

2024 Game Changer Challenge - Industry Partner Expression of Interest

The NSW Department of Education is seeking expressions of interest to join our [industry partners](#) for the 2024 [Game Changer Challenge](#).

- [Hear from some of our partners who attended the 2023 grand final](#)
- [Read up on the winning teams from 2023](#)



The Game Changer Challenge (GCC) is the department's [award winning](#) 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 Friday 26 April 2024 at 6:00pm.

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

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, with students empowered to conduct research and design themselves.
- **Student registrations and video applications:** focus on identifying local, community experiences that form part of the global challenge.
- **Statewide semifinal events:** Chosen teams progress to compete in 1 of 8 virtual semifinal events in August 2024.
- **Sydney grand final:** champion teams will progress to compete in a 3-day bootcamp-style grand final in November 2024.
- **Evergreen content:** Program and partner-generated content is made available to all registered students and teachers at all stages of the challenge and beyond.

Industry Partner Engagement Opportunities

The success of the Game Changer Challenge relies heavily on the expertise and industry knowledge that our Industry Partners bring to all stages of the GCC journey. In 2024 we are offering varying levels of partnership opportunities:

1. Principal Industry Partner
2. Supporting Industry Partner

Principal Industry Partners will make a significant cash and/or value in kind contribution towards the following categories:

- Stationery supply
- Professional printing services of GCC inventory (e.g. posters, student produced artwork, rule books etc)
- Recycling services
- Merchandise workshopping and distribution
- Media
- Venue and catering (e.g. hosting the Grand Final event)
- Travel
- Accommodation
- Display/Hire/Event Infrastructure
- Furniture
- Catering
- Design Thinking Program Support

Principal industry partners are also invited to contribute vital expertise, collateral and industry knowledge in the student engagement opportunities listed in the table below.

Principal partners are invited to sign a multiyear sponsorship agreement with the Department (up to 3-year term) as an exclusive provider in a particular category.

Supporting Industry Partners will bring the vital expertise and industry knowledge in the student engagement opportunities listed in the table below:

CONTRIBUTION OPPORTUNITIES Partners are invited to contribute in one or more of the following ways	Principal Industry Partners	Supporting Industry Partners
Judging panelists: Judging panelists at the video submission and virtual semi-finalists stages	✓	✓
Video reels: 30 second design thinking and/or industry case study video reels for students	✓	✓
Mentors: 'Ask the Experts' mentors giving advice and product/service demonstrations on site at our grand final	✓	✓
Student experiences and activations: virtual and live student experience and activation opportunities	✓	✓
Workshops: Delivering product /service workshops at key points in the GCC journey to develop student capabilities that support their design thinking journey.	✓	✓
Speakers: Delivering keynote speeches/presentations during the grand final	✓	✓
Prizes: Providing quality, educational prizes for finalist and champion student teams	✓	✓
Post challenge incubation/acceleration: Taking our students ideas and helping them to make them a reality/develop an MVP	✓	✓
Significant cash and/or value in kind contribution to any contribution opportunity category listed above	✓	

Benefits

PARTNER BENEFITS	Principal Industry Partners	Supporting Industry Partners
Networking opportunities with a peer group of the world's leading technology, media and innovation experts to mentor the leaders of our future	✓	✓

Engage face to face with and empower 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	✓	✓
Work alongside the department's award-winning, innovative service-delivery teams and executives	✓	✓
Networking opportunities: offered at key events and networking events with education Department executives and other GCC partners.	✓	✓
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	✓	✓
Personalised media kit to use across your brand's channels, including digital badges.	✓	✓
Ongoing recognition on the Game Changer Challenge website as a partner of the program, as well as 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	✓	✓
Principal Partners are offered GCC branded hype reel/creative content, for use through their own promotion, website, social.	✓	
Principal Partner priority recognition across the range of Industry Partner benefits (above)	✓	

Key Dates

DATE	DESCRIPTION
Friday 22 Dec 2023	Expressions of interest for industry partners open
February 2024	The challenge opens to all NSW public schools
Friday 26 April 2024	Expressions of interest for industry partners close
Friday 24 May 2024	All sponsorship agreements finalised and signed
June 2024	Video judging
August 2024	Virtual semifinals
November 2024	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 and ensure deadlines for contracting communications and collateral are met.
- Level of investment offered and capacity to add value to the Game Changer Challenge program and student educational outcomes and experiences.
- 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 pose 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.
- Ability to provide a venue with capacity and safety standards to accommodate an event for 200+ people during the GCC Grand Finals location over a maximum 3-day period. Venue with catering provisions that can host schools and other industry partners will be prioritised.
- All agreements are subject to the department's [Commercial Arrangements, Sponsorship and Donations policy](#) and [implementation procedures](#).

Further Information

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 seventh 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.

2023 was a huge success and we hope to build on this in 2024 with your help.

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 **Friday 26 April at 6:00pm**.

Contact

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