

# mfa awards

2019  GEN BRIEF  
AN MFA INITIATIVE

## BackTrack

<https://backtrack.org.au/>

### BACKGROUND

BackTrack is a not-for-profit organisation helping kids who are doing it tough to get back on track.

The young people BackTrack works with are mostly from rural areas and aged between 12 to 18 years. They have challenges in education, health, justice, housing and employment - and struggle to fit into the mainstream system and society. There is little prospect of employment, or being able to maintain a happy, healthy and sustainable life. They're the 5% of kids that society has given up on.

They end up hanging around in parks, stealing for food, sleeping on the streets, and running into trouble with the cops. And the juvenile justice system is a trap. 78% of the kids who have been in juvenile detention will end up back there. BackTrack is often their last resort for claiming and living a decent, happy life.

BackTrack has three goals for each young kid in the program:

1. Keeping them alive;
2. Keeping them out of jail;
3. Helping them chase their hopes and dreams.

BackTrack forms strong connections with these young people and hangs in for the long-haul. They do this by creating a safe space where kids can take their own time to develop and connect with people who listen, care and won't give up on them.

It's the most important rule at BackTrack: you can't get kicked out of BackTrack.

## **The Results**

The impact of BackTrack has been nothing short of extraordinary. In the 13 years since it was founded by Bernie Shakeshaft, BackTrack has supported more than 1,000 youth, with 87% of BackTrack graduates leaving in some form of education or employment.

This benefits the whole community, with juvenile crime in the Northern Tablelands of NSW (where BackTrack primarily operates) dropping by 50%. By comparison, the only other LGA in NSW with a decrease saw a decline of just 2% over the same time frame.

In recognition of BackTrack's achievements, the team were awarded the Australian Crime Prevention Award, NSW Youth Service of the Year and NSW Business Chamber Excellence in Social Enterprise Winner.

## **The BackTrack Approach**

Run out of a shed on the outskirts of Armidale (NSW), BackTrack provides a place for troubled kids to safely re-engage in education and training while learning trust, support for one another and rebuilding faith in a world that has forgotten them.

BackTrack addresses four key areas of risk: education and employment, health and wellbeing, substance use, and crime. They provide a number of programs, enabling youth to build resilience, reconnect with education and training, become work ready, find jobs, heal from psychological trauma and pursue life pathways that result in meaningful lives and community participation.

### *Paws Up*

'Paws Up' is the longest-running and best-known BackTrack program, centered around animal behavioural therapy: pairing young people with working dogs to provide them with lifelong lessons in trust, communication, self-discipline and self-confidence. To paraphrase Bernie, the kids think they're teaching the dogs, but it's really the dogs teaching them.

Originally designed to keep kids off the streets on weekend nights, the kids and their dogs are involved in a range of activities, including dog high jumping competitions, cattle dog trials, primary school visits and aged care support.

### *Other Programs*

AgLads provides education, training and work experience to youth, while IronMan Welders provides them with a range of expert training and work experience opportunities in the trades sector. There's also a dedicated offsite Classroom for kids struggling in traditional schooling environments; a School Outreach program; and the Running Strong program supporting young girls in skills development, community engagement and wellbeing.

### *BackTrack Everywhere*

BackTrack Everywhere is a community mentoring initiative, with the BackTrack team providing capacity-building support to a select group of local community organisations to roll out their own programs in regional towns around the country.

## Source of Funding

BackTrack's ultimate goal is to help as many young people as possible that are having a hard time. Philanthropic funding enables this work to happen.

The majority of this funding (c80%) comes from just 20% of the donors, while 80% of funder engagement resources are invested in deepening relationships with these donors - ensuring they remain committed and supportive of BackTrack for many years.

More recently, BackTrack has experienced growth in awareness from relatively 'passive' followers and supporters. Many have had a brief introduction to BackTrack (often through publicity surrounding the BackTrack Boys documentary) and made a one-off donation (typically of smaller amounts), but not necessarily become committed ongoing supporters.

## The Challenge for BackTrack

The key challenge for BackTrack, is that it can be difficult for potential donors to fully appreciate the nature of the work and delivery model which achieves outcomes for youth. This is due to BackTrack being regionally based so operating in an environmental context that is outside major funding markets, and dealing with issues that are often very isolated from the daily lives of most people.

The programs which BackTrack offers are multifaceted and challenging to break down into singular programs and discrete outcomes. It is the collective and interconnected approach of BackTrack that drives value. There's also no fixed end point for the young people going through the program and the impact that is desired is long-term, spanning the entire life and into future generations for a singular program participant.

Furthermore, there can be a stigma associated with the challenges these young people are facing, whether that's the family situation at home or their battles to stay out of juvenile detention. Their stories are personal and highly sensitive in nature, meaning BackTrack's focus isn't about 'playing the victim card' but on looking forward to a more positive future.

More information on BackTrack can be found in the Annual Report at the link below:  
<https://backtrack.org.au/wp-content/uploads/2019/03/BackTrack-Annual-Report-2018-Low-Res.pdf>

## THE BRIEF

Your brief is to develop an FY20 communications plan and activation idea(s) that will enable BackTrack to positively impact as many "kids doing it tough" as possible. Your recommendation should increase the total value of donations, in order to fund the expansion of the BackTrack model into new markets i.e. regional areas Australia-wide.

### Business Objectives

1. Increase total donor revenue from \$1.9M (FY19) to \$2.3M (FY20).

### Brand Objectives

1. Establish/increase emotional engagement with the BackTrack program amongst potential and/or current donors.



2. Increase 'intention to donate on an ongoing basis' amongst potential and/or current donors.

### **Source of Funding Growth**

There are a number of drivers of donor revenue growth for you to consider:

1. Broaden: Increase the number of donors contributing funds to BackTrack.
2. Repeat: Increase the frequency of donations coming from donors.
3. Deepen: Increase the value of the donations coming from existing donors.

Your entry should provide a recommendation regarding which of these (one or more) should be the priority for BackTrack. The insights, strategy and execution should all link directly back to this.

NB: BackTrack has a varied mix of donors (amount given, timing of giving, type of giver). A list of supporters (financial and non-financial) is included in the 2018 Annual Report. Please feel free to make assumptions regarding the total number, frequency and average value of donations and share these in your workings e.g. what percentage of donors numbers and revenue do you believe these 300 supporters could represent? We're just interested in the process you've gone through to reach your conclusion. There's no right or wrong answer!

### **The Target Audience**

Your target audience will be informed by your recommendation regarding the source of donor growth. As mentioned above, a list of key supporters can be found in the Annual Report. They are a combination of local community organisations, regional businesses, families and individuals. In order for BackTrack to expand into new markets, philanthropic funding is required to drive organisational expansion and stability.

Although the profile of BackTrack has been growing, there is still relatively little awareness of BackTrack amongst the wider population. Many of the potential donors may also have had little to no exposure to the types of young people that BackTrack support, making it more difficult for them to relate to the issues.

Entrants will need to identify the audience segment(s) and markets that you believe will deliver BackTrack's growth targets, using research/data to justify the recommendation.

### **Campaign Period**

The campaign/activation idea can take place at any time during FY20 (1<sup>st</sup> July 2019 – 30<sup>th</sup> June 2020). It can be a one-off or ongoing idea and can run for any duration. Entrants should provide a rationale for flighting.

### **Budget**

A guideline of FY20 budget of up to \$150K\* would be considered for this activation/campaign idea. Harness your creativity to use this wisely!

The activity will need to generate a positive ROI to pay for itself, so that the campaign doesn't compromise existing BackTrack programs.

The opportunity cost of existing BackTrack staff being taken off their day job to help execute any ideas should also be taken into account.

\*Entrants are encouraged to not be limited by the guideline budget, providing that positive ROI can be demonstrated. Entrants are also encouraged to think outside of a media campaign, if a different idea or activation is more relevant to solving this challenge.

### **Considerations**

BackTrack's work crosses over closely with sensitive cases associated with youth and families. This means a high level of discretion is needed and careful management of external comms is required in order to protect those at the center of BackTrack's work.

### **Owned Assets**

Entrants are encouraged to consider how the below assets can be used to support the activity.

Website: <https://backtrack.org.au/>

Facebook: <https://www.facebook.com/BackTrackYouth/>

Instagram: <https://www.instagram.com/backtrackyouthworks/>

BackTrack Training Videos: 5 x 5-10 minute videos sharing the BackTrack methodologies for youth work, with relevance for parents, social workers, foster parents, schools, police and health professionals. These are currently in production for expected release in 2020.

### **Independent Film: Backtrack Boys (Documentary)**

The Backtrack Boys documentary from award-winning filmmaker Catherine Scott premiered at the Sydney Film Festival in June 2018, going on to win awards at film festivals in Sydney, Melbourne, Canberra and Byron Bay. Filmed over two years, it's an "inspiring coming of age story that reveals the challenges and triumphs these boys face as they try to find their place in the world, and the dogs that help tame their wild ways".

The film has been on limited release throughout the country, with members of the public encouraged to organise and host screenings to raise awareness of BackTrack and its innovative approach to keeping kids out of juvenile detention.

NB: Backtrack Boys is not owned or licensed by the BackTrack organisation.

More information regarding the film, trailer and hosting details can be found below:

<https://www.backtrackboys.com>

<https://www.youtube.com/channel/UCenH8DI6CqDBYDTUCbQLi8g>

The film can be streamed online including at the following link:

<https://www.umbrellaent.com.au/on-demand/4252-backtrack-boys-on-demand.html>

### **Back on Track: Bernie Shakeshaft, James Knight (book)**

**'How one man and his dogs are changing the lives of rural kids'**

A thought-provoking and heart-warming story of how one man (and his working dogs) is giving rural kids, on their last chance, a second chance. The book will launch on 9 July via Hachette.

## **Partnerships**

BackTrack, through UnLtd, has close relationships with the following media partners – the Group M network and Nine Regional Media.

## **Conclusion**

The work that BackTrack does is incredibly worthwhile and we encourage you to watch the documentary to get a true understanding of the positive impact they make, both on the lives of young people, and in reducing crime and engaging with the wider community.

The team at BackTrack is extremely appreciative of your support and look forward to bringing to life your insights and ideas - ultimately helping them make an even greater contribution Australia-wide.



**JUDGING CRITERIA****NGEN AWARD**

Judging will be based on the following criteria.

<b>Understanding the Task</b>	Does the entry clearly articulate the key issues, objectives of the brief and the role of communications?	<b>10%</b>
<b>Defining the Audience &amp; Insight</b>	Does the entry demonstrate an understanding of the target audience?	<b>10%</b>
	Is there a compelling insight or insights that informs the approach?	<b>5%</b>
<b>Response to the brief</b>	Is there a big communications idea?	<b>5%</b>
	Is the communication idea unique and innovative?	<b>10%</b>
	How realistic is the idea?	<b>5%</b>
	To what extent does the idea address the stated objectives?	<b>10%</b>
	To what extent does the idea translate to a clear channel strategy? Is the role of each channel outlined?	<b>10%</b>
	Does the idea shape the implementation in each channel?	<b>15%</b>
	Does it fit within budget?	<b>5%</b>
	Is there a measurement approach which will quickly and clearly show whether the recommendation is delivering against the objectives?	<b>5%</b>
<b>Articulation</b>	Was the entry well written, easy to follow and succinct in its reasoning?	<b>10%</b>

## ENTRY RULES & CONDITIONS

- To be eligible to enter, you must be a registered member of NGEN at the time of the entry deadline (30<sup>th</sup> July 2019). 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.
- 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 BackTrack post Awards.
- Entries are due by 4pm 30<sup>th</sup> July 2019
- All entries are treated as confidential.
- The information from BackTrack in this brief is commercial in confidence and entrants should act with utmost integrity in how they treat BackTrack insights.
- 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 Media Federation 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 BackTrack Youth Works following the MFA Awards.



## TEN TIPS FOR A WINNING ENTRY

### **#1 Winning is about preparation**

You don't win gold by training the night before

Winning starts with a plan

- Digest the brief, write down initial thoughts
- Establish a plan of attack
- Set up milestones and review sessions with senior staff

### **#2 Find an insight and an idea**

- Go beyond syndicated research tools to find an insight
- Look past the obvious with your insight and set the scene for your idea
- Make it clear, highlight it, mock it up or brand it
- This is the thing you want the judges to remember

### **#3 Be Different**

- Everyone is responding to the same brief so make yours stand out
- Imagination and Innovation are rewarded so put yourself out there
- Back yourself

### **#4 Plan your Structure**

- Make sure you give all aspects the right weight
- Make sure you give each channel a clear role
- Bring the idea to life and innovate in channel
- Don't get bogged down in too much detail

### **#5 Tell an interesting story**

- Make it compelling, convincing and interesting
- Stories have a challenge which needs to be overcome
- Stories have intrigue, Stories have drama
- People like reading stories

### **#6 Keep it simple**

- Simplicity will ensure a clear argument
- Cull the irreverent and the unnecessary
- Communicate the key points

## **#7 Write well**

Don't be redundant and use more words than absolutely necessary. It's superfluous.

Avoid clichés like the plague. They're old hat.

Be clear.

- What are you trying to say?
- What words best express it?
- What facts or figures will make this clearer?

## **#8 All it takes is one mistake**

Attention to detail counts.

## **#9 Make it easy for Judges:**

- The judging criteria is there for a reason
- Make it easy for the judges to identify sections
- Ensure you cover all of the key criteria

## **#10 you have to be in it to win it!**

**Good luck in your awards!**