#WTF AUSTRALIA

an initiative by
Australian Futures Project

HOW TO GET INVOLVED

What's the Future, Australia? is a nationwide ideas competition focused on creating positive change. It's non-profit and not aligned. We're asking Australians to get involved on four big topics. Topics go live progressively from 8 Oct. Entries close on 4 Nov. Voting closes 11 Nov. #WTF Australia is brought to you by the creators of last year's runaway success, My Big Idea. The public can submit ideas via our website, or vote for those they are passionate about. We're choosing one winning idea each week, and four of the top 40 ideas will go into the running to be brought to life. Here are some of the ways you can get involved in this exciting initiative:

SUBMIT AND SHARE YOUR IDEA

Visit wtf.org.au, register, and follow the simple steps. When you're done, make sure you share it on your social networks by clicking the 'Share' button. See the other side of this leaflet for some tips on how to submit a good idea.

ENCOURAGE OTHERS TO JOIN IN

Encourage others to do the same. This project is a collaborative effort that gives members of the community an opportunity to have their voices heard and help shape Australia's tomorrow, so we really do mean it when we say "the more, the merrier"!

VOTE

Vote for other ideas that you think are important for Australia too. Go to wtf.org. au to view submitted ideas and show your support. Remember, submitted ideas will be shortlisted by popular vote, so be sure to get your mates to vote for your idea!

HOST A BRAINSTORMING SESSION

Go to wtf.org.au to download our guide on how to involve your friends, family, and workmates. Then start a discussion at the pub with your friends, during lunch break at work, or at home over dinner. See some quick tips on the other side of this leaflet.

wtf.org.au

WHAT DOES A GOOD IDEA LOOK LIKE?

We welcome all sorts of ideas, big and small but in crafting your idea, consider the following points.

Public Benefit: The idea should be clearly in the public interest, making a positive contribution to the wellbeing of a community or society as a whole, beyond the private interest of an individual or group of individuals. The idea must not be harmful to anyone.

Technologically Feasible: While the idea can be innovative, it must not rely on major or unrealistic advances in currently available technology.

Economically Viable: There must be at least a medium chance of the idea having a self-funding business model or securing philanthropic or government support, at least at a pilot scale.

Clear: Ideas do not need a fully developed implementation strategy, but they must clearly state what the problem is that they are solving, and clearly explain what the proposed solution is.

Original: Ideas must not be existing projects (particularly with links to established organisations).

Remember that if your idea is picked as the winning idea, you'll be acknowledged as the creator of the idea and invited to take part, but it will be taken through an incubation and execution process involving experts in the field. So don't feel intimidated - just try your best. Good luck!

TIPS FOR A PRODUCTIVE BRAINSTORMING SESSION

We've put together some simple tips to help you get the most out of your discussion.

Tip 1: Focus. Begin your brainstorming session with an overview of the aim of the discussion. Visit wtf.org.au and pick one of the 12 challenges you would like to work on as a team (it would be even better if you could decide on this before the day!).

Tip 2: Set a time limit and/or a structure. Without the pressure of time, the discussion can go off-topic - so we recommend a maximum of one hour to ensure a good level of interest, clear outcomes, and a sense of achievement.

Tip 3: Write everything down, be it using a notepad, a laptop or even your phone so you don't miss out on any important points.

Tip 4: Leave your judgment at the door. Encourage an open and supportive environment, and remember that no idea is too small or out there. It might be a good idea to get everyone to come up with at least one idea individually, then work together to build them onto each other to produce more refined ideas.

Tip 5: Submit your ideas as soon as possible. You should ideally submit your ideas at the end of your discussion while they're still fresh in your mind. Be sure to credit your mates as collaborators too!

WHO'S BEHIND #WTF AUSTRALIA

#WTF Australia is a non-politically aligned project driven by the Australian Futures Project - a registered charity dedicated to improving how Australia creates its future.

We created #WTF Australia with some of Australia's most trusted institutions and iconic brands to spark a deeper national conversation about Australia's future, encourage and facilitate citizen-led action towards that future, and instil a sense of possibility among Australians. Visit wtf.org.au to see the full list of partners.

wtf.org.au

WE'D LOVE TO HEAR FROM YOU!

Want to find out more about #WTF Australia? Please send an email to wtf@australianfutures.org

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