

# Game Changer Challenge 2022 – Industry Partner

## Expression of Interest

The NSW Department of Education is seeking expressions of interest from industry partners for the 2022 [Game Changer Challenge](#). The Game Changer Challenge (GCC) is the department's annual design thinking program open to all 2,200+ NSW public schools and engaging over 3000 students and 400 teachers each year.

Developed to empower participants with design thinking methodology, the program is a powerful problem-solving tool for developing capabilities such as critical thinking, collaboration, empathy and creativity. The challenge ensures our young people are equipped with the skills they need for future jobs.

With a range of engagement options for partners, the GCC offers significant opportunities to have a real impact on the next generation of designers, innovators and leaders and the teachers who mentor them.

**Expressions of interest close Monday 9 May 2022 at 6:00pm.**

**[Submit your expression of interest using the online form.](#)**

## Overview

The Game Changer Challenge is the NSW Department of Education's [award-winning](#) annual design thinking program that promotes future-focused skills among students and teachers. The challenge provides primary and secondary students with the opportunity to apply their knowledge and skills to solving a real-world 'wicked' problem, translating learning from the classroom into a real-life context.

GCC celebrates the capacity of all young people to affect real change in their communities. With strong links to curriculum objectives, the challenge is an invaluable opportunity to improve educational outcomes for NSW students, encouraging interdisciplinary applications of subject content to real-world problems.

In its fifth year, the challenge has a demonstrated reputation for bringing together a peer group of world-leading technology, media and innovation partners and offering them a unique opportunity to engage directly with and mentor our society's future innovators and leaders.

## The opportunity

- **Broad student engagement:** The GCC is open to all NSW primary and secondary public schools, engaging over 3000 students and 400 teacher mentors
- **Regional and rural inclusion:** Rural and regional students consistently represent over 40% of participants
- **Student-lead teams:** Consist of 5 students and at least 1 teacher mentor
- **Student registrations and video applications:** focus on identifying local, community experiences that form part of the global challenge
- **Statewide semifinal events:** 120 teams progress to compete in 1 of 6 live semifinal events held around NSW in July and August 2022
- **Sydney grand final:** 36 teams will progress to compete in a 3-day bootcamp-style grand final in Sydney in November 2022
- **Evergreen content:** Program and partner-generated content is made available to all registered students and teachers at all stages of the challenge and beyond.

## Partner benefits

- Join a peer group of the world's leading technology, media and innovation experts to mentor the leaders of our future
- Unique access to directly interface with and empower the high-calibre, deeply-engaged students of NSW public schools
- The GCC is a full-year program that maximises our partners brand's long-term exposure to the young people of NSW
- Access to the department's award-winning, innovative service-delivery teams and executives
- Perennial inclusion of partner-generated content alongside program content for NSW public school students and their teachers
- Brand acknowledgement across Game Changer Challenge communications materials such as website, printed collateral, event merchandise, videos, media releases and social media content, at the discretion of the department
- Feature article in the department's T4L Kids Magazine
- Personalised media kit to use across your brand's channels.

## The 2022 Wicked Problem

**“We have a global challenge of ensuring healthy lives for all, at all ages.”**

Derived from the United Nations' Sustainable Development Goal 3: Good health and wellbeing, the wicked problem is designed to engage primary and secondary teams on a student-lead journey to understand and overcome the variety of health and wellbeing challenges faced by their local and global community.

## Engagement opportunities

The GCC offers partners the unique opportunity to directly engage and interface with a diverse group of young people from NSW. The GCC is seeking support in the following areas. Examples are supplied in the table below as a guide only and we welcome further suggestions from applicants.

Category	Description	Specific requirements	Examples
<b>1. Student workshops</b>	Partners are invited to develop and deliver interactive, virtual and/or live student workshops to develop student capabilities that support their design thinking journey.	<p><b>Live event dates and venues:</b> See semifinal and grand final event dates.</p> <p><b>Timeframe:</b> Pre-recorded video workshops to be submitted 31 May 2022.</p> <p><b>Relevant skills:</b> Enthusiastic industry professionals and subject matter experts who have specific experience in design processes; developing creative solutions to real world problems; the health and wellbeing industry; and, able to communicate ideas to students ranging in age from 8 – 18 years old.</p>	<p><b>Suggested workshops topics include:</b></p> <ul style="list-style-type: none"> <li>• <b>Online video production:</b> Educating and upskilling students in producing and publishing online videos during their GCC campaign</li> <li>• <b>App creation:</b> Educating and upskilling students in designing and developing mobile apps</li> <li>• <b>Website creation:</b> Assisting students with getting their ideas online with simple and easy website creation</li> <li>• <b>Simulation development:</b> Assisting students to create virtual simulations to demonstrate concepts and communicate their idea to audiences</li> <li>• <b>Collaboration:</b> Educating and upskilling students in using online project management processes to manage their GCC campaign</li> <li>• <b>Presentation skills:</b> Educating and upskilling students in pitch and presentation skills</li> <li>• <b>Visual design and printing:</b> Educating and upskilling students with online design, advocacy</li> </ul>

Category	Description	Specific requirements	Examples
			<p>campaign development and marketing collateral, as well as a designated printing budget</p> <ul style="list-style-type: none"> <li>• <b>Health and wellbeing:</b> Educating and upskilling students to think about their own mental and physical wellbeing, incorporating those ideas into their GCC design.</li> </ul>
<b>2. Student experiences and activations</b>	The GCC offers a variety of virtual and live student experience and activation opportunities for partners to inspire and guide students and their mentors on their design thinking journey.	<p><b>Live event dates and venues:</b> See semifinal and grand final event dates.</p> <p><b>Relevant skills:</b> Enthusiastic industry professionals and subject matter experts who have specific experience in design processes; developing creative solutions to real world problems; the health and wellbeing industry; and, able to communicate ideas to students ranging in age from 8 – 18 years old.</p>	<p><b>Suggested experiences and activations include:</b></p> <ul style="list-style-type: none"> <li>• A guided meditation or yoga session during semifinal and grand final events</li> <li>• Guided icebreaker and energiser sessions during semifinal and grand final events</li> <li>• Partner photobooth with props.</li> </ul>
<b>3. Speaker talent</b>	The GCC offers a variety of virtual and live speaking opportunities for talent to inspire and guide students and their mentors on their design thinking journey.	<p><b>Live event dates and venues:</b> See semifinal and grand final event dates.</p> <p><b>Relevant skills:</b> Enthusiastic industry professionals and subject matter experts who have specific experience in design processes; developing creative solutions to real world problems; the health and wellbeing industry; and, able to communicate ideas to</p>	<p><b>Suggested speaking topics include:</b></p> <ul style="list-style-type: none"> <li>• Youth mental health</li> <li>• Advancements in biomedical engineering</li> <li>• Healthy spaces</li> <li>• Nutrition and healthy habits</li> <li>• Five-to-thrive</li> <li>• Inspirational speaker.</li> </ul>

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		students ranging in age from 8 – 18 years old.	
<b>4. Support videos</b>	<p>Partners are invited to submit 60-second videos to add to the Game Changer library of resources for this year's and future Game Changers.</p> <p>Videos can be formal or informal and range in quality from self-recorded on a phone or edited portions of corporate videos that partners have on file.</p> <p><b>Note:</b> Videos do not need to be of a professional quality. Previous submissions have been recorded on phones. Students respond well to the low-fidelity nature and style of these videos.</p>	<p><b>Timeframe:</b> Videos to be submitted 31 May 2022.</p> <p><b>Relevant skills:</b> Enthusiastic industry professionals and subject matter experts who have specific experience in design processes; developing creative solutions to real world problems; the health and wellbeing industry; and, able to communicate ideas to students ranging in age from 8 – 18 years old.</p> <p><b>Branding:</b> Content can be partner-branded. Content will not be published publicly.</p>	<p><b>Suggested support video topics include:</b></p> <ul style="list-style-type: none"> <li>• How to collaborate online as a team</li> <li>• How to stay connected with your team while we're learning from home</li> <li>• Best online brainstorming tools</li> <li>• How to stay creative at home</li> <li>• Dinner-table pitches – practice your pitch at the dinner table and get feedback</li> <li>• How to pitch to camera</li> <li>• Scripting and rehearsing your pitch</li> <li>• How to pitch on social channels - using social media tools to edit videos.</li> </ul>
<b>5. Judging panellists</b>	Partners are invited to nominate representatives as judges on the GCC judging panel at 1 of 6 semifinal or grand final events around NSW.	<p><b>Time commitment:</b> Time commitments may vary from 3 to 6 hours depending on the event the representative is nominated and selected for.</p> <p><b>Live event dates and venues:</b> See semifinal and grand final event dates.</p>	

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		<p>Judging panellists will be required onsite at the live events.</p> <p><b>Relevant skills:</b> Enthusiastic industry professionals and subject matter experts who have specific experience in design processes; developing creative solutions to real world problems; the health and wellbeing industry; and, able to communicate ideas to students ranging in age from 8 – 18 years old.</p>	
<b>6. Student mentoring and incubation program</b>	Partners are invited to mentor 1 of 5 winning teams to bring their idea to life through an incubation program developed with the department.	<p><b>5 team mentorship positions:</b> mentorships can be led by an individual from a partner organisation or a team from a partner organisation.</p> <p><b>Timeframe:</b> Late November 2022 – March 2023</p> <p><b>Relevant skills:</b> Enthusiastic industry professionals and subject matter experts who have specific experience in design processes; developing creative solutions to real world problems; the health and wellbeing industry; and, able to communicate ideas to students ranging in age from 8 – 18 years old.</p>	<p><b>Depending on their areas of expertise and competitive advantage, our partners could:</b></p> <ul style="list-style-type: none"> <li>• Connect teams to app developers to create app prototypes</li> <li>• Publish a voice app live in the market</li> <li>• Professionally print and publish student team's advocacy marketing materials.</li> </ul>

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<b>7. Prizes</b>	Partners are invited to contribute to the Game Changer Challenge grand final prize pool.	<p><b>5 team prizes:</b> In 2022 the following <b>five</b> team prizes will be awarded for students to donate to their schools.</p> <ul style="list-style-type: none"> <li>• Primary Champion</li> <li>• Secondary Champion</li> <li>• Design award 1*</li> <li>• Design award 2*</li> <li>• Design award 3*</li> </ul> <p>*Design award titles to be confirmed.</p> <p><b>10 individual student prizes:</b> Individual prizes for students from the Primary Champion and Secondary Champion teams to take home. Each team is comprised of five students, with a total of 10 students being awarded individual prizes.</p> <p><b>31 grand final team participation prizes:</b> Team prizes for students to donate to their schools.</p> <p><b>Timeframe:</b> Prizes to be delivered to 1 address in Parramatta by 1 November 2022.</p>	<p><b>Prize pool contributions may include:</b></p> <ul style="list-style-type: none"> <li>• Individual technology devices and accessories</li> <li>• Film making kits for schools</li> <li>• Podcasting kits for schools</li> <li>• Internship opportunities for students at partner firms</li> <li>• Skill development courses and opportunities for students at partner firms.</li> </ul>
<b>8. Stationery partner</b>	We are seeking a stationery partner to provide stationery and equipment for semifinal and grand final events, including stationery, devices and EduTech equipment.	<p><b>Timeframe:</b> Semifinal products to be supplied by 15 June 2022. Grand final products to be supplied by 15 October 2022.</p>	

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<b>9. Grand Final venue partner</b>	We are seeking a venue partner in the Sydney CBD to host Day 1 of the Grand Final	<b>Date:</b> 8 November 2022 <b>Location:</b> Sydney CBD <b>Capacity:</b> Minimum 240 people	
<b>10. Catering partner</b>	We are seeking catering partner(s) to provide catering for the semifinal and grand final events held around NSW. <b>Note:</b> Applicants are invited to apply to be the catering partner for a single event or all events.	<b>Live event dates and venues:</b> See semifinal and grand final event dates.	
<b>11. Media partner</b>	A media partner is invited to promote the GCC across their media and communication channels, and develop content and news coverage for the general public.	<b>Live event dates and venues:</b> See semifinal and grand final event dates.	
<b>12. Merchandise workshopping and distribution partner</b>	We are seeking a partner to provide workshopping and distribution of merchandise and stationery material. <b>Note:</b> Applicants are invited to apply for either the workshopping or distribution component of this category, or both.	Merchandise and stationery will be required to be workshopped into individual showbag-style kits. Those kits will then be distributed to the 6 semifinal events and 1 grand final event. <b>Note:</b> Merchandise and stationery will be supplied to the workshopping partner.	



## Key Dates

Date	Description
Monday 28 March	The challenge opens to all NSW public schools
Friday 22 April	Expressions of interest for industry partners open
Monday 9 May	<b>Expressions of interest for industry partners close</b>
Friday 27 May	All sponsorship agreements finalised and signed
Monday 25 July	Semifinal 1: Coffs Harbour
Wednesday 27 July	Semifinal 2: Dubbo
Friday 29 July	Semifinal 3: Wagga Wagga
Tuesday 2 August	Semifinal 4: Metro CBD
Wednesday 3 August	Semifinal 5: Metro Parramatta
Tuesday 9 August	Semifinal 6: Nowra
8-10 November	Grand final: Sydney

## Selection Criteria

Partners will be selected according to the criteria listed below to work in collaboration with the NSW Department of Education to deliver the highest-quality educational experience for the students of NSW public schools, not excluding the parameters outlined in the Special Conditions of this EOI.

- Ability to provide resources in accordance with the special conditions and timeline outlined in this EOI
- Level of investment offered and capacity to add value to the Game Changer Challenge program and student educational outcomes and experiences
- Expertise and experience in designing solutions to real world problems
- Experience in communicating effectively and constructively with a student audience to provide practical and impactful advice
- Organisational alignment with the department's values, priorities, target audience, corporate image and reputation
- Applicant does not post a conflict with departmental initiatives, programs or priorities, including procurement contracts with existing or pending suppliers (including those on a prequalification scheme)
- Applicant allows unrestricted access to all tools, initiatives and methods of support (for the duration of the competition and into the future) to all students and teachers within the NSW Department of Education without additional cost or burden of assessment to the department

- Access to any tools, services etc. complies with all relevant departmental privacy, security and procurement guidelines and regulations
- Sufficient resources to ensure deadlines for contracting, communications and collateral are met
- All agreements are subject to the department's [Commercial Arrangements, Sponsorship and Donations policy](#) and [implementation procedures](#).

## Special Conditions

- All partner personnel attending virtual and face to face events associated with the Game Changer Challenge will be required to provide a current **Working with Children Check** number prior to participation
- Successful respondents to the EOI will be required to countersign a
  - **Sponsorship Agreement** or
  - **Collaboration Agreement** or
  - **Letter of Agreement**.

## How to express your interest

Please complete the [EOI online form](#) to indicate which opportunities are of interest to you, or contact us directly by **Monday 9 May at 6:00pm**.

## Contact

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