



VICTORIAN DESIGN CHALLENGE 2018

VICTORIAN DESIGN CHALLENGE 2018 DESIGN BRIEF

Come together to design a difference

- Calling Victorian designers and design businesses – have you ever wanted to be part of something bigger?
- To partner with a team of committed people and gather fresh momentum in creating change?
- Put your design thinking and skills to the test?
- And design a new approach to enable the transformation of a real-world issue?

INTRODUCTION

Victoria has a strong legacy of innovation, development and engagement in design. The State has vibrant and highly respected designers working across broad discipline areas – including health, architecture, industrial and product design, games design, graphic design, design thinking and speculative production. Victoria leads Australia's design sector, has strong design institutions and is a global leader in design education.

As such, the State has a sophisticated, highly connected design community and rich potential for growth, nationally, internationally and laterally, into adjacent and related sectors, in the pursuit of social, ecological, cultural and economic excellence.

It is in this context that Creative Victoria and the NGV proudly announced in late 2016 a new major initiative to support, celebrate and enable Victoria's design sector. Through the newly developed Victorian Design Program, funded for four years by Creative Victoria and the NGV, the NGV will curate and present a year-long program of design and architecture content, culminating with the Victorian Design Challenge (the Challenge).

ABOUT

The Challenge invites Victorian designers to form multidisciplinary teams with professionals and industry leaders from other sectors to apply design, to help target real-world problems.

Placing a spotlight on a current social, environmental, cultural or community issue, multidisciplinary teams will work together to generate new design solutions, in partnership with community stakeholders. The Challenge provides an opportunity to show

how we can use design processes, methodologies and expertise to affect change – creating a better future for Victorians.

The Challenge will be a positive Competition that creates an opportunity for design ideas to be developed, showcased and prototyped with the ultimate aim of deploying design thinking and practice in the search for impactful and implementable real world solutions.

The Challenge is a two-stage open Competition with Stage One being an open call for Submissions from multidisciplinary teams. A judging panel will review Stage One Submissions and shortlist up to five teams to go through to Stage Two, culminating in the 'Challenge Final': a live public pitch at NGV International in June 2018. The Winner will receive a \$30,000 (ex GST) prize, towards testing and prototyping their design with a relevant community group, not-for-profit or private sector partner.

Competitors retain ownership of the Intellectual Property within their design, using the Challenge to raise awareness of the value of design and the role it can play in delivering meaningful strategies for combating challenging social issues.

VICTORIAN DESIGN CHALLENGE THEME 2018

Each year, the Victorian Design Challenge will join forces with a Challenge Partner and focus on a relevant theme that addresses a pressing social or environmental need.

For 2018, the NGV is partnering with VicHealth to set the Theme of the Challenge. In its inaugural year the Challenge will ask designers to form teams with community organisations, researchers, social service providers, public policy experts, health practitioners, scientists and young people to pitch design ideas that respond to the Challenge Theme:

How might we increase the resilience of today's young people?

Resilience is a dynamic quality that helps individuals develop to their potential, work productively and creatively, build positive relationships and contribute to the community. Yet a recent VicHealth study examining the gap between subjective wellbeing and resilience in young Victorians resulted in some concerning statistics.

In a 2015 report written by Dr Melissa Weinberg and Dr Adrian Tomy from the Australian Centre on Quality of Life, Deakin University entitled [Community survey of young Victorians' resilience and mental wellbeing](#), showed that one in eight young Victorians report a very high intensity of loneliness, with anxiety at levels causing illness. In addition, one in four in the same study reported that young people had limited access to social support when needed. It is crucial for our society that we look for ways to increase resilience in young people and reduce the risk factors that can result in poor mental health.

VicHealth has undertaken extensive research in collaboration with the CSIRO and others, uncovering the importance of building resilience and social connection in young people, helping them develop the ability to adapt, cope and bounce back from adversity.

The Challenge will explore how design can deliver positive effects in the lives of young people and address their psychological wellbeing; coping potential; trust and safety; acceptance and inclusion; social belonging; community connection; and civic engagement. The Challenge aims to bring new ideas and approaches to the table.

A number of digital documents are provided to all Competitors, to enrich the Design Brief and assist in the development of the Competitor's Submission. The full list of Reference Documents is available within Appendix 1 of the Competition Conditions.

How it Works

The following is a summary of the Competition process. Competitors are required to read and adhere to the full Competition Conditions, available online [here](#) and from the Victorian Design Challenge website ngv.melbourne/vdc2018

Form a multidisciplinary team

It is widely accepted that design can be directed towards a specific issue or problem. In forming a multidisciplinary team for the Challenge, Competitors are asked to identify individuals and professionals from different sectors to work collaboratively and contribute valuable knowledge, skills and expertise in developing a robust design response to the Theme. Designers are encouraged to collaborate with professionals, academics and industry leaders, from the social sciences, health care, education and research, and members of the community who can lend critical understanding of the Theme.

Importantly, teams should be led by a human-centered approach to design and be supported by sound research and practice methodologies.

Register your team

Competitors must submit a compliant Registration Form, providing sufficient information to enable confirmation of their eligibility to enter. Online Registration Form available [here](#) and from the Victorian Design Challenge website ngv.melbourne/vdc2018

Come along to the Challenge Information Session

NGV and VicHealth will host a Challenge Information Session as an opportunity to explore the Challenge Theme in more detail. Guest speakers will provide greater insight into the Theme and the two stages of the Challenge. You may also wish to use the opportunity to meet potential new collaborators.

When: 5.30 – 7.30PM Friday 1 December 2017

Where: NGV International, Members Lounge
180 St Kilda Road, Melbourne
Enter North Foyer entrance
(access via Arts Centre forecourt)

Attendance to the Challenge Information Session is not mandatory – but it is encouraged. Confirm your attendance here designchallenge@ngv.vic.gov.au

Stage One

Competitors are required to lodge their Submission no later than 5.00PM Wednesday 7 March 2018. Stage One Submission requirements:

Part A

Submissions should be limited to 4 x A4 pages and 2000 words, supplied in PDF format, including the following:

- Team name, team leader and contact details;
- Overview of the Challenge team including names, credentials and short biographies of key individuals, businesses and organisations involved;
- Task appreciation statement, setting out the Competitor's understanding of the 2018 Challenge Theme; (up to 500 words)
- Explanation of the design Idea including: background to the idea; what it is and how it addresses the Challenge Theme; (up to 1000 words)
- Initial high-level proposed impact statement including: where, how and with whom the design idea can theoretically be implemented; (up to 500 words)
- Sufficient images, sketches, research and testimonials to fully communicate the Submission.

Part B

A completed Stage One Submission Form that includes the team name, full list of collaborators, team leader and signed acceptance of the Competition Conditions. The Submission Form will be provided to all registrants.

Up to five entries will be shortlisted to continue to Stage Two. Shortlisted Competitors are expected to further develop and refine their design ideas into a robust design proposal in preparation for the live Challenge Final. Shortlisted Competitors will be paid \$2,500 (ex GST) each upon lodgement of a compliant Submission.

Stage Two

Competitors are required to lodge their Submission no later than by 5pm 24 May 2018. Stage Two Submission requirements:

Part A

Up to 10 x A4 pages in PDF format and no more than 4000 words, containing all the text as supplied on the presentation panels (Part B) in word format.

Part B

4 x A1 presentation pages supplied in PDF format, and include the following:

- Team name, team leader, full list of collaborators;
- Explanation of the design proposal including: background to the design idea; what it is and how it addresses the Challenge Theme; (up to 2000 words)
- Detailed proposed impact statement including: where, how and with whom the design idea can theoretically be implemented; (up to 2000 words)
- Sufficient images, diagrams, photographs, sketches, research and testimonials to fully communicate the Submission.

Part C

A presentation file, saved as Keynote, Powerpoint or PDF, providing sufficient information to communicate the design proposal, which will be used to support your pitch to the Jury during the Challenge Final. File to be no more than 50MB.

Part D

A completed Stage Two Submission Form that includes the team name, full list of collaborators, team leader and signed acceptance of the Competition Conditions. The Submission Form will be provided to Shortlisted Competitors.

Evaluation Criteria

Competitors are advised to carefully review the following equally weighted Evaluation Criteria, when completing their Submission. The Evaluation Criteria are as follows.

Stage One

- Knowledge, experience and expertise of team members; qualifications, experience in the field and ability to collaborate.
- Quality and strength of the initial design idea; potential impact, feasibility and scalability.
- Design approach and methodology; framing of the issue, quality of research and design development methodology.
- Realisation potential; team's capacity to develop, implement, test and manage the initial design idea's deployment with a relevant community group, not-for-profit or private sector partner.

Stage Two

- Quality and strength of the developed design proposal; potential impact, feasibility and scalability.
- Design approach and methodology; framing of the issue, quality of research and design development methodology, including how the team is organised and structured.
- Realisation potential; team's capacity to develop, implement, test and manage the developed design proposal's deployment with a relevant community group, not-for-profit or private sector partner.

Challenge Final Saturday 2 June 2018

Held at NGV International the shortlisted teams will present their design proposal to a panel of judges and take questions from an invited audience.

Each Competitor will present their design proposal, ensuring adequate attention to each of the three Evaluation Criteria, in a strict 20-minute presentation. Competitors are encouraged to clearly outline how they propose to use the \$30,000 (ex GST) prototyping fund to further develop, test and implement their design proposal in collaboration with a relevant community group, not-for-profit or private sector partner.

FAQ

I don't have a team can I still take part?

If you want to take part in the Challenge, but are not part of a team - don't worry. Simply attend the Challenge Information Session on 1 December at NGV International to meet people and make it known that you wish to be part of a team. You may find people who value and need your expertise and skill set.

Who can participate in the Challenge?

The Victorian Design Challenge is open to all eligible Victorians who are committed to and engaged in the development and application of design to improve the world. To be eligible, individuals or other legal entities must have an ABN registered within Victoria.

The Challenge particularly welcomes participation by those who are involved in the social sciences, health care, education and research sectors.

Do I need to include a representative from a relevant community group, not-for-profit or private sector partner in my team?

It is not essential for Stage One of the Challenge but it is encouraged.

To be relevant the design idea should be sited in the context of young people – specifically, where young people co-exist within an environment, structure or system. People working in and a part of these networks can provide valuable information for design activity – and enable access for the prototyping and deployment of the design idea. Stage One of the Challenge asks teams to identify theoretically where the design idea is to be deployed.

Stage Two of the Challenge ask teams to identify the relevant community group, not-for-profit or private sector partner with who they can collaborate, to prototype, test and implement the design - should they win the Challenge. Competitors are encouraged to foster this collaboration during Stage Two, to enrich the potential of their design proposal and to ensure that Stage Two Submissions are grounded in real world conditions and opportunities.

Is there a minimum or maximum number of team members?

No. However, teams should be multidisciplinary and led by human-centred design principles. This means the use of design for the benefit of people – in this case, building resilience in young people. Teams should reflect the coming together of committed individuals and/or organisations who in collaboration can tackle and respond to the Challenge Theme in a professional, responsible and ethical way – with the outcome being a new design idea and proposal.

Do all registered teams have an opportunity to present their design proposal in person?

Stage One Submissions are reviewed and evaluated by judges in closed session. Up to five Competitors will be then shortlisted to proceed to Stage Two, where they will present their design proposal in person to a panel of judges at the live Challenge Final at NGV International on Saturday 2 June 2018.

Who owns the Intellectual Property of the design idea?

It is a requirement that Competitors own (or have the right to exercise) the Intellectual Property Rights in their Submission. This Competition does not affect the ownership of any Intellectual Property Rights owned or duly licensed by Competitors as part of their Submission.

In entering the Competition, Competitors grant NGV the right to exhibit, photograph, archive, electronically store, duplicate and use materials provided in a Submission, without fee or restriction, for the purposes of the Competition.

What is VicHealth's involvement in the Design Challenge?

In partnership with the NGV, VicHealth have set the Challenge Theme for 2018. After the Challenge is over and the Winner is announced, VicHealth may choose to partner with any Competitor, to assist in the development of their design proposal.

VicHealth are not obliged to partner the winning team or any of the shortlisted teams.

Should VicHealth express interest in partnering with one or more of the Competitors, this development is to be negotiated between VicHealth and the Competitor.

Can I put forward an existing design idea?

You are welcome to put forward an existing design idea provided you own (or have the right to exercise) those Intellectual Property Rights – and provided that it has not been the beneficiary of prior funding through the Victorian Government. It is the Competitor's responsibility to inform any collaborators and/or partners of their intention to enter the Competition. NGV and VicHealth assumes no responsibility for any omissions of Moral Rights or breaches of Intellectual Property Rights, due to the actions of Competitors.

What is a design idea?

A design idea can be the foundations of a service, system, environment or artefact.

Regardless of the form it takes, the design idea should be developed to achieve positive effects in building resilience and social connection in young people, helping them develop the ability to adapt, cope and bounce back from adversity.

How will I be notified if my team has been successfully shortlisted?

An email will be sent to the Competitor's representative by 15 March 2018 notifying them if they have been selected for Stage Two of the Challenge.

How do I find out more?

If you are interested in participating, please download the full Challenge Competition Conditions [here](#) and from the Victorian Design Challenge website ngv.melbourne/vdc2018

Contact

Once you have read the Challenge Competition Conditions, if you have any questions, contact the Competition Advisor via email: VDC@citylab.com.au

Questions will be answered as soon as possible, please allow up to five working days for questions to be answered.

For all media enquiries, please contact:

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