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THE BRIEF IN ONE SENTENCE:

Craft an innovative creative media approach to educate consumers that Sheepworld is actually a social purpose business owned by Springboard, a charity helping young people at risk.

BACKGROUND

SPRINGBOARD was founded in 2002 on the belief that every young person deserves equal opportunities to succeed, to live a healthy independent life regardless of their background, race, religion, or home life. Our programs provide a complete wrap-around support network. These give young people opportunities to gain education qualifications, receive training and mentoring support, get into employment, work through deeper issues alongside health professionals and create a sense of belonging so that young people feel safe, and championed. Springboard “stands in the corner of any young person who needs a helping hand up”. We care, and we will never give up on a young person. We aim to engage young people in a wide range of authentic experiences that develops their skills and gives them a sense of pride. Our programs are not the goal, they are the vehicles that give us opportunity to connect to young people. We know that building deep and trusted relationships and working alongside young people, championing, supporting and even sometimes directing them along their chosen pathways leads to positive outcomes.



We believe that every young person want's 'somewhere to be' and 'somewhere to go'. Our role is to create an environment where they feel safe to explore and discover their 'specific set of skills' and then equip them to be successful as they journey forward.

See Appendix for more information on Springboard.

SHEEPWORLD is New Zealand's Sheep and Wool Centre and has become a household name in farming tourism for well over 30 years. Sheepworld is a tourist attraction that is great for the family and boasts NZ's world-famous sheep, dog and shearing show, daily animal feeding experiences, a range of friendly animals to visit set on an 11-hectare farm 45 mins north of Auckland.

In 2021 Sheepworld was purchased by Springboard to run programmes for young people, utilising the land to create training opportunities as they transition into independence.

Therefore, Sheepworld is not only a farm tourist attraction, but also a youth development centre for training and supporting young people into brighter futures.

100% of Sheepworld's profits go to helping young people who need extra support through the formative years.

THE CHALLENGE

Awareness of Sheepworld is relatively high amongst New Zealanders in the North Island, but very few people are aware that Springboard now owns Sheepworld, and what that means.

We need to build awareness and understanding that Springboard now owns Sheepworld, and that therefore a trip to Sheepworld is helping young people who need support. It's hoped that building this understanding will positively shift consideration for Sheepworld and increase visitation. Our problem is that most people don't know who Springboard are or the work that we do. We're also anticipating that in a tightening economic environment, spending on tourist activities and trips will be under pressure this year.

OBJECTIVES

BUSINESS

Short: increase visitation by 30% across Winter school holidays (extra 500 visits in July)

Long: increase overall visitation by 15% from July – end of December (total of 1,400 additional visits versus last year)

COMMUNICATION

Increase awareness and understanding that Springboard now owns Sheepworld, and that a visit to Sheepworld is helping young people who need extra support.

BEHAVIOURAL

Increase consideration and visitation to Sheepworld.

TARGET AUDIENCES

PRIMARY: LOCAL VISITORS

Local residents looking for new experiences to try out. Likely to be parents and or grandparents. School and community group leaders seeking group activities. It's likely they'll be nature lovers or animal enthusiasts, or keen for their family to connect with a quintessential "kiwi" experience.

Within this, we know that parents and people in the community that care about young people will be even more receptive. Parents, grandparents, school teachers and educators and even Aunts and Uncles – the wider community all have a vested interest in the support and success of young people in the community. Current supporters of Springboard will likely be most receptive.

SECONDARY: INTERNATIONAL TOURISTS

International tourists looking for a "kiwi" experience in the upper North Island.

KEY MESSAGE

EVERY VISIT TO SHEEPWORLD HELPS YOUNG PEOPLE AT RISK.

Why is this true? Sheepworld is now owned by Springboard. 100% of profits go to helping young people at risk, via the support programmes run by Springboard.

TONE OF VOICE

Positive language always and we want to ideally focus on the impact people can have when we support young people. No shock tactics, nothing heavy and confronting – we're all about empowerment and pathways to a brighter future.

BUDGET

\$100,000 pro bono media inventory.

We also have existing Social media and owned channels like EDM/website – so we'd love considerations for how to use these channels to support the approach and on-going.

We know advocacy is one of our biggest drivers of visitation, so please consider the role of assets that we can get our visitors and partners to share for free to amplify the message.

TIMING

We want to test an approach in Winter school holidays that shifts visitation numbers but could be replicated through always-on activity if successful. While one-off stunts that earn lots of attention may be useful for that short-term spike, we'd like to be able to replicate the approach longer term.

July School holidays – 1 July to 16 July.

KPIS

Short: increase visitation by 30% across Winter school holidays (extra 500 visits in July)

Long: increase overall visitation by 15% from July – end of December (total of 1,400 additional visits versus last year)

SUBMISSIONS

A PDF of no more than 10 slides describing the solution.

The submission should include:

The written explanation (450 words)

Describe the creative idea/insights (150 words) alongside research and data gathering

Describe the strategy (150 words): Target audience, media planning and approach

Describe the execution (150 words): Implementation, media channels and integration, timeline and scale.

One slide should visually summarise your campaign.

Teams are comprised of no more and no less than 2 people.

All responses must be original work.

JUDGING CRITERIA

CREATIVITY

50%

Is there a driving media idea with potential for industry impact?

STRATEGY

20%

Is there a strong idea at the heart that brings the campaign together?

RELEVANCE

20%

Relevance to the brief: Is there an insight that unlocks the target audience?

EXECUTION

10%

How deep is the understanding of the brief/challenge?

ELIGIBILITY

To be eligible to compete in the Media competition the team must be made up of two young professionals, age 30 or under, born on or after 23 June 1992 working for media agencies or specific in-house media departments in agencies.

Freelancers will be accepted to compete in this competition.

In-house media teams from client companies will be accepted to compete in this competition.

APPENDIX FURTHER DETAIL AND INFORMATION

PREVENTION PROGRAMS

- Boxing, Fitness and Mentoring - The Boxing Academy encourages young people to stay active, learn new skills and disciplines.
- Community Mentoring - Matches young people (9-14) from the community with community mentors to give respite to parents and experiences or opportunities for young people to connect and build trusted relationships with an adult outside of their immediate families.

INTERVENTION PROGRAMS

- Impact Alternative Education - Works with youth (13-16) for whom mainstream education has not worked out for them. The goal is to get young people believing in themselves to gain a Duke of Edinburgh Award or NCEA Level 1 credits.
- Youth Service NEETs (Not in Employment, Education or Training 16-18) - Mentoring for young people who need support in education or employment. The young person is appointed a Youth Coach who assists the young person with goal setting, provides mentoring and meets regularly with them.
- Youth Service Youth payment/ Youth Parent Payment (16-18) providing support to young people who have no place to live or who have become teen parents.
- Go 180 Youth Offending- providing mentoring support for young people who have been referred through a Youth Justice process.

TRANSITION PROGRAMS

- Driver Licensing and Training - Enabling people to obtain their Learners, Restricted and Full drivers' licences.
- A Mua Ake - Employment Preparation and Placement Program - A Mua Ake means 'For the Future'. This program is specifically designed to help young people aged 18-24 prepare for and secure employment.

WELLBEING SUPPORT

- Elevate - Supports young people to work on internal barriers that are preventing them from pursuing their dreams and achieving their goals using trained professionals such as social workers and counsellors.
- P. Project - A drug awareness curriculum delivered in our local colleges highlighting the dangers of Methamphetamine and the associated risks of using such a drug.

APPENDIX FURTHER DETAIL AND INFORMATION

Springboard was identified by Foundation North in 2015 as “an effective, well-regarded organisation having an impact on its local community.”

Foundation North developed an investment plan which included some compelling outcomes from Springboard’s work. For example, Police in the Rodney area saw Springboard’s work as the primary contributor to the significant reduction of youth crime in Rodney in recent years. In addition, a significant decrease in Youth Justice referrals in North Rodney from 336 in 2008–2009 to 134 in 2012–2013 was attributed by Oranga Tamariki (formerly Child, Youth and Family) directly to Springboard’s intervention programmes. Foundations North’s decision to invest in Springboard through the Foundation’s Catalysts for Change programme was driven by the potential for its model to be strengthened and made available to other communities in the region to support youth at risk. (Which has developed into the Ahi Network initiative).

THE SPRINGBOARD APPROACH

Springboard’s holistic and integrated approach employs the proven components of effective interventions: multi-dimensional family and community-based programs that fully encompass the needs of at-risk youth and the swift deployment of these to head off ‘risk factors’. Using multi-systemic interventions, the Springboard Model places the young person at the centre of a web of supportive family and community members, targeting their entire social eco-system.

CRITICAL TIMING – THE TEENAGE YEARS

Recent research supports the remarkable changes that take place in the teenage brain and allow us to view adolescence in a much more positive light, it may even cause more to want to come alongside our young people as a trusted guide through a turbulent stage of development.

This stage of development is a key focal point for Springboard, as the teenage years represent a critical opportunity to intervene, champion and develop pathways to success which will lead into adulthood.

It is also at this crucial stage of development that our young people are introduced to the greatest amount of risk-taking behaviours and social influences. Peer pressure, drugs, alcohol, driving, sexual relationships – all come crashing in on our teens at a time when they really don’t have the ability or strategies in place to make the best of decisions.

It is for this reason that teens need adults in their lives who are involved, interested, and able to show how much their future wellbeing matters. They need a balance of support and monitoring that enables them to find their own way but also guides them as they navigate this transition to adulthood. By viewing adolescence through a lens of positive development, adults can reinforce the strengths and qualities that typify each young person’s unique pathway as they transition to become successful adults.