



# Videos for Change 2019 Briefing Pack for Promoters

# Competition Overview

Videos for Change is a powerful platform for young people to share their voice and drive social change. Students from Years 7-12 are invited to submit a one-minute video on a social issue they feel passionate about, with the chance to be featured on Network 10's *'The Project'* and win a share of prizes worth more than \$12,000. It's an opportunity to start conversations about social issues that affect us all. Other key points to note are:

- Open to all high school students across Australia
- Created by High Resolves, the leading citizenship and leadership education organisation in Australia
- Sponsored by Network 10 and Platypus Shoes
- One of the only film/video challenges in the world with all of the following features:
  - a focus on **teenagers**
  - a focus on **social change**
  - significant **cash value prizes**
  - **free student and teacher resources**
  - **national TV coverage** through Network 10's *'The Project'*
  - **a film festival** held in Sydney in November
  - **expanding globally**: operating in the USA, Canada and Latin America in late 2019

## Prizes & Categories

Four Grand Prizes: \$3,000 for each winning team, or the option to donate to the charity of their choice. Teams can be up to 6 students.

1. Best **Junior High** Video – for students in Years 7-9
2. Best **Senior High** Video – for students in Years 10-12
3. **Indigenous Youth Voice** Award – for students in Years 7-12 with at least one Indigenous team member
4. **People's Choice Award** (finalist video with the highest number of votes, likes and shares during the voting period)

**BONUS PRIZE:** the chance to be featured on Network 10's *'The Project'*

# Key Dates 2019

<b>24 Jun- 13 Sep</b>	<b>Entries Open</b>
<b>14 - 27 October (2 weeks)</b>	<b>Finalists announced and People's Choice Award voting open</b>
<b>Mid November</b>	<b>Junior and Senior High winners announced on Network 10's 'The Project'</b>
<b>26 November</b>	<b>Film Festival</b> (Powerhouse Museum, 500 Harris St, Ultimo, NSW) <b>Indigenous Youth Voice Award and People's Choice Award announced</b>

## Socials

<b>Web</b>	<b><a href="http://www.videosforchange.org">www.videosforchange.org</a></b>
Instagram	@videosforchange
Facebook	@VideosforChange
Twitter	@videosforchange
Hashtag	#VideosforChange

## Suggested Messaging

### Taglines

- Create and be heard.
- Change hearts. Change minds. Change the world.
- What would you change in your world?

### One liner version

**Videos for Change** is a powerful way for young people to create, be heard and lead social change.

## Short version

### To young people directly

Grab a camera and shoot a one-minute video on a social issue you are passionate about.

Upload your video and be in the running to win a share of prizes worth more than \$12,000 and the chance for your video to be featured on Network 10's *'The Project'*!

**[videosforchange.org](http://videosforchange.org)**

## Medium version

### To young people directly

#### What would you change in your world?

Videos for Change empowers high school students across Australia to create a one-minute video on a social issue they feel passionate about.

By entering Videos for Change you could have the chance to have your video shown on Network 10's *'The Project'*, reaching an audience of hundreds of thousands, plus a share of prizes worth over \$12,000.

**[videosforchange.org](http://videosforchange.org)**

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### Please note

- Draw attention to the fact that the web address is **.org** not .com
- Videos for Change should not be abbreviated to VFC, V4C etc
- Network 10 should not be abbreviated to Ten or 10