

BACKGROUND

Imagine a world in which all young people are engaged in **positive conversations** about mental health and **empowered to reach out** for support when needed. Imagine how much happier and healthier we would be if there was no stigma around mental health. That's why [batyr](#) exists.

batyr is a for purpose preventative mental health organisation. Its purpose is to empower young people (18 – 30yrs) with the confidence and skills to get through tough times and look out for their mates. batyr works to create stigma free communities that champion young people's mental health and wellbeing. At its core is peer-to-peer education and the sharing of young people's lived experience stories to make the subject more open and accessible.

The elephant in the room: it's pronounced "bat-eeer"

batyr was launched in 2011, after founder Sebastian Robertson experienced the frustration and isolation of living silently with mental ill-health whilst at university. Sebastian recognised that it was time to have open, honest conversations about mental health with young people, so founded the organisation, naming it after batyr ('hero'), The Talking Elephant from Kazakhstan.

batyr's programs include:

- [Being Herd](#) - a free two-day workshop that empowers young people to give a voice to their story of mental-ill health
- [Being Herd 1:1](#) - a free workshop delivered in a one-on-one private online space where you can share your story at your own pace with a member of the Being Herd team
- [batyr@school](#) – workshops for high school students designed to embed positive attitudes towards help-seeking and wellbeing, and create a culture of openness within schools
- [batyr@uni](#) - events and initiatives designed to help reduce mental health stigma and increase help seeking on campus
- [OurHerd](#) - a storytelling app that empowers young people to share lived experience stories and use their collective voices to create a more mentally healthy world

batyr programs are unique in that they are delivered by young people, rather than teachers or mental health professionals. They are strengths-based and positively framed, rather than focused on risk factors and causes.

batyr takes a preventative approach and is not a service provider that offer counselling and crisis intervention. Rather it acts as a bridge between students and avenues of help, assisting them to take that first and crucial step of getting help.

Find out more at:

<https://www.batyr.com.au/> | <https://vimeo.com/144066026> | <https://vimeo.com/128099851>

THE CHALLENGE

Put simply, batyr needs to increase revenue by increasing awareness and participation in its fundraising initiatives.

To continue to provide the numerous programs that help young people, batyr relies on the generosity of [partner organisations](#), as well as donations from members of the public. Numerous fundraising initiatives throughout the year help batyr to achieve this, including the annual [Blue Tie Ball](#), [One Sock One Goal](#), and [Splash The Stigma](#).

But it's not easy in the not-for-profit world. There's a plethora of organisations seeking funding and donations to support worthy causes. Many of these more established and well-known alternatives organisations have the backing of major companies or receive significant government funding.

Tragically, *suicide is the leading cause of death for young people in Australia*. After recent events, the mental wellbeing of young Australians has never been more critical. Yet this is also a time when the generosity of Australians is being put to the test. How can batyr gain prominence to ensure that more people engage in its fundraising initiatives, and continue to donate?

THE BRIEF

Develop a campaign to encourage participation and donations for batyr's annual [Splash the Stigma](#) fundraising event taking place in February 2023.

You'll need to:

- demonstrate a thorough understanding of the challenge
- create an insightful strategy to overcome that challenge
- build a brilliant media-led solution that delivers on that strategy
- provide evidence that your campaign is feasible and will deliver on the objectives

About Splash the Stigma

Splash The Stigma is a swimming challenge that brings the community together to promote the positive benefits of exercise for wellbeing, all whilst having fun and raising vital funds for youth mental health.

Participants pledge to swim any distance, up to 20km, as individuals or teams. They can take part anywhere in Australia. Whether it's a local beach, ocean pool, swimming pool, lake, or river, they just need to be able to swim and make a splash.

Registration is via the fundraising platform [Raisely](#). One registered, participants invite others to support their efforts via a donation. Raisely provides a range of tools to help participants track their fundraising progress and share their efforts via social media, email, blogs, etc. As an incentive, all participants who reach the \$250 donation mark receive a free pair of [Splash The Stigma Budy Smugglers](#).

Campaign Objective

Generate \$90,000 in fundraising for Splash the Stigma 2023

Year	Event date	Advertising launch	Media budget (paid social)	Registrations	\$ Raised
2021*	19-21 February	12 January 2021	\$2,264.92	241 Individual 37 Teams	\$75,902
2022	25-27 February	19 January 2022	\$3,890	141 Individual 17 Teams	\$41,782
2023 target	24-26 February	recommendation required	\$4,000	280 individuals 50 teams	\$90,000

Sources of funding

The sources of donor revenue for you to consider:

1. Individuals - donations from Splash the Stigma participants and their supporters
2. Businesses – this could be in the form of sponsoring staff who are participating, or direct donations, or other forms of support that will assist with fundraising. Important to note many companies offer matching through which they financially match donations that their employees make to not-for-profit organisations.
3. Other organisations

Target audience

Currently, most participants are aged 25-35yrs, with no gender skew. They are typically already active as swimmers or runners.

In recent years, the majority of participants have been located in the Eastern seaboard, in particular from NSW, however, batyr would like to make this a truly national event

The profile of sponsors/donors is unknown. It could be anyone from friends, parents, colleagues, or employers.

Campaign period

The Splash the Stigma event will take place from Friday 24 to Sunday 26 February 2023

You are required to provide a recommendation and rationale as to when activity should commence for the 2023 event. Please consider the learning from the 2021 and 2022 campaigns (see below).

Budget & Resources

Paid media budget: \$4,000

Note. With a budget like this, you'll need to be resourceful. How can you stretch this modest budget to extract maximum value? How can you make the most of owned and earned media? Can you make new media touchpoints? What media vendors, companies, or individuals, might you partner with?

batyr's owned media touchpoints		
batyr website:	https://www.batyr.com.au/	
Splash the Stigma event website:	https://www.splashthestigma.com.au/	
batyr database	26,000 individual email addresses acquired from previous events	
OurHerd app	https://www.ourherd.io/	
batyr Facebook	https://www.facebook.com/batyraus/	15,410 followers
batyr Instagram	https://www.instagram.com/batyraus/?hl=en/	14,200 followers
batyr LinkedIn	https://www.linkedin.com/company/batyr-pty-ltd/	5,949 followers
batyr Twitter	https://twitter.com/batyraus	3,379 followers
batyr Vimeo	https://vimeo.com/search?q=batyr%20australia/	

ADDITIONAL INFORMATION

Learning from 2021 and 2022

- Participants typically find out about the event via [organic](#) or paid social or an edm from batyr
- Many participants sign up very late, which restricts their opportunity to raise funds

Social media advertising results 2022

- **batyr engaged audience** - contributed the most sign ups as they are most familiar with batyr and are likely to have heard about Splash the Stigma previously
- **Budgy smuggler engaged audience** - drove the highest amount of landing page views, which shows there's interest in the campaign. An opportunity to build on this awareness for next year
- **Swimming interest** - had the highest reach and more landing page views than our batyr engaged audience, however the conversion rate was very low, perhaps because of low familiarity

	batyr engaged social audience	Budgy Smuggler engaged social audience	Swimming interest	Total
Reach	11,573	30,906	45,366	84,302
Impressions	129,006	151,236	116,764	397,006
Frequency	11.5	4.89	2.57	4.71
Unique link clicks	615	1,157	717	2,316
Landing page views	405	968	425	1,797
Cost/landing page view	\$3.66	\$1.34	\$2.63	\$2.16
Amount spent	\$1477.31	\$1296.05	\$1,116.43	\$3,889.79
Results/sign ups	8	2	1	11

Current Partnerships

[Budgy Smuggler](#) provides men's and women's swimmers (at cost), which are sent to all participants who raise \$250 or more. This is a significant incentive, and social posts featuring this offer consistently attract the highest engagement rates. Budgy Smuggler also helps to promote the event through its socials. At the end of 2021 Budgy Smuggler came on board as a matching partner for another campaign ([Dare to Bare](#)) supporting batyr, offering to match individual donations to the value of \$10k.

[Swimming Australia](#) signed up as a partner in December 2021. Last summer SA provided ambassadors that have been used to promote Splash the Sigma, as well as sending an edm to its database and posting on its socials. The Swimming Australia ambassador posts and edm were deemed to have been successful in attracting new participants, but this occurred very late so was a missed opportunity in terms of fundraising potential.

Swimming Australia Facebook	https://www.facebook.com/swimmingaustralia/	32,319 followers
Swimming Australia Instagram	https://www.instagram.com/dolphinsaus/	57,400 followers
Swimming Australia Twitter	https://twitter.com/dolphinsaus?lang=en	36,600 followers
Swimming Australia YouTube	https://www.youtube.com/user/swimmingaustraliaLtd	875000 subscribers

JUDGING CRITERIA

Judging will be based on the following criteria

Understanding the Task	Does the entry clearly articulate the key issues and objectives of the brief, and what the role of communications is?	5%
Defining the Audience and Insight	Does the entry demonstrate an understanding of the target audience? Is there a clear and compelling insight that informs the approach?	15%
Response to the brief	Is a big communications idea evident? Is the communications idea unique and innovative?	20%
	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%
	How realistic is the idea? Does it fit within budget?	5%
	Is there a clear measurement approach which succinctly demonstrates delivery against the objectives?	10%
Articulation	Was the entry well written, with concise reasoning and easy to follow?	10%

ENTRY RULES & CONDITIONS

- To be eligible to enter, you must be a registered member of NGEN at the time of the entry deadline (15 July 2022). This allows individuals from both media agencies and media companies to enter.
- Entries may be submitted on an individual basis or as a team (maximum two people). Please note, one trophy will be presented to the winner(s) on the night.
- All entries must be completed online via <http://mediafederation.org.au/>
- The NGEN category is not eligible for the Grand Prix Award.
- No entrant company branding including reference to company name and/or logo is allowed. Do not include your name anywhere within your entry written submission.
- Entries must not exceed 1000 words. Entries over the word limit will not be accepted. Appendices, graphs, and media schedules are not included in the 1000-word limit.
- More than one entry may be submitted into the NGEN category however each entry will incur a \$120 inc GST entry fee with 50% donated to batyr after the awards. Entry fees are non-refundable.
- Entries are due by **4pm 15 July 2022**.
- All entries are treated as confidential.
- The information from batyr in this brief is commercial in confidence and entrants should act with upmost integrity in how they treat batyr insights.
- The decision of the judges will be final, and no correspondence will be entered into.
- The entrant grants MFA permission to show the entries at The MFA Awards Presentation and at such times as deemed appropriate.
- The entrant agrees that The MFA will not accept responsibility for errors or omissions reproduced in the Presentation or for work lost or damaged under any circumstances.
- All entries and their content will become the property of batyr following the MFA Awards.