

Friday 7 August

Student Challenge: Creative responses to homelessness

Digital Conversation/ Online challenge

Ideas and outcomes for the week

With housing issues at the forefront of people's minds and unemployment levels rising, this year may be the most important Homelessness Week yet. In the midst of this global pandemic, we are facilitating a series of dynamic online articles, events and videos to ensure this important issue continues to be highlighted.

Ideas and outcomes for the project

We aim to create a Homelessness Week activity that will showcase the skillset of University of Adelaide and Flinders University students. The objective is to raise awareness of homelessness as a social issue and identify the current knowledgebase and perspectives from students or the community.

The project is a mixed media approach, responding to the question *'What will the state of homelessness be in the future?'*. It can be an artwork, a video, a piece of writing, or something relating to the student's individual skillset.

The students will be provided with a brief (below) and timeline in which to produce the work.

All works will be included on our website with a winner from each University featuring in our digital newsletter and on our social media channels. The newsletter reaches over 14,000 influential people across the country

Promotional wording for students

Showcase your innovative thinking in a University Challenge addressing the state of homelessness in the future. Are you studying media, a painter, a poet, or a digital artist? Perhaps you love creating videos or writing short stories. This challenge can be as unique as you wish, responding to the question *'What will the state of homelessness be in the future?'*.

The Adelaide Zero Project Dashboard shows that 391 people are experiencing homelessness in Adelaide's city. As a complex social issue, this challenge is all about raising awareness of people sleeping rough, couch surfing or temporarily sheltered. You may be an expert or you may not know much at all, but by raising greater awareness of homelessness, we can all work together to solve this complex issue. Before the challenge we ask if you can read the 'Language Matters' document and ensure your piece reflects person-centric language.

Brief

Purpose: To build awareness of homelessness and find creative ways to end homelessness

Marketing objectives: Use your preferred medium to raise awareness about homelessness. Think 'social media conversation starter'.

Measurement of success: Shareability, ability to start pro-active conversation.

Landscape: Currently, the conversation around homelessness is focused on housing availability, JobSeeker, recession and the impacts of the pandemic. What does this mean for

people who are sleeping rough, or those on the brink of homelessness? Does the community know the extent of homelessness in SA or even Australia?

Key message: Everyone has the right to feel safe and have a shelter that they can call home

Tone and manner: Curious, inclusive, non judgemental, actions driven, non-partisan.

Language Matters

To proceed with this task you must read the 'language matters' document (separate attachment).

Proposed media: Written, visual art, video, audio (your choice). It must be able to be uploaded or photographed/filmed to be online.

- A short film, interview, or video piece
- A poem, article, short story etc
- A music piece
- An art piece such as digital art, painting, sketch etc
- Other

Reference materials:

- <https://dunstan.org.au/adelaide-zero-project/>
- <https://everybodyshome.com.au/>
- <https://dunstan.org.au/wp-content/uploads/2019/02/Thinker-in-Residence-Dr-Nonie-Brennan-Final-Report.pdf>

Open date: 1 July 2020

Final entries due: 9 am, 29 July 2020

Entries emailed to: emilie.soda@adelaide.edu.au

Winning Entry: 1 winner from each institution - University of Adelaide and Flinders University. Winners will have their work featured in our influential DDF Newsletter, with a reach of over 14,000. All remaining entries will be featured on the Don Dunstan Foundation website.

Notes:

- The submissions may also be shared by partner organisations on websites, social media and in press releases.
- Please be aware that this task is to be a reflection style task and that by approaching people currently experiencing homelessness or with a lived experience of homelessness may trigger difficult emotional responses.
- Please understand that services are inundated with enquiries due to COVID-19 so visiting their website may be better to find information than approaching the organisation. We would advise that you use the materials provided for information to produce your piece.

Please see Additional Information Document