
Mr. Isaac CK Huang - Director
Ms. Josie Pilieo – Director

For more details on YEAH's current board of Directors and staff please visit: http://www.redaware.org.au/all-about-yeah/
YEAH’s long term objectives are:

— To advocate for policy and develop peer-based programs that put young people’s leadership at the centre of Australia’s national response to youth sexual health.

— To achieve the vision that every young Australian has the knowledge, tools and support needed to prevent the spread of HIV and other STIs.

The strategy for achieving these objectives is:

— Maintaining good governance and a team approach.

— Running programs that directly target and are driven by young people aged 15–29 with a focus on the youth, education and health sectors.

— Working to increase investment in funding and opportunities for young people in Australia to access sexual health information and services.

— Engaging with and educating stakeholders including Government, Donors, Sponsors, and industry and sector partners on the value of investing in youth leadership as a driver for HIV and STI prevention.

— Investing in social marketing and public relations to maintain relevance and visibility of HIV and youth sexual health amongst the general public and specifically amongst young people.

— Monitoring and evaluating programs and activities to contribute to evidence based research.

— Providing a feedback cycle for young people to drive the direction of YEAH’s work.
# Statement of Financial Position

**As at 30 June 2015**

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>69,000</td>
<td>169,655</td>
</tr>
<tr>
<td>Trade and other receivables</td>
<td>165</td>
<td>500</td>
</tr>
<tr>
<td>Inventories</td>
<td>6,738</td>
<td>5,440</td>
</tr>
<tr>
<td>Other Assets</td>
<td>—</td>
<td>65,995</td>
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<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td><strong>75,903</strong></td>
<td><strong>241,590</strong></td>
</tr>
<tr>
<td><strong>NON CURRENT ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property, plant and equipment</td>
<td>20,766</td>
<td>22,509</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>96,669</strong></td>
<td><strong>264,099</strong></td>
</tr>
</tbody>
</table>

| LIABILITIES | | |
| **CURRENT LIABILITIES** | | |
| Trade and other payables | 49,555 | 71,359 |
| Employee benefits | 19,722 | 11,147 |
| Other liabilities | — | 129,440 |
| **TOTAL CURRENT LIABILITIES** | **69,277** | **211,946** |
| **NON–CURRENT LIABILITIES** | | |
| **TOTAL LIABILITIES** | **69,277** | **211,946** |

| EQUITY | | |
| Retained Earnings | 27,392 | 52,153 |
| **TOTAL EQUITY** | **27,392** | **52,153** |

This financial report is an extract from the audited financial statements for Youth Empowerment Against HIV/AIDS for the year ended 30 June 2015.

The audited financial report and Directors’ Report is available upon request.

Please email: info@yeah.org.au

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# Statement of Surplus or Deficit and Other Comprehensive Income

**For the Year Ended 30 June 2015**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>648,637</td>
<td>741,957</td>
</tr>
<tr>
<td>Cost of Sales</td>
<td>(1,076)</td>
<td>(367)</td>
</tr>
<tr>
<td>Administrative expenses</td>
<td>(461,050)</td>
<td>(424,150)</td>
</tr>
<tr>
<td>Activities, programs and projects</td>
<td>(206,525)</td>
<td>(306,689)</td>
</tr>
<tr>
<td>Other expenses</td>
<td>(4,747)</td>
<td>(6,382)</td>
</tr>
<tr>
<td><strong>SURPLUS (DEFICIT) FOR THE YEAR</strong></td>
<td><strong>(24,761)</strong></td>
<td><strong>4,369</strong></td>
</tr>
</tbody>
</table>

**OTHER COMPREHENSIVE INCOME**

| Items that will not be reclassified subsequently to surplus or deficit | — | — |
| Items that will be reclassified to surplus or deficit when specific conditions are met | — | — |
| **TOTAL COMPREHENSIVE (DEFICIT) FOR THE YEAR** | **(24,761)** | **4,369** |

---

# Statement of Cash Flow

**For the Year Ended 30 June 2015**

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CASH FLOWS FROM OPERATING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Receipt from grants</td>
<td>492,915</td>
<td>858,841</td>
</tr>
<tr>
<td>Payments to suppliers and employees</td>
<td>(684,441)</td>
<td>(819,385)</td>
</tr>
<tr>
<td>Interest received</td>
<td>975</td>
<td>2,820</td>
</tr>
<tr>
<td>Other receipts</td>
<td>92,808</td>
<td>82,649</td>
</tr>
<tr>
<td><strong>NET CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</strong></td>
<td><strong>(97,743)</strong></td>
<td><strong>124,925</strong></td>
</tr>
<tr>
<td><strong>CASH FLOWS FROM INVESTING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase of property, plant and equipment</td>
<td>(2,912)</td>
<td>(2,907)</td>
</tr>
<tr>
<td><strong>NET CASH USED BY INVESTING ACTIVITIES</strong></td>
<td><strong>(2,912)</strong></td>
<td><strong>(2,907)</strong></td>
</tr>
<tr>
<td><strong>CASH FLOWS FROM FINANCING ACTIVITIES</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net increase (decrease) in cash and cash equivalents held</td>
<td>(100,655)</td>
<td>122,018</td>
</tr>
<tr>
<td>Cash and cash equivalents at beginning of year</td>
<td>169,655</td>
<td>47,637</td>
</tr>
<tr>
<td><strong>CASH AND CASH EQUIVALENTS AT END OF FINANCIAL YEAR</strong></td>
<td><strong>69,000</strong></td>
<td><strong>169,655</strong></td>
</tr>
</tbody>
</table>
YEAH
I’m In!

RedAware.org.au