



2011 MEDIA FEDERATION AWARDS

NGen Award

Introduction

Following the success of previous briefs, the NGen MFA award will continue to include a consumer insight as a jump off point in 2011.

Judges will be looking for a big idea that can realistically be brought to life across multiple channels and within a set budget.

From the feedback received from NGen members, we are now allowing entries to be submitted either on a individual basis or as a team. Please note, one trophy will be presented to the winner(s) on the night.

In 2011, we are delighted to be supporting ACON with one of their priority projects forming the basis of the brief. Again a small fee of \$110 incl GST will be charged, with all of this funding being donated to ACON post Awards.

To be eligible to enter, you must either be employed by an MFA member media agency or an NGen Club Member company. This allows individuals from both media agencies and media companies to enter.

The document includes:

- Brief
- Judging Criteria and Entry Rules and Conditions
- Entry form



The 2011 MFA NGen Brief: ACON

<http://www.acon.org.au/>

Context:

In Australia violence experienced in the gay, lesbian, bisexual and transgender (GLBT) communities is higher than that experienced in the general communities. Up to 85% of GLBT people have experienced homophobic violence in their lives. 60% have experienced verbal abuse and 14% physical violence.

The experience of violence starts early and is particularly concerning in our schools. Schools are the most dangerous place for 14-17 year olds, with abuse experienced by almost 9 out of 10.

Violence and harassment occurs in the contexts of homophobia, discrimination or prejudice and has a disproportionate impact on young people as they are less likely to have the skills or resources to address it.

The impacts of violence are stark. As well as experiencing higher levels of negative health outcomes, GLBT youth are more likely to disengage from education leading to truancy and many not completing their school education. It can triple the likelihood of self harm, lead to drug abuse and can drastically increase the rates of suicide to up to 14 times higher than the general population.

ACON is a community based organisation promoting health and wellbeing for the GLBT community whilst providing knowledge and experience covering areas including discrimination and social isolation.

ACON's aim is to help create a healthy, resilient and inclusive community and a society that protects and promotes human rights as the foundation for good health.



Role of communication:

1. To empower youth communities to discuss and take responsibility for homophobic bullying.
1. To ensure bullying based on sexuality is deemed unacceptable, especially within schools.

Who are we talking to?

1. Secondary school students aged 13-17 and their parents.
2. People with influence over secondary school students, in particular the media and youth culture celebrities.

What do they currently think?

Homosexuality is largely misunderstood and many teenagers don't realise that a person's sexuality is innate as opposed to a choice.

This lack of understanding often leads to isolation and victimisation of those who do not conform.

What do we want them to think?

Bullying is simply not an acceptable part of growing up. No-one should be targeted based on their sexuality.

Sexuality is not something to be ashamed of. Everybody has the right to live without fear, intimidation or harrassment.

Bullying can have serious consequences and long-term effects on an individual's mental health and wellbeing.

Consumer insight:

Many teenage Australians are scared of the things they do not understand.

Misunderstanding often turns to fear and manifests itself in bullying. But bullying is not simply suffered by the GLBT community; straight people can also be subjected to bullying for being perceived to exhibit stereotypical "gay" behaviours.

Those suffering abuse at the hands of their peers and the wider community often resort to drastic and tragic measures to bring an end to their suffering.

If young people and the community were more aware of the issue the incidence of homophobic bullying could be significantly reduced.

Your Task

Reduce the incidence of verbal and physical bullying of gay, lesbian, bisexual and transgender youth.

Measurable Objective

Decreases in gay bullying incidents reported to parents, schools and police.

Decreases in abusive comments towards gay youth on social networks and forums.

Timings

February 2012 – June 2012

Geographic Considerations

National

Investment

\$1,000,000

ACON's communications assets worth considering;

ACON website, ACON community leaflets, ACON posters displayed at "gay friendly" venues



• **JUDGING CRITERIA**

NGEN AWARD

Judging will be based on the following criteria.

Understanding the Task	Does the entry demonstrate a clear grasp of the key issues and objectives of the brief, and what the role of communications is?	10%
Understanding the Insight	Does the entry demonstrate an understanding of the target audience and the consumer insight and did this inform the development of a big idea?	10%
Response to the brief	Is a big communication idea evident?	10%
	Is the communication idea unique and innovative?	10%
	How realistic is the idea?	5%
	To what extent does the idea address the stated objectives?	10%
	To what extent does the idea translate to a clear channel strategy? Is the role of each channel outlined?	10%
	Does the idea shape the implementation in each channel?	15%
	Does it fit within budget?	5%
	Is there a measurement approach recommended which will quickly and clearly show whether the big idea is delivering against the objectives?	5%
Articulation	Was the entry well laid out, easy to follow and succinct in terms of its reasoning?	10%



THE 2011 NGEN ENTRY FORM

The entry form may be downloaded from www.ngen.org.au

Include two copies of the entry form.

All information must be clearly written.

It is important that all credits are exact (including spelling of names).

Are you an NGen member?: Y N

CATEGORY: NGen Award

TITLE OF CAMPAIGN: _____

ENTRANT NAME (S): _____

ENTRANT NAME (S): _____

ENTRANT(S) DATE OF BIRTH: _____

ENTRANT JOB TITLE(S): _____

ENTRANT JOB TITLE(S): _____

ENTRANT COMPANY: _____

COMPANY ADDRESS: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

SIGNED BY ENTRANT(S): _____

SIGNED BY MANAGING DIRECTOR: _____

PAYMENT

Cheques payable to : The Media Federation of Australia - ABN: 45 176 128 187



ENTRY RULES & CONDITIONS

The NGen category is not eligible for the Grand Prix Award.

- 1.** Entries must be typed on A4 paper and stapled. Please do not supply any additional supporting materials as it will not be considered for judging.
- 2.** Six copies of the written entry are required. Two copies of the entry form are required.
- 3.** No entrant company branding including reference to company name and/or logo is allowed. Do not include your name anywhere within your entry submission.
- 4.** Entries must not exceed 1000 words. Entries over the word limit will not be accepted. Appendices are inclusive of the 1000 word limit excluding graphs & media schedules.
- 5.** More than one entry may be submitted into the NGen category however each entry will incur a \$110 inc GST entry fee.
- 6.** Entries are due by 4pm Friday 24 June 2011.
Send to:
Media Federation Awards
C /- Two de Force,
229 Commonwealth St
Surry Hills NSW 2010
CONTACT:
Jessica Havard
Ph: 02 9281 8788
Email: Jessica@twodeforce.com.au
- 7.** All entries are treated as confidential.
- 8.** Entry fees are non-refundable . All NGen entry fees will be donated to ACON post Awards.
- 9.** The decision of the judges will be final and no correspondence will be entered into.
- 10** The entrant grants The Media Federation permission to show the entries at The Media Federation Awards Presentation and at such times as deemed appropriate.
- 11.** The entrant agrees that The Media Federation will not accept responsibility for errors or omissions reproduced in the Presentation or the Winners Supplement or for work lost or damaged under any circumstances.
- 12.** Entries may be collected after the Awards presentation. This excludes finalists and the category winner, which will be retained by The Media Federation of Australia. A copy of the finalist and winning entries will also be provided to ACON.

