



2017 NGEN CATEGORY BRIEF
Hear For You
<http://hearforyou.com.au>

BACKGROUND:

Hear For You (HFY) is an Australian registered charity set up in 2008 to help deaf or hard of hearing (DOHH) teenagers.

There are around 9,000 such teenagers in Australia, most of whom were born deaf or lost their hearing during early childhood. These days, specialist hearing aids and cochlear implants can allow them to lead a normal life and go to regular schools. However, they still face a range of challenges in reaching their potential. These include becoming socially isolated by missing conversations and banter, social stigma associated with being hard of hearing and wearing a hearing aid or implant, preconceived attitudes towards deafness, and having to work harder to capture conversations, lessons or social interactions.

The majority of these teenagers do not know any other DOHH teenagers (90% have never even met another one), and therefore they tend to face their challenges alone and feel like other teens and adults don't understand what it's like for them. This can lead to increased social isolation, feelings of frustration and even mental health issues. In addition, the extra challenges they face may lead to them struggling to reach their potential in life, love, career and work.

Fortunately, evidence suggests that mentoring and workshops, where they can meet other DOHH teens and successful DOHH young adults just like them, can effectively address many of these challenges.

Hear For You's vision statement is: -

"FOR ALL YOUNG PEOPLE WHO ARE DEAF TO REACH THEIR POTENTIAL IN LIFE"





HFY does this through two proven programs which are seen to increase confidence, teamwork and leadership, personal identity, communication skills, social skills. The workshops also help them build a social support network, improve their outlook on career and life and share experiences with others.

Life Goals and Skills program

Four sessions of face-to-face mentoring with trained deaf or hard of hearing mentors and the development of an individualised life goal plan. Topics covered in these sessions range from Teamwork / Leadership / School subject choices / Multi-class tactics / Careers / Casual Work / Friendships / Making new ones / Drama / Technology / Social Media safety / Communication & Conflict Resolution / Identity / Deaf teen issues / Confidence. Mentoring formats include individual, small group, and peer to peer. The discussions and activities are designed to be interactive and interesting to enable all teenagers to explore every issue that they are interested in finding out for themselves.

Rock My World program

These are specialised one-day (sometimes half day) sessions on a specialised area of interest of topic for the participants. In addition to the session activities of the day there will be mentoring by Hear For You mentors and guest presentations by experts on the topic around the day itself. Main theme is usually fun, fun, fun.

For more information

For more background information, head to the website hearforyou.com.au

- The story of HFY's amazing founder Olivia Andersen
- Testimonials from workshop participants
- Strategic direction and annual reports
- Statistics and research
- Sponsors, patrons and ambassadors

If you really want to understand how the target audience feels, why don't you try spending a day wearing earplugs to experience the everyday challenges faced by these teenagers?



THE 2017/2018 COMMUNICATIONS BRIEF

In 2017/18, HFY's goal is to increase the number of DOHH teens which it helps through its programs. In 2016 it ran 9 programs and reached 77 teens. And the goal is to increase this to 20 programs reaching 250 teens.

The primary target audience is teens (i.e. 13-18) in mainstream schools who are deaf or hard of hearing, n= 9,000. This is across all states and territories of Australia.

The secondary target audience includes all those who interact with them: parents, teachers, audiologists and other teens. These are influencers who can provide information about HFY to the DOHH teen (although with the caveat that this is often rejected when from adults). They are also a source of potential donations.

To achieve the 2017/18 goal, marketing can help address 2 challenges.

Primary challenge: the stigma

DOHH teens want to lead a normal life, and feel embarrassed to ask for help. They may not even consciously recognize the challenges they face, or that other people have gone through them before and conquered them. Most of these teens do not use sign language and do not identify as part of a DOHH community. And yet, the adults and teens around them are not usually deaf, so whilst there are many well-meaning parents, teachers, audiologists and peers, they don't really understand the teens' challenges.

As a result, the DOHH teens tend to resist advice to go along to a HFY workshop. But those that do go give amazing testimonials. They have a revelation that they aren't alone and that they can make great friends who understand them. They can ask all sorts of questions that they've had to bottle up.

HFY has found that social media, whilst being heavily used by the target audience, can be hard to connect with them as they don't want to engage/interact with content about being deaf. That doesn't mean you shouldn't consider social media in your entry, but you'll have to think carefully about why the target audience would engage with the content.



In summary, challenge 1 is how to help them find out about HFY workshops in a way that they are open to finding out more and going along.

If this challenge is addressed, program enrolments will go up.

Secondary Challenge: fundraising

HFY's funds currently come from private individuals (10%), corporate & NGO partnerships (60%), foundations and trusts (30%) and NDIS (10%).

Increased funds are helpful to pay for additional programs and resources if we get the enrolments increasing.

Fundraising for HFY is challenging as we have not developed enough public profile to highlight the needs of deaf teenagers with a call to action to support them. In addition the cause is not as relatable as some others as many people do not know a deaf teenager.

Therefore, whilst this brief focuses on the primary challenge of reducing stigma, if your idea can *also* raise funds directly it would be seen as a tremendous bonus.

The budget & resources

Based on the strength of the winning idea, HFY could access up to \$50,000 in marketing budget. However, bear in mind that many media owners do provide free media space to charities. HFY is also supported by UnLtd, and may be able to access some free media space and marketing services through UnLtd. Therefore, please ensure that your idea can be achieved within a budget of \$50,000 and/or that you have a clear plan for how to access any additional free media space or marketing services.

HFY has a small team with limited marketing expertise. Marketing is currently handled by the CEO and volunteers, so please propose ideas which can be executed with limited in house time and expertise from HFY. We are keen to source volunteer help with concept generation, asset development and space and execution.

Small budgets sometimes necessitate really creative ideas. So: give it your best shot!



Marketing successes to date

The most effective outcomes from marketing the program which translated to registrations to our programs to date have included:-

- Storytelling by the participants about their experience with Hear For You video (search "Hear For You Short" in YouTube to find them)
- Public speaking presentations by participants in a public forum. Such as Leaders Lunch in 2015, Parliamentary Enquiry (2017).

Current marketing resources: -

- Newsletter - 950 subscribers
- Facebook - 1541 likes
- Instagram - 218 followers
- Twitter – 837 followers
- YouTube channel (search "Hear For You Short" to find them)
- Fun Runs – host teams for Brisbane, Sydney, Melbourne
- Everyday hero page

Other notable information

It is desirable for the marketing to drive a steady growth in enrolments over time, as opposed to one sudden influx. This is because HFY is not currently able to enrol a large number of people overnight. Therefore, programs which run over a longer period of time may be preferable compared to, for example, inventing a new national day for deaf teens and running all the activity in 2 weeks either side.

Also:-

- NSW, QLD, VIC and WA have access to HFY workshops at this stage, so wide reach is preferable. Given the limited budget you may need to prioritise markets according to market size and cost.
- Any marketing can start from 1st November 2017 and run through until 30th June 2018.



JUDGING CRITERIA

NGEN AWARD

Judging will be based on the following criteria.

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| 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% |



ENTRY RULES & CONDITIONS

- To be eligible to enter, you must be a registered member of NGEN at the time of the entry deadline (18th July 2017). This allows individuals from both media agencies and media companies to enter.
- Once again entries may be submitted either 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 and can be uploaded as supporting materials
- More than one entry may be submitted into the NGEN category however each entry will incur a \$110 inc GST entry fee which will be donated to the nominated charity post Awards.
- Entries are due by 4pm 18th July 2017
- All entries are treated as confidential.
- Entry fees are non-refundable.
- The decision of the judges will be final and no correspondence will be entered into.
- The entrant grants The Media Federation permission to show the entries at The MFA Awards Presentation and at such times as deemed appropriate.



- 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.
- All entries and their content will become the property of the nominated charity post Awards.