

## **MEDIA RELEASE – FOR IMMEDIATE RELEASE**

### **EDUCATION CHANGEMAKERS YOUTH INC. LAUNCH BOLD NEW REBRAND AND CELEBRATION DAY 2025**

**Celebration Day 2025 | Presented by Youth Inc.**

**Wednesday 30th April 2025, 2PM-6PM**  
**Drop in all afternoon, multiple sessions available**  
**Youth Inc. 110 Hindley Street**  
**Tarndanya, Adelaide | Free Entry, Booking Essential**

#### **Adelaide, Australia – 9th April 2025**

Youth Inc. is thrilled to announce a bold transformation with the launch of our new brand identity, marking a new era in our commitment to radical and rule-breaking innovation in education. Our refreshed visual and conceptual framework, now live at [youthinc.sa.edu.au](http://youthinc.sa.edu.au), is built on the principle of “education that works your way” – empowering 17-24 year olds who are looking for a new way to learn. Our purpose lies in equipping young people with the skills and creativity to navigate today’s dynamic and often complex world.

Our new visual identity, crafted in partnership with multi-award-winning Adelaide marketing agency **Showpony**, embodies a daring and vibrant aesthetic infused with punk sensibilities. Resplendent in striking shades of pink and orange, it stands apart from anything else in the Australian education sector.

At its core, the revitalised brand captures the spirited ethos of Youth Inc.: a commitment to uplifting individuals to “Find Your Y”, with an action-based learning model that remains deeply intertwined with twin notions of transformative learning and wellbeing. We don’t do subjects, classes or classrooms at Youth Inc., instead focusing on practical, flexible learning with SACE and VET outcomes, but also offering young people much more, with pathways through discovery and identity, while empowering their personal agency.

In line with this transformative vision, Youth Inc. is also proud to announce **Celebration Day 2025**, scheduled for Wednesday 30th April, 2-6pm. This one-day festival provides a vertical-slice of Youth Inc.’s mission, and learning model, where education takes the main stage. Celebration Day promises a day packed with diverse activities, creative workshops and curated spaces that bring together our Learning Team, students, and community members in a shared spirit of innovation. We’ll also have the team from **Fresh 92.7** broadcasting onsite,

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chatting all things education, keeping the energy high in the way only they can, and spinning their prize wheel.

In addition to complimentary coffee and catered nibbles, every attendee will receive an exclusive branded tote bag, which they can fill with creative artifacts crafted at our various project stations. We want everyone to go home literally holding transformative learning in their hands. Celebration Day is a festival of education for your head and mind, certainly, but we're also taking aim at your heart and soul.

"Young people are amazing, but some of them don't know it yet," said Fred Heidt, Executive Principal of Youth Inc. "And our new brand, which is super hopepunk, reflects the idea that young people have the power to create positive change—in their own lives, and the world we live in."

Youth Inc. invites educators, community leaders, media representatives, partner organisations, charities and nonprofits, youth arts advocates, prospective students, parents and caregivers, as well as anyone curious about what we do, to join us in celebrating this exciting new chapter. To learn more about our brand new brand, our transformative learning model, and Celebration Day 2025, please visit [youthinc.sa.edu.au](https://youthinc.sa.edu.au) or contact our media team.

**For any queries, please contact:**

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**INTERVIEW OPPORTUNITIES AVAILABLE UPON REQUEST**