

IMAGINE CAIRNS

# Cairns Cultural Precinct

Youth and Young Engagement Project

# background

- There is a desire to engage the youth sector in a drive for enthusiasm in relation to the Cairns Cultural Precinct
- Animating the idea of the Cairns Cultural Precinct in the minds of young people in the community

# partnership

- A project partnership has developed between representatives of Cairns Regional Council Cultural Services and James Cook University School of Creative Arts to implement engagement with youth and young people in relation to the Cairns Cultural Precinct idea

# proposal

- A proposal has been generated to engage specific target groups through integration of project components with schools and educational institutions. Specifically through those students who have an interest or engagement with the arts and could come to be described as the next wave of creative producers

# demographics

- Demographics
- 9 – 12 yr
- 13 – 18 yr
- 19 – 26 yr
- Young and emerging creative

# demographics

- Demographics
- 9 – 12 yr Primary
- 13 – 18 yr Secondary
- 19 – 26 yr Tertiary
- Young and emerging creative independent

# strategies

- A common strategic thread for engagement is through viral forms
- A social media website with content targeting each demographic group forming a hub for deep ongoing involvement
- Specific collateral campaigns based on user generated content rolled out over the project timeframe

# Website development

- 21 February – 10 April
- Social media / content management website
- Vibrant interface links Cairns Cultural Precinct to youth generated content
- Content areas relate to media type and demographic
- Users generate content and upload
- Users rate uploaded content (peer rating)
- Weekly acknowledgement of users creative achievements
- Rewards and prizes linked to transitional activities



# Deliverables - content ideas

- 9 – 12 yr primary
- 3-5 cute & spooky arts related graphic characters
- Temporary tattoos linked to website / webcam based augmented reality experience
- Accessible activities integrated into curriculum
- Rewards and prizes linked to transitional activities

(EXAMPLE ONLY) visual reference media for 9 – 12yr



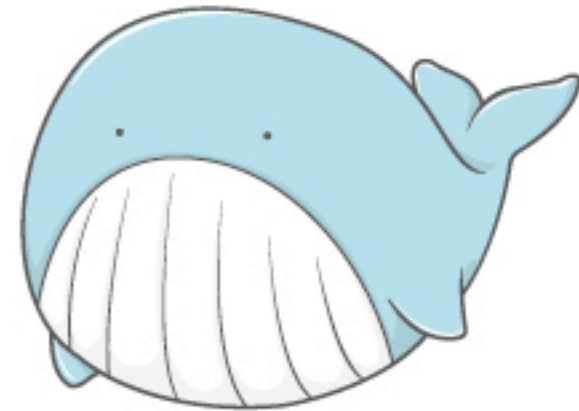
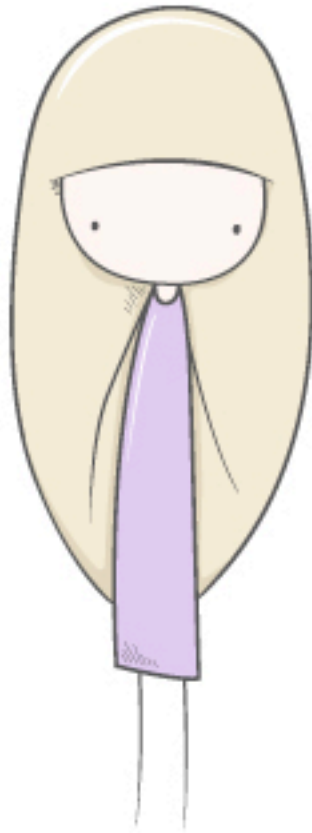
Kate Muffet 1<sup>st</sup> year JCU School of Creative Arts  
Commissioned to develop character design for Imagine Cairns

(EXAMPLE ONLY) visual reference media for 9 – 12yr



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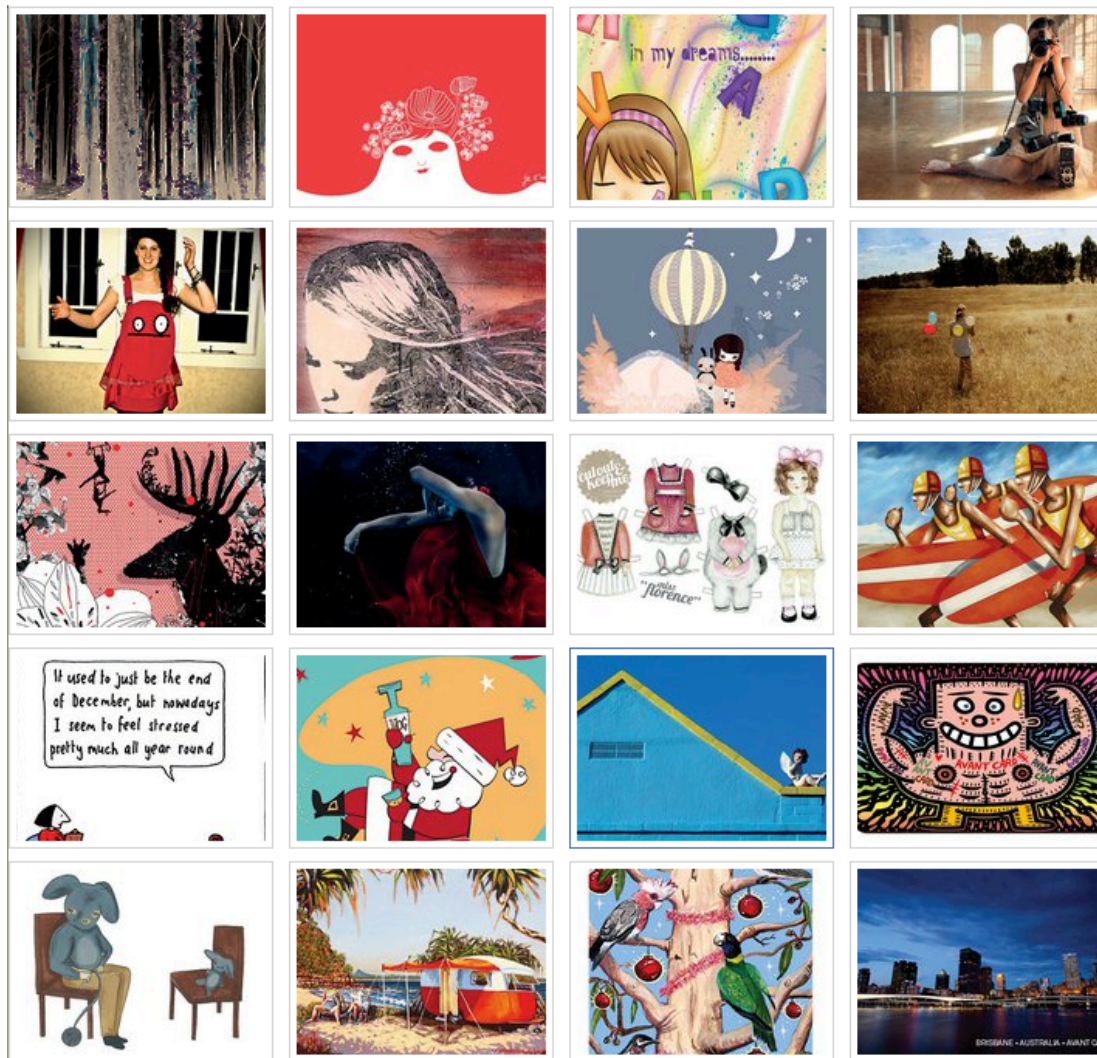


Kate Muffet 1<sup>st</sup> year JCU School of Creative Arts  
Commissioned to develop character design for Imagine Cairns

# Deliverables - content ideas

- 13 – 18 yr tertiary / youth
- 3 - 5 art card/mini mag editions
- Cards linked to website / webcam based augmented reality experience
- Content generating activities integrated into high school curriculum
- Rewards and prizes linked to transitional activities

# Sample visual reference media for 13 – 18yr



<http://www.avantcard.com.au/>

# High School Network Guidelines

These guidelines should be followed when planning your campaign to protect the brand integrity of the Avant Card medium, and the advertising standards of the high school environment. They will also make sure your card will work as effectively as possible. Avant Card reserves the right to review every card based on the parameters below.

## Designing Your Card

For the best result for your card design, all text should be placed on the back of the card. Text on the front of the card should be kept to a strict minimum. The attaching of product samples to postcards will only be possible at Avant Cards discretion.

## Images and messages of High School Cards should:

- ✦ Be relevant and sensitive for the age group concerned.
- ✦ Use up to date and accurate information.
- ✦ Be culturally sensitive and inclusive.
- ✦ Respect differences in class, gender, culture, sexuality, ability, age, politics and religion.
- ✦ Distinguish between factual statement and expressions of opinion.
- ✦ Contain nothing that condones or is likely to provoke violence or anti-social behaviour.
- ✦ Present a balanced view of opportunities open to both sexes.
- ✦ Not be biased, prejudiced or discriminatory.
- ✦ Not promote or advocate the participation in unsafe or unhealthy activities including alcohol, tobacco and drug use.
- ✦ Comply with G and PG censorship ratings.
- ✦ Not be sexually suggestive or contain controversial images or themes including nudity.
- ✦ Not promote activities that children may copy that may be unsafe for them.
- ✦ Not actively encourage pester power.
- ✦ Be respectful of children and students as capable achievers that are tomorrow's leaders.
- ✦ Not claim that particular products or services are superior or inferior to others, unless they are based on documentary evidence and are presented fairly and clearly.
- ✦ Inform about relevant issues and events suitable for this audience.
- ✦ All imagery must be creative and demonstrate awareness and sensitivity towards this audience and environment.

N.B: Material associated with sex education including information about contraception will need to be approved by each school according to their policy.

## Removal Policy

High schools have final right of veto. Should a high school be dissatisfied with the content of any postcard within its display, Avant Card reserves the right to immediately remove it. Avant Card reserves the right to reject any artwork, copy, or text which is deemed inappropriate or of insufficient quality for the high school environment or the Avant Card medium.



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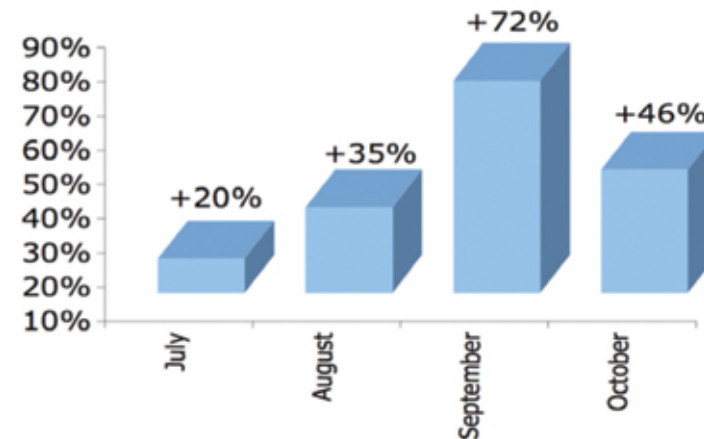
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Web hits – During and following the 3 month campaign, the Casula Powerhouse website experienced an impressive increase in web hits compared to the month prior to the campaign going live

Post campaign in October, the website continued to experience above average hits, illustrating how the mini-mag format works to extend the shelf life of a campaign message.



<http://www.avantcard.com.au/>



### Campaign results:

A higher percentage of attendees were within NIDA's intended demographic compared to previous years. Consistent with the campaign objectives, the total number of attendees was similar to previous years. The Avant Cards acted as a successful viral tool and directed people to the NIDA website. 27% of attendees heard about the Open Day by word of mouth and 25% found out via the website.

There was a definite spike in website hits in the week leading up to the event and on the actual day. During the week beginning 14 May, hits to the 'What's On' page were 2,270 compared to the average of 1,149.29 per week. This was an increase of 5.02%. During the week beginning 21 May, hits to the same page were 2,226 which is a 5.38% increase compared to the average.



<http://www.avantcard.com.au/>



# Deliverables - content ideas

- 19 – 26 yr secondary
- Wearable magazine
- 3 - 5 editions
- T-shirt linked to website / webcam based augmented reality experience
- Content generating activities integrated into course work at art schools JCU SoCA
- Rewards and prizes linked to transitional activities

## Sample visual reference media for 19 – 26yr



**MAKE OR AMEN BREAK IT**

T-post August 10 Issue No 57  
Design by: T-post All-Stars



**SUPPORT KAREN**

T-post July 10 Issue No 56  
Design by: Bombol!



**DO I LOOK ILLEGAL?**

T-post June 10 Issue No 55  
Design by: Nikki Farquharson



**I AM SHINING STAR**

T-post May 10 Issue No 54  
Design by: Yuji Tokuda



**REDESIGN OR DIE**

T-post March 10 Issue No 53  
Design by: Paul Davis



**REALITY BYTES**

T-post February 10 Issue No 52  
Design by: Wilmer Murillo



**HIGHER EDUCATION**

T-post January 10 Issue No 51  
Design by: Marc Stromberg



**WELCOME TO LESBIAN TOWN**

T-post December 09 Issue No 50  
Design by: Jessica Eriksson

- <http://www.tpostmag.com/past-issues>

Sample visual reference media for 19 – 26yr



- <http://www.tpostmag.com/past-issues>



# student work



Emmy Petersen 1<sup>st</sup> Year JCU SoCA 2010

# student work



Dominic Hofstetter 1<sup>st</sup> Year JCU SoCA 2010

# student work



Josie Gelling 1<sup>st</sup> Year JCU SoCA 2010

# student work

[THE ART - Step Inside \(OFFICIAL MUSIC VIDEO\)](#)

Kyle Wilson, Tai Inhoe, Charlee Royan 2<sup>nd</sup> Year JCU SoCA 2011



# Imagine Cairns

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Presentation prepared by Russell Milledge for James Cook University, School of Creative Arts, 2011

