

Rotary Club Proposal for 2024 On-Line Poster Design Competition for Year 10-12 Students: Draft 5 for Review & Comment

Introduction

- When Rotary conducted a poster design competition for primary schools in the West of Scotland to celebrate the COP26 conference in Glasgow, they received over 4000 entries from across the UK and Ireland. The title was “Mitigating Climate Change through the Eyes of Young Children” and the objective was to raise awareness of Climate Change.
 - In Australia, there appear to be several National poster design competitions for schools, but **no known Rotary competitions**.
 - The UK Rotary Poster competition demonstrates the potential scalability and success of a poster design competition for school students, when the competition theme has broad appeal to students.
 - The current Rotary Presidential Theme “Create Hope in the World” would be excellent for a Pilot, online Rotary Poster design competition in 2024, but it is understood it could not be used for that purpose. Hence an adaptation is proposed... **“Creating a Better Future.”** This could encompass climate change, conflict resolution and many other issues, as selected by the student.
-

Potential Impacts

- Engage students and schools in a Theme “Creating a Better Future” (an adaptation of the 2024 Rotary theme) which should have broad appeal.
 - Enable students to showcase their creativity with a real-world poster that could form part of their Visual Communications creative portfolio when seeking entry to Tertiary Advertising or Graphics design courses.
 - Understand how participating students view opportunities for creating a better future.
 - Expand Public interest in Rotary, complementing other Rotary school programs like EarlyAct and Interact.
 - Evaluation of a Pilot Poster design competition should consider the potential for Rotary to conduct future broad, school-based competitions across Zone 8, similar to the UK approach.
-

School Consultations

Several schools that participate in WYNSPEAK have provided comments on a draft brief focused on a competition theme “Public speaking- a skill for life.”

- The school VCE curriculums for Years 10-12 are very tight so the competition would need to be an extracurricular activity.
 - A large school with an Art Dept advised that if Rotary decided to proceed, they would advertise the competition to their students.
 - **Proposed response:** Timetable to allow interested students to use the 1st term 2024 school holidays to work on their posters, if they wish.
-

Continued on next page

Rotary Club Proposal for 2024 On-Line Poster Design Competition for Year 10-12 Students: Draft 5 for Review & Comment, Continued

Potential Pilot Competition Model

- Offer the Pilot competition to all interested D9800 Clubs, but focus on schools already well-involved with Rotary (e.g., with Wynypeak, Ainger Peck, Bayspeak, Mock Job Interview & Interact Programs, or similar).
 - Group interested/registered schools in “Competition Groups” of 6 – 8 schools and allow schools to submit 4 or 5 poster entries, so each group of judges had a manageable number of posters to judge. Perhaps 30 – 40 posters?
 - A small selection from the Competition Groups could then be submitted for final judging across D9800.
 - Posters to be submitted “blind” to the judges, so the judges do not know the names of the schools or students involved. This should enhance the credibility of the competition, albeit at the expense of some extra work to administer the entries.
 - Judging Panels: aim for a mix of backgrounds: e.g., Art Teachers, Advertising or Graphic Design Practitioners and Rotarians. Follow the D9800 Youth Public speaking model with 3 Judges for evaluation of Heats and 4 Judges for Final (if there are multiple competition groups).
 - Adopt a numerical scoring system for the judging criteria.
 - With an online competition and “blind judging,” the Judges could be located across Zone 8 and/or internationally, depending on relevant experience and skills.
 - D9800 support and oversight- by Public Image and Vocational Champions Group and/or the Youth Committee, depending on District resources, interests & skills available.
 - Value of Student prizes and School recognition (trophy vs cash) TBC.
-

Prerequisites

- Identify interested people with relevant experience in conducting on-line poster competitions at school level. Obtain their advice on a draft brief, judging criteria and judging process.
 - Identify potential judges. With an online competition they could potentially be located anywhere in Rotary Zone 8, or internationally.
 - Identify someone to design a competition poster that could be used to advertise the competition to schools.
 - Identify a website/email address that could be used for submission of poster entries.
 - Retest a revised competition brief with a few schools already well-engaged with Rotary.
 - Promote the competition to schools in parallel with seeking school registrations for the 2024 D9800 Public speaking competitions.
-

Continued on next page

Rotary Club Proposal for 2024 On-Line Poster Design Competition for Year 10-12 Students: Draft 5 for Review & Comment, Continued

Example Poster The example below is the winning poster in the Rotary (UK) competition by Primary School Student, Emma O'Donnell. It depicts the Earth as a beating heart showing valves belching out smoke, forming an "absolutely powerful message to keep it beating."



**Comments/
Queries**

Bryan Goodwin
Rotary Club of Altona City/ D9800 Vocational Service Champions Group
E: bgoodwin@bigpond.com
M: 0499 999 469
