



A Communication Challenge

2022/23
PROPOSAL

speakeze.com.au

A fantastic opportunity for

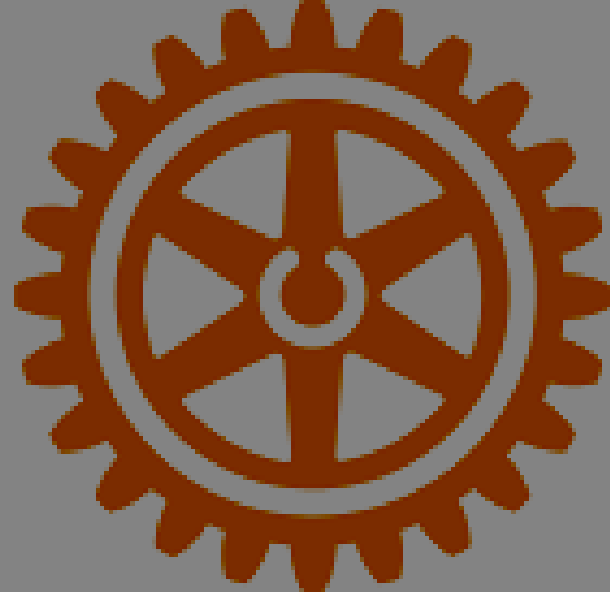
Rotary 

to lead a YOUTH EDUCATION initiative

Supported by:



Rotary



ROTARY CAUSES

EDUCATION

More than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.

THERE IS ALSO AN EDUCATION CRISIS GOING ON IN WESTERN NATIONS

Our children can't TALK. The mobile phone is greatly affecting their face to face verbal communication skills. They don't want to speak on the telephone to anyone they do not know, they do not make eye contact, they have problems putting what they think into sentences and speaking.

BLAH - seeks the support of ROTARY to initiate an exciting new communication challenge for primary school students and provide COACHING.



WHAT IS BLAH

BLAH is exciting dynamic and New! BLAH is Australian, with a JCU focus for 2023 on "Living in the tropics". BLAH is educational, focusing on the most critical micro-skill of the twenty-first century - face-to-face verbal human communication.

Blah is a tool that aims to combat the drastic effects of mobile phones and social media on young people's oratory skills.

Blah creates a coaching communication challenge for Primary Schools, as currently NOTHING exists. We are focusing initially on the Townsville North Queensland region (including the Burdekin, Hinchinbrook, Charters Towers through to Mt Isa) and building to become Australia's number one Public Speaking Competition. The difference with BLAH is that registration to compete also includes 2 coaching sessions for each age group. BLAH aims to use bright appealing marketing materials to attract young people who might normally never enter such a competition. They will be encouraged by their parents, because the young person will be trained in speech structure and delivery giving them the skills to be able to enter proudly with support and provide them with coaching in order to present strongly. Public Speaking is a trainable skill !

The ultimate vision is to make it a Global week experience with coaching, accommodation & a chance to experience a World Heritage Reef area.



BLAH BACKGROUND

Unfortunately, COVID shut down all major public speaking competitions for young people in Australia. Rostrum Voice of Youth once gave 800 Queensland students an opportunity to compete in a Public Speaking competition. It closed down with the start of covid. American competitions such as UN Voice now make moves into Australia, but these are American controlled.

In 2020 speakeze staged TEDxTownsville with the Townsville City Council.

TEDxTownsville was the first live event in Townsville during covid. Audience surveys revealed a 98 % approval rating with spectators asking for more.

(The 2% did not like having to use a covid seating plan) This was a highly successful partnership and sold out.

GOALS & OBJECTIVES

01

To create a new dynamic Australian competition that provides Australian young people aged 8 to University age with an opportunity to voice their thoughts, ideas and opinions and be heard.

02

To create a Global competition that focuses on exciting themes relevant to the time.

03

To raise the awareness of the importance of the 21st-century micro-skill of public speaking and overall verbal face to face communication.

04

To build a major partnership between speakeze and initially the Rotary clubs in Area 3 around Townsville, that begins with the promotion of Townsville and extends to Rotary locations for young people around Queensland and then Australia.

BLAH SWOT ANALYSIS

Strengths

- The partnership combines a strong Qld based educational institution with an experienced public speaking competition expert.
- The concept is based on the ideas and visions of young people from the name to the content.
- We have a base of experience and quality data bases on which to build.
- Good media contacts.

Weaknesses

- Blah requires three years to reach its vision of an Australian competition.
- It is new - schools are complex, busy and requires a great deal of personal contact to raise their awareness and participation. Its about the individual teacher contact.

Opportunities

- There is currently NO primary school competition. Huge demand and support from schools.
- Townsville is perfectly placed from a Winter climate perspective to offer a major coaching and competition opportunity for young people from around Australia especially.
- Perfect direct contact with young students & adults toward spreading the goals of Rotary.
- To bring awareness to young people of ROTARY.

Threats

- Covid and any other major pandemic that locks down communities and travel.
-

Huge potential for diverse support from like minded organisations. Possible theme of SDG's.





PARTNERSHIP PROPOSAL

TIMEFRAME - 2023

- November 2022 confirmation of Sponsors.
- Oct-Dec. 2022 Create Marketing Materials, website & advertise to schools.
- Pre-announcement out to all schools advising of new competition.
- 2023 January big launch of BLAH - TV stations and advertising campaign begins a week that school goes back.
- Jan-October promotes all competitions at least 5 times to relevant schools and individual teachers.

TERM ONE Feb-April

Registration open to all students in 2 categories. Coaching sessions begin.

TERM TWO May-July

Coaching continues. PRIMARY SCHOOLS COMPETITION, and SEMI-FINALS and FINALS.

TERM THREE August-September

Junior & Intermediate Level for HIGH SCHOOL COMPETITION. .

4 YEAR PLAN

23

TOWNSVILLE & SURROUNDS

- Aim for 30 primary schools minimum State, Private and Catholic.
- 50 students in each competition
- Coaching provides to more than 1000 young people.
- High-Quality University competition with coaching and 50 entries.

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COMPETITION OPEN TO AUSTRALIA WIDE

- Accommodation & coaching program with Blah Challenge.
- Townsville is highly attractive as a reef/rainforest destination to come and do communication courses and challenges.

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INVITE PACIFIC RIM COUNTRIES & THE CIC INTERNATIONAL SCHOOLS COMMITTEE TO ATTEND BLAH IN AUSTRALIA.

- Use BLAH to strengthen Sister City relationships and seek sponsorship through strategic networking with Pacific rim and other global companies doing business in Australia.

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VISION FOR NEW BLAH CHALLENGES E.G. DEBATING, LEADERSHIP COURSES - TOWNSVILLE HOME TO UNIQUE BLAH CHALLENGES

- Huge potential for the ongoing development of creative interactive communication challenges.



PARTNERSHIP PROPOSAL

MEDIA CAMPAIGN

A focus group of 27 students highlighted the importance of a strong media campaign.

Initial meetings with Channel 7 have identified that a thirty-second TV ad could be created as a non-profit ad and played Australia-wide. On top of this TV advertising campaign would also occur. There is a vision that BLAH could become content for a TV reality show. This show would feature young people in their hometown's preparation for the speech and could include audience participation in the voting for the best speeches.

BLAH BACKGROUND

MEDIA CAMPAIGN

01

The majority of ROTARY sponsorship is the cash necessary to fund a major media campaign. This will be a 50/50 sponsorship deal. First-year \$ Twelve thousand dollars worth of high-quality promotional advertising will be bought. BLAH will be promoted dynamically and as accessible for all people to enter.

02

Large scale social media campaign with promotions on TikTok, Instagram, Twitter, Facebook and all other identified media by young people. Also, target student's other extra-curricula activities for promotion.

03

Schools mailing list. From the very first year, we would begin emailing ALL schools across Australia, aware that it takes one to two years for schools to identify new opportunities. In North Qld, we already have a specific email database of English & debating teachers. There are over 2000 specific teachers on this list.

04

Radio & Newspaper - aiming at parents who would encourage their children to enter. Parents attending the challenge will also be a duplicate promotion for the adult BLAH challenge.

A support letter



TOWNSVILLE GRAMMAR SCHOOL

27 October 2022

Mr Martin Tait
Head of Junior School

Dear Potential Sponsor of BLAH,

On behalf of Townsville Grammar School, I would like to share my support for BLAH – a public speaking competition that would support Primary School students.

There is currently no competition for Primary school Students in Townsville or North Queensland. Our students study persuasive speaking in Term 3 and I believe that this competition would be a major asset to our program and our students.

Communication is a critical 21st century skill that Townsville Grammar School students focus on. Our teachers and administration recognise this as critical. The BLAH proposal offers coaching and feedback from trained professionals toward the children's skill development.

Townsville Grammar Junior School welcomes this competition. It will be an asset to our program and we will enter students from our speaking unit into the competition.

I believe BLAH will gain great support from Primary schools in Townsville and the region with the potential for further growth.

Yours sincerely,

Martin Tait
Head of Junior School

NORTH WARD

45 Paxton Street, North Ward, QLD 4810 | 07 4722 4900

ANNANDALE

1 Brazier Drive, Annandale, QLD 4814 | 07 4412 4800

NORTH SHORE

North Shore Boulevard, Burdell, QLD 4818 | 07 4412 6600

BUDGET

EXPENSES	AMOUNT
NQ FINAL - rental of venue	1000.00
Rental of Audio visual screen, speakers, microphone, operator	2,000.00
Furniture rental - dress venue - plants etc.	500.00
Administration 10 hrs per wk x \$40 x 20 wks	8,000.00
Thank you gifts for Adjudicators \$50 x 3 x 3	450.00
Catering for 3 competitions \$600 x 3	1,800.00
Heats Expenses - tea/coffee catering, judges gifts, \$200 x 3	600.00
Finals Prizes 1st, 2nd, 3rd x 3 comps - electronics	3,000.00
Printing, Postage, Telephone, etc to Qld school data bases	2,000.00
Certificates and printed coaching materials for each entry student	400.00
Employment 2 coaches for 2 x coaching sessions x 3 programs	1,500.00
MARKETING & PROMOTION	
Social Media	1,000.00
Television Ad state wide - comm.ann	5,000.00
Newspaper advertising	3,000.00
Radio Advertising	3,000.00
Videography	1,000.00
Graphic Design	500.00
Book keeping	500.00
Website featuring enrollment system.	1,000.00
TOTAL	36,250
INCOME	
Per student - includes 2 coaching sessions.	2,130.00
administration	7,120.00
Entry fee to 3 events. \$10 adult \$5 students	2,000.00
SPONSORSHIP	
Channel 7	2,500.00
Press	1,000.00
Radio	2,000.00
Townsville City Council	\$5,000.00
JBHI FI	2,000.00
Rotary - as primary sponsor - seeking \$7,500 total from 10 clubs.	\$6,500.00
James Cook University	\$5,000.00 (confirmed)
TOTAL INCOME	\$35,250.00
Net Gain / loss	-1, 000.00

BLAH SEEKS \$1,000 SPONSORSHIP
from your ROTARY CLUB

WHAT ROTARY WILL RECEIVE FOR THEIR SPONSORSHIP

Rotary will be acknowledged and promoted as a major sponsor and partner of BLAH.



01

Estimate more than 100 000 emails to schools around Australia - State, Private and Catholic and Primary schools. ROTARY logo is strongly featured on all materials. Thereby having ROTARY in front of students and parents, thereby raising the profile of Rotary and potential new members. This is the ROTARY initiative for PRIMARY school children that you have been waiting for.

VALUE ESTIMATE \$3,000

02

This campaign will feature a full Media campaign - TV, Radio and Newspaper. The ROTARY logo will remain on the TV ad the entire ad and will be boldly featured in the Newspaper advertising and verbally on the Radio. BLAH invites the District Governor to attend the Media Calls and be a part of the promotion of BLAH.

VALUE ESTIMATE \$5,000

03

Rotary will be positively linked with a new exciting initiative for young people. The club will receive 20 free tickets to attend the finals and Rotary members will be notified of adjudication sessions IF they would like to participate.

VALUE ESTIMATE \$1,000

04

Young people around North Queensland are already at the heart of BLAH. Young people devised the name, and young people came together to discuss their needs and ideas for BLAH. This group of young communicators will be involved in the design of the social media campaigns and the ongoing promotion of BLAH where it will be seen and accessed by students. ROTARY will be clearly seen as a promoter of a new youthful educational program.

VALUE ESTIMATE \$1,000

Estimate \$10 000 worth of promotion for ROTARY



PARTNERSHIP PROPOSAL

THE PARTNERSHIP

Primary Schools Executive and students are excited by this new opportunity that will be promoted to them. ROTARY will be the major name attached to this initiative. Speakeze will do the work but ROTARY will receive the recognition.

Speakeze is a registered Australian business utilising Xero accounting procedures through a registered accountant. A dedicated bank account exists for BLAH. Speakeze will provide quarterly statements to ROTARY for them to be aware of all income and expenditures for the project. The accounting procedures are fully transparent.

Speakeze seeks a \$1,000 cash sponsorship from your Rotary club toward the website, promotional and marketing costs for BLAH.

Something needs to be done about the effects of the mobile phone on our children. It is easy to complain as we witness the effects. BLAH is action. BLAH is teaching a tangible skill to help our children become more confident, with higher self-esteem. It has the potential to become global and beat the US marketers to the game.

Please become the necessary partner in this exciting venture. ROTARY will receive quality Australia wide recognition for their initiation of this new educational opportunity for our young people. Best of all primary schools across Australia will see ROTARY as innovative and supportive of the development of children. The promotion will be contemporary, lively and catchy to attract children and parents alike. ROTARY's dedication to improved education in our own country will be strong.

Sincerely,

Joanne Keune

SPEAKEZE

