Our Theory of Change



Vision: Engaged, empowered and aware communities and children.

Goal: In Queensland there is greater awareness, respect and advocacy of

children's rights, and children feel empowered and involved.



- Increased community **awareness** of children's rights
- Children promote their rights and seek out **leadership** opportunities
- There are **policy** improvements and changes
- **Networks** of advocates protect and advance the child rights cause
- Children's rights reports indicate **improvements**



- Increased policy influence
- Initiatives generate community awareness of rights
- Children are more visible in their community as advocates
- Attention is drawn to the Convention on the Rights of the
- Ambassadors engage their communities and promote the rights of children



- A network of Ambassadors and leaders is established
- Children and communities are engaged in initiatives
- Children's rights are promoted to a range of target markets
- Children are celebrated and their achievements are promoted



- The Young Leader's Challenge
- Children's Week
- Ambassador Program
- Affiliate and Individual Membership
- The TypeRights Font



- Committee skills
- Online resources and support
- Funding
- Knowledge
- Networks/relationships with organisations

