

Democracy is not a spectator sport

Let's play ball.



hey@ripple.gl

Context

Low trust

Trust in democracy is in free fall.

Only 31% of young Australians are satisfied with democracy. They're frustrated that their voices aren't being heard.

Usual suspects

Current solutions only mobilise those that are already engaged.

Even programs that seek to build representation are working from a core of audiences already engaged in political issues.

Youth Vote

Young people hold immense electoral power.

Young people could have played a determinative role in the past seven federal elections (Whitlam Institute)

Empower many

Youth voices are lost in the noise.

There are more than 2 million young people in Australia. How might we empower young people to lead their peers so that we bring more than just a few into the conversation?





RIPPLE'S

circles

LAUNCHPAD



APRIL + MAY 2022





A Booster Shot for Civic Engagement

1. Launchpad



Through this epic workshop series, we crack open the reach and engagement of young people in your community, exploring how they can shape the future by harnessing their civic agency.

Incredible and relatable guests, coupled with actionable advice and opportunities, will inspire a whole new generation of young people to make their voices heard.

2. Pledge to Vote



We boost the passion and confidence of participants, energising them to build community and engage their peers in a Pledge to Vote activation.

This expands the reach and impact to whole new circles and networks of young people in your community.

You'll receive a custom report that captures these results and can inform future internal decision making.

At the table



It's time to bring young voices to the foreground, with bespoke solutions that match your needs while opening pathways for young people in your community.

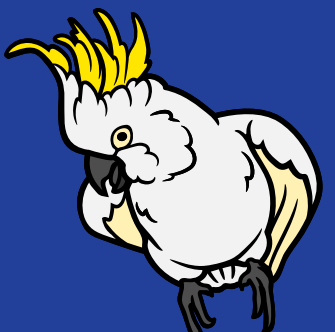
Our community support team will work with you to invite a group of participants that display strong engagement and leadership (by reaching, consulting and inspiring their peers to take action) to participate in a real policy design process bespoke to your council.

With the Mayor



All of this great work culminates with a stunning moment where the young participants meet with a local decision maker such as the Mayor.

During this time they'll share the broad and deep insights they've gathered, plus discuss ideas to shape the future



Launchpad

The civic accelerator for young people in your local community

Launchpad is a twin series of workshops that empowers young people everywhere to explore their own agency, and decide how they want to engage their peers in our democracy.

Launchpad will feature special guests including global leaders, relatable role models and practical workshops and opportunities participants can take action on immediately.

For participants this includes:

- Access to the full program. Massive guest lineup TBA. Past guests include former prime minister Malcolm Turnbull, Natasha Stott Despoja, Dr Susan Carland and representatives from the Obama Foundation, LinkedIn, Orange Sky Laundry.
- Participation in the Pledge to Vote activation; taking action to empower their peers to vote at all levels of government and consulting them on the top issues they want to see action on locally
- Access to dozens of civic opportunities (from internships and jobs, to accelerators, scholarships + more) to take action
- Potential invite into your local council's bureau opportunity
- Support and networking from an epic local and national community

As a council you'll unlock

- Go beyond reaching usual suspects with a program that has broad and deep appeal to 18 - 25 year olds
- End to end support from Ripple including recruitment and applicant on boarding, as well as impact evaluation
- Up to 25 sponsored places for young people aged 18 - 25 from your community. Tickets valued at \$150/ea, participants pay \$25
- Impact report from Pledge to Vote activation in your local community, including the top issues for young people. Est. ~100 peers reached.
- Bring up to ten young participants into a bespoke policy consultation process within your council
- Host a meeting of young participants with local decision maker such as the Mayor, feeding back the broad and deep insights they've gathered, plus discussing ideas to shape the future



Bureau

The civic policy lab for young people in your local community

We share a belief with you that fresh and future-proof perspectives belong everywhere decisions are made.

Yet, research shows that a key barrier to meaningful civic participation for young people is being treated as 'becoming citizens'. Now that they're eligible to vote, go beyond mock civic participation to involve your young residents in a real policy consultation and design.

For participants this includes:

- Special invite to get involved, following engagement in Ripple's Launchpad session and evidence of peer leadership
- A special briefing co-designed by Ripple with your council so that participants are equipped to meaningfully engage
- Involvement in a policy design process where their viewpoints will be embedded in a real policy outcome
- Acquisition of practical experience (a key accelerator for early stage employment) that can be transferred and leveraged to secure other values-aligned opportunities in their work and community
- Resources and support following completion of the opportunity.

As a council you'll unlock

- Now they're eligible to vote, build on this to meaningfully engage people aged 18 - 25 in a real policy design process.
- Deliver a high quality initiative that mitigates key risks associated with youth marginalisation from policy design such as token participation and lack of support to participate meaningfully.
- Receive support from Ripple to shape and align the opportunity with the IAP2 engagement spectrum, ensuring best in class delivery
- Involve the incredible skills and diverse perspectives of young people you may not usually reach in council decision making
- Provide an empowering and positive experience for staff, as well as young people aged 18 - 25 from your community that can build and sustain momentum beyond this opportunity



Next steps

Customise

Get in touch with us to customise the details of this plan to suit your internal objectives and social outcomes. This can include:

- Promotional strategy and announcements
- Community engagement focus and cohort design
- Key dates of policy consultation and Mayor meeting

Brief

Provide a general brief of your policy consultation so that our Bureau team can understand how we can best support you to shape this. This can include:

- Target cohort or issue
- Relevant timing (we take meaningful over instant)
- Support we can provide

Complete brief submission at:
www.ripple.gl/bureau

Refine

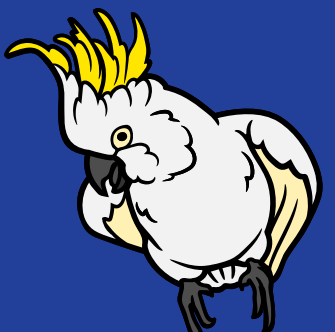
Our community team will get in touch to finalise the details of your Launchpad package. This can include:

- End to end support, delegation of responsibilities and tasks
- Refinement of policy brief, cohort plans
- Key dates, deliverables and responsibilities

Enjoy

Ripple is your partner in accelerating the civic impact of young people in your local community.

Please enjoy the ride as we curate incredible guests, workshops and opportunities as well as support your team to maximise outcomes within the scope of this initiative.





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