

Welcome to the illuminate:nextgen Challenge - and we're excited to see what you and your team will achieve over the following days. We have delivered experiences like the one you are going through all across Australia since 2011, with over 12,500 students having completed an illuminate Education Australia program in that time - and can't wait to see what your group will do and achieve!

The challenge is entirely focused on helping you and your peers to become the confident, creative and capable young people that you have the potential to be - recognising the strengths and abilities you have within that we're eager to draw out through the program. There will be times in the coming days that seem a little difficult as you are stretched to do new things, but everyone at illuminate Education Australia along with partners knows you can overcome it, and we know that you and your team can collaboratively conquer the situation - and we're always here to help!

Throughout the challenge, we'll always talk about four groupings of skills and capabilities that we know are essential to being a confident, creative and capable young person. This is so you know what skills each aspect of the challenge is focused upon, but also to help you identify growth in these skills both during the challenge but also into the future, to help you take the best steps forward into your preferred future. These skills are;

- Communicate which takes into account speaking, writing and presentation skills,
- Understand which takes into account critical thinking, inquiry, digital & financial literacy,
- Solve Problems which takes into account creativity, problem solving and reflection,
- Work Smart which takes into account collaboration, organisation & perseverance.

Otherwise good luck for you and your team over the challenge! This is the type of challenge where you will get out what you put in, so make sure you make the most out of every session - and remember that our facilitators are always here to help you out, along with all of the in-depth resources provided in this guide as well as on the online at the Student Resources page.



Adam Mostogl

Founder / Inspirer of illuminate Education Australia



# Innovation Checklist

Use this checklist to help you keep track of where you sit along the Innovation Process Pathway. Check off submissions as they are completed and handed in.

## Stage 1 | Problem Framing

- Brainstorming
- Problem Frame (Gate Check)

## Stage 2 | Ideation

- Team MOU
- Solution Canvas
- Panel Presentation
- Elevator Pitch (Gate Check)

## Stage 3 | Developing

- Planning Canvas
- Team Agenda
- Market Research
- Draft Financial Tables
- Draft Business Case
- Marketing Strategy (Written) (Gate Check)

## Stage 4 | Presenting

- Team Agenda
- Financial Tables
- Business Case
- Marketing Materials
- Business Launch Video Storyboard (Gate Check)

## Stage 5 | Prototyping

- Business Launch Video
- Pressure Cooker

# Schedule & Deadlines for the Challenge

## Schedule for the Challenge

### Monday

09:00 am	Launch of the Challenge
09:40 am	Introduction to the Topic Presentation
11:30 am	Problem Framing
12:15 pm	Collaboration & Innovation Process
01:40 pm	Market Research
02:45 pm	Afternoon Review

### Tuesday

09:00 am	Morning Briefing
09:30 am	Mentoring Panel Presentations
09:45 am	Financial Accounting
11:30 am	Communications
01:30 pm	Peer Feedback Session
02:45 pm	Afternoon Review

### Wednesday

09:15 am	Morning Briefing
09:30 am	Marketing and Communications
09:45 am	Formal Writing & The Business Case
01:35 pm	Financial Workshop
02:45 pm	Afternoon Review

### Thursday

09:00 am	Morning Briefing
09:30 am	Morning Check In
10:00 am	Business Case Workshop
11:30 am	Marketing Workshop
01:45 am	Afternoon Check In
02:50 pm	Afternoon Review

### Friday

09:00 am	Morning Briefing
09:15 am	Business Launch Video Filming
12:00 pm	Pressure Cooker
01:40 pm	Business Launch Video Peer Judging
02:15 pm	Student Review + Q&A
02:45 pm	Awards Ceremony

## Deadlines Across the Challenge

### Stage 1: Problem Framing

Mon 11:05 am	Resources Website Check
Mon 02:15 pm	Problem Frame [Gate Check]

### Stage 2: Ideation

Mon 02:40 pm	Team MOU
Tue 09:30 am	Mentoring Session
Tue 09:45 pm	Team Agenda
Tue 12:30 pm	Elevator Pitch [Gate Check]

### Stage 3: Developing

Tue 03:00 pm	Planning Canvas
Wed 09:30 am	Team Agenda
Wed 11:30 am	Market Research
Wed 12:30 pm	Draft Financial Tables
Wed 01:45 pm	Draft Business Case Due
Wed 02:35 pm	Marketing Strategy [Gate Check]

### Stage 4: Presenting

Thu 09:30 am	Team Agenda
Thu 02:30 pm	Completed Financial Tables
Thu 02:30 pm	Completed Business Case
Thu 02:45 pm	Marketing Materials
Thu 05:00 pm	Business Launch Storyboard [Gate Check]

### Stage 5: Prototyping

Fri 12:00 pm	Business Launch Video
Fri 12:00 pm	Pressure Cooker
Fri 01:40 pm	Business Launch Video Peer Judging
Fri 02:45 pm	Awards Ceremony

# Core Challenge

*This is the problem or central issue that each team's solution has to address. Please read the Core Challenge carefully, as your business needs to meet this to be able to win major awards throughout the week.*

*Health is a state of complete physical, mental and social well being, and not merely the absence of disease or infirmity.*  
~World Health Organization, 1948

Health is so much more than not being sick. It includes elements such as fitness, mental health, illness, physical activity, chronic medical conditions, temporary or permanent disability, health services (including preventative health programs and proactive initiatives) facilities and people employed in fields related to health.

In the 2018 Census, 85% of Australians aged over 15 rated their health as 'good', 'very good' or 'excellent'<sup>1</sup>- but when combined with statistics such as 63% of people over the age of 18 are overweight or obese<sup>1</sup>, 45% of Australians will experience a mental illness in their lifetime<sup>1</sup> and 50% of Australians have a chronic health condition and these conditions are responsible for most deaths in our country<sup>1</sup>, as a population we feel more optimistic about our health conditions than the true data. Compared to the rest of Western Australia, Mandurah has a population that has a higher percentage (9.8%) of older residents (50 and over) and 5.8% of Mandurah's population requires assistance due to a disability<sup>2</sup>. Not only do these statistics - and many others - demonstrate the true nature of the health situation in our country, when regions experience good health there is also increased strength in communities, families, education & employment opportunities and even household incomes.

Your challenge for the illuminate:nextgen Challenge is to design an enterprise that operates locally and addresses health, well-being or physical exercise. Your business should provide a service that will improve outcomes for health for the region while being aware of what is already available. Your business can provide any goods or services, but your initial investment to get your business going cannot exceed \$750,000.

To fully outline your solution, your team must produce;

- a business case that justifies and explains your proposed solution,
- supporting financial information that proves the viability and benefit of the solution,
- a business launch video that gets key stakeholders and the community excited about your solution,
- a marketing campaign that outlines your thinking and creative approaches to promoting your solution,
- a demonstration site for your idea so people can experience a prototype of it for themselves,
- a number of problem-solving exercises throughout the challenge,
- and a number of other tasks to help set a strong foundation for the challenge.

Good luck!

## References

1. Australian Institute of Health & Welfare 2018, *Australia's Health Overview*, viewed August 2021, <<https://www.aihw.gov.au/reports-data/health-welfare-overview/australias-health/overview>>
2. City of Mandurah Facts and figures, website viewed August 2021, <<https://www.mandurah.wa.gov.au/learn/about-mandurah/fact-and-figures>>

# Brainstorming Session

## Top Three Ideas

	Idea 1.
<p data-bbox="360 394 501 427"><b>Question 1</b></p> <hr/> <hr/> <hr/> <hr/> <hr/>	
<p data-bbox="360 954 501 987"><b>Question 2</b></p> <hr/> <hr/> <hr/> <hr/> <hr/>	
<p data-bbox="360 1514 501 1547"><b>Question 3</b></p> <hr/> <hr/> <hr/> <hr/> <hr/>	

# Brainstorming Session

Idea 2.	Idea 3.

# Problem Frame Template

To help everyone see the issue you see, it is key we look at sharing a short, concise, actionable statement that outlines a platform for change. Below is the template to read out when presenting your Problem Frame, as well as boxes to prepare your own;

**[People] need to [Need] because [Importance], but [Gap].**

- [People] should be a defined group of people.
- [Need] should have a verb - an action or requirement.
- [Importance] is why this is needed with justification.
- [Gap] is why it is not available at the moment.

USER

NEED TO

NEED

BECAUSE

IMPORTANCE

, BUT

GAP



# Problem Research

To support your Problem Frame, your team will need to do some research to find out more, using the following headings. They connect to the Problem Frame in helping you learn more about your Users, the Need and why it is Important and the Gap.

*Note: All of the information you find now can be used for your Market Research submission - so get the detail in your research now to help you with this later in the challenge.*

**Why and how are they affected by the problem?**

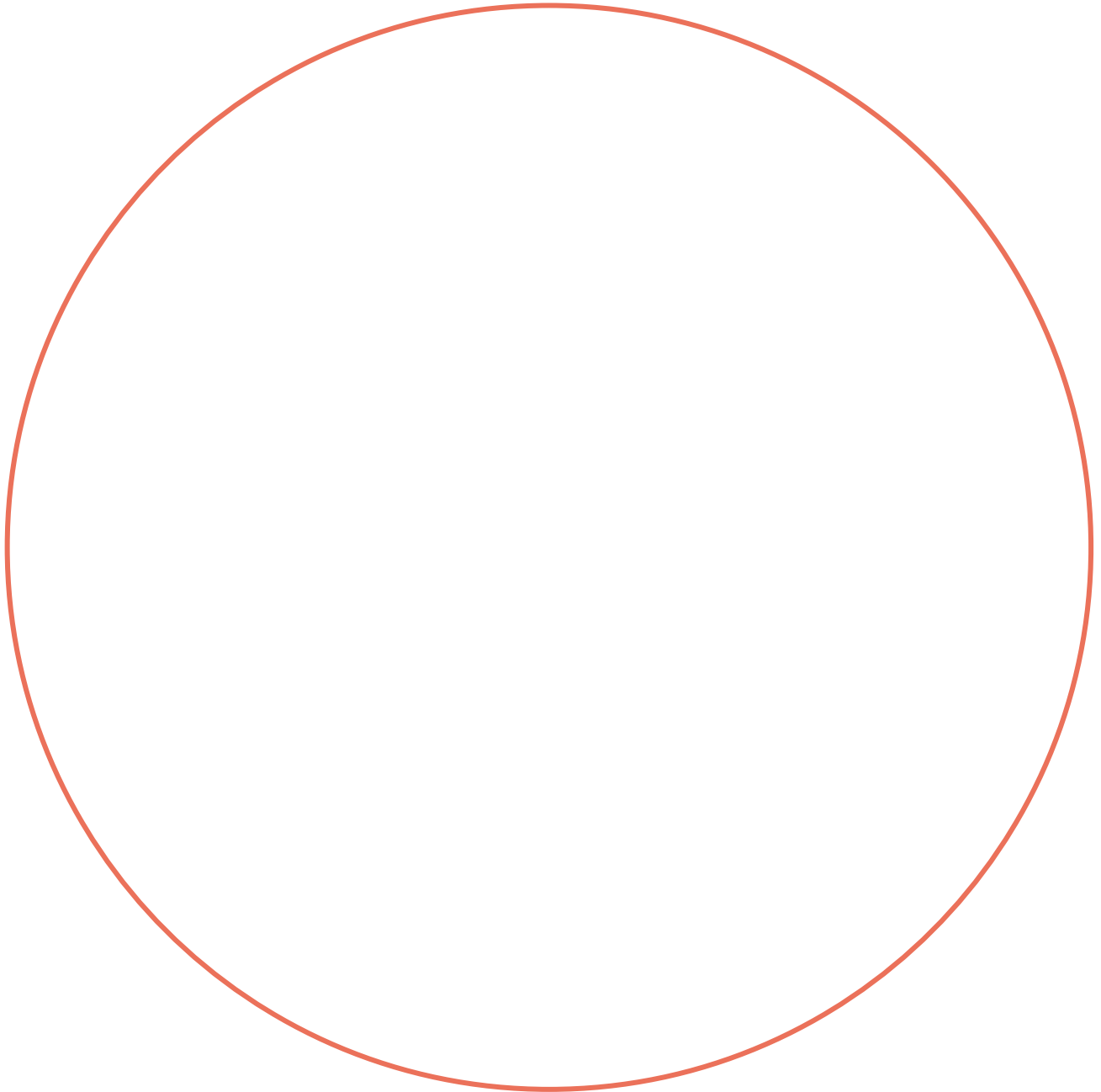
**Research of the Benefits**

**What else is out there are the moment?**

# Team Charter

*Use this to help discuss and establish how your team will work and what will be valued across the challenge.*

- Inside the circle, document the values, actions or things you want to bring to the team.
- Outside of the circle, document the values, actions or things you want to leave out of your team.



# Team MOU

Use and sign this to help establish an agreement amongst the team of how you will work during the challenge.

**Our Team Name & Number**

**As a team, we will...**

**As a team, we will not...**

**If a conflict arises, our plan is to...**

**The members of our team are...** *(print your name clearly and sign the page)*

Take a photo of this page and upload it online through the Student Resources page before the deadline.

# Team Meeting Agenda

*This is a guide to help Team Leaders guide their teams through a meeting to help improve on past performance and set a solid plan for the next stage of the challenge.*

**Our Team Name & Number**

**How Has Our Team Been Working So Far? What Has Been Good? What Hasn't Worked Well?**

**What Values Or Skills Do We Need To Focus On Today?**

**What Do We Need To Achieve Today?**

**What Tasks Are We Focused On, Who Is Doing Them and When Do They Need To Be Done?**

**Any Final Discussions or Comments**

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# Pressure Cooker

Team Number:

Section:





# Pressure Cooker

Team Number:

Section:



# Pressure Cooker

Team Number:

Section:



# Post Program Self Evaluation

Carefully read each question and put a number from 0 to 10 in the box provided, ranking your confidence or interest in the area as per facilitator instructions.

School Name:

<b>Confidence to Communicate (Written)</b> <i>How confident are you to share ideas by writing them down for others to read and understand?</i>	
<b>Confidence to Communicate (Spoken)</b> <i>How confident are you to share ideas by speaking them out loud for others to hear and understand?</i>	
<b>Confidence to Present Ideas</b> <i>How confident are you to share your ideas and thinking with others, either written or spoken?</i>	
<b>Confidence to Think Critically</b> <i>How confident are you to review information and choices critically and provide helpful feedback?</i>	
<b>Confidence in Inquiry and Research</b> <i>How confident are you to find new information to inform and help make better decisions?</i>	
<b>Confidence to Use Technology Productively</b> <i>How confident are you to use technology in practical and productive ways?</i>	
<b>Confidence with Financial Information</b> <i>How confident are you in developing and reviewing information about money to make decisions from it?</i>	
<b>Confidence in Being Creative &amp; Innovative</b> <i>How confident are you in coming up with and sharing creative or new solutions to situations?</i>	
<b>Confidence in Problem Solving</b> <i>How confident are you to find solutions to problems, as well as put them in place?</i>	
<b>Confidence to Reflect</b> <i>How confident are you to reflect on your own actions to come up with better ways to do things?</i>	
<b>Confidence to Collaborate</b> <i>How confident are you to contribute to team exercises and work in partnership with others?</i>	
<b>Confidence in Being Organised</b> <i>How confident are you in preparing for the day as well as staying organised and responsible throughout?</i>	
<b>Confidence in Keeping to Deadlines</b> <i>How confident are you in regularly keeping to set deadlines and keeping organised?</i>	
<b>Confidence in Persevering</b> <i>How confident are you, when coming against a challenge, to continuing working towards overcoming it?</i>	
<b>Confidence in Dealing with Stress</b> <i>How confident are you that you can handle difficult situations to complete tasks as asked?</i>	
<b>Confidence in Business</b> <i>How confident are you in your knowledge of business?</i>	
<b>Confidence in Your Future</b> <i>How confident are you in having a successful future?</i>	
<b>Interest in Starting Your Own Business</b> <i>How interested are you in starting your business into the future?</i>	
<b>Interest in Future Study (Beyond Year 12)</b> <i>How likely is it that you will continue to study after Year 12 (University, TAFE, etc.)?</i>	
<b>Interest in Business as a Career / Study Area</b>	
<b>Interest in Accounting as a Career / Study Area</b>	

# Post Program Self Evaluation

## Short Answer Reflections

What was your highlight of the week?

What could we improve for future challenges?

What would you do differently if you could do the challenge again?

If you had to sum up the week in a sentence, what would you say?

Would you do the challenge again?      Yes      No

## Longitudinal Study [Optional]

*We're interested to know our challenge has affected you into the future, not just in business but in everything you do. This could involve us contacting you via email or SMS to ask a number of short questions.*

Your Name:

Date of Birth:

D D / M M / Y Y Y Y

Email Address:

Phone Number:

## Student Choice Award Voting

*You get to vote for two awards that will be presented at the awards ceremony at the conclusion of the challenge. The Best Idea award is for the team that has the best creative concept in their business idea, and the Best Team award is for the team that operated strongly and effectively.*

Your Team Number:

Vote for Best Idea:

Vote for Best Team: