Gwaith Ieuenctid Cymru | Youth Work Wales

Llywodraeth Cymru
Welsh Government

Rhaglen Marchnata a Chyfathrebu Gwaith Ieuenctid 2024/25

Mae Rhaglen Marchnata a Chyfathrebu ar gyfer y sector cyfan ar gyfer 2024/25, sy'n cael ei wireddu gan CWVYS ar ran Llywodraeth Cymru, bellach ar waith ac mae'r neges hon yn cael ei hanfon i amlinellu'r ffordd ymlaen. Thema gyffredinol rhaglen eleni fydd **'Partneriaethau a Chydweithio'**.

Fel yn 2023/24, ein hamcanion o hyd yw:

- cyfathrebu cynnydd ar waith y Bwrdd Gweithredu Strategaeth Gwaith Ieuenctid gydag ymarferwyr gwaith ieuenctid a rhanddeiliaid allweddol i gefnogi gweithrediad
- meithrin gwell dealltwriaeth gan randdeiliaid allanol o effaith gadarnhaol gwaith ieuenctid ar fywydau pobl ifanc.

Bydd rhain yn sail i'r holl weithgareddau marchnata a chyfathrebu drwy gydol y flwyddyn. Mae ystod o weithgareddau, mentrau a digwyddiadau cyffrous wedi'u cynllunio – mae trosolwg o'r rhain isod. Ry'n ni'n edrych ymlaen at rannu rhagor o fanylion am y rhain gyda chi maes o law.

Mae'r paratoadau ar gyfer holl ddathliadau **Wythnos Gwaith Ieuenctid** (23-30 Mehefin) yn mynd rhagddynt yn dda. Bydd manylion pellach yn cael eu rhannu yn ystod y dyddiau nesaf. Cadwch lygad ar eich mewnflychau a ffrydiau cyfryngau cymdeithasol! Rhowch wybod i ni hefyd am unrhyw weithgareddau sydd wedi'u cynllunio ar gyfer yr wythnos fel y gallwn rannu manylion ag eraill.

Gan adeiladu ar weminarau oedd yn ffocysu ar lais a chyfranogiad pobl ifanc, yr iaith Gymraeg, datblygu'r gweithlu ac, yn fwyaf diweddar, Gwybodaeth Ieuenctid a Digidol, cynhelir yr **olaf o'n pump gweminar** - sy'n canolbwyntio ar Ymgysylltu Strategol a Chyfathrebu - ddydd Llun 24 Mehefin. Bydd manylion am sut i gofrestru ar gyfer y sesiwn hon yn cael eu rhannu yn gynnar y mis nesaf.

Bydd **cynhadledd wyneb yn wyneb yn canolbwyntio ar bŵer partneriaethau a chydweithio** o fewn gwaith ieuenctid yn cael ei chynnal yn gynnar yn 2025. Bydd rhagor o fanylion am raglen y digwyddiad hwn ar gael yn ddiweddarach yr haf hwn.

Penderfynwyd y bydd **Gwobrau Rhagoriaeth Gwaith Ieuenctid** yn cymryd saib eleni wrth i ni asesu effeithiolrwydd a phwrpas y broses enwebu a fformat y seremoni wobrwyo.

Fodd bynnag, byddwn yn datblygu rhwydwaith o **Bencampwyr Gwaith Ieuenctid** trwy gydol y flwyddyn i dynnu sylw at ragoriaeth arloesi. Os ydych yn gwybod am brosiect yr hoffech dynnu sylw ato, cysylltwch â manon@cwvys.org.uk.

Peidiwch ag anghofio y gallwch gyfrannu cynnwys ar gyfer y **Bwletin Gwaith Ieuenctid** nesaf. Y dyddiad cau ar gyfer cyfraniadau yw **17 Mehefin**. I gael rhagor o fanylion am gategorïau erthyglau, cysylltwch â manon@cwvys.org.uk.

Edrychwn ymlaen at weithio gyda chi, at eich cefnogaeth a'ch mewnbwn parhaus, i wneud y mwyaf o gyfleoedd ac i'ch cynorthwyo chi i rannu eich angerdd a phositifrwydd am waith ieuenctid!

Diolch.

Youth Work Marketing & Communications Programme 2024/25

A sector-wide Marketing and Communications Programme for 2024/25, delivered by CWVYS on behalf of Welsh Government, is now in place and this message is being sent to outline the way forward. The overall theme for this year's programme will be one of **'Partnerships and Collaboration'**.

As in 2023/24, our objectives remain to be:

- communicating progress on the work of the Youth Work Strategy Implementation Board with youth work practitioners and key stakeholders to support implementation
- building a better understanding by external stakeholders of the positive impact of youth work on the lives of young people.

These will underpin all marketing and communications activity throughout the year. A range of exciting activities, initiatives and events are planned – an overview of these is provided below. We look forward to sharing further details on these with you in due course.

Preparations for the celebration of all things **Youth Work Week** (23-30 June) are well-advanced. You will be notified about the opportunities presented during the next few days. Watch your inboxes and social media feeds! Please also let us know of any activities you may have planned for the week so we can share details on these far and wide.

Building on webinars focusing on young people's voice and participation, Welsh language, workforce development and, most recently, Youth Information and Digital, the **final of our five webinars** – focusing on Strategic Engagement and Communication – will take place on Monday 24 June. Details of how to sign up for this session will be shared by early next month.

An in-person **conference focusing on the power of partnerships and collaboration** within youth work will be held in early 2025. Further details on the programme for this event will be available later this summer.

It has been decided that the **Youth Work Excellence Awards** will take a pause this year while we assess the effectiveness and purpose of the nominations process and the format of the Award ceremony.

However, we'll be developing a network of **Youth Work Champions** throughout the year to showcase innovation excellence. If you know of a project that you'd like to highlight, please get in touch with manon@cwvys.org.uk.

Don't forget that you can contribute content for the next **Youth Work Bulletin**. The closing date for your submissions is **17 June**. For more details on article categories, contact manon@cwvys.org.uk.

We look forward to working with you, to your continued support and input, to maximising opportunities and to helping you to share your Youth Work passion, positivity and practice!

Diolch.