



**\$70,000 in grants**  
for you to implement these ideas.  
Application form inside!



Ideas from the  
Heywire Regional Youth Summit  
**2013**



Which idea  
will your  
community  
adopt?



1 Summit  
32 Young regional Australians  
7 ideas  
70,000 in funding

Could **your** community put  
one of these ideas into action?

In February 2013,  
32 Heywire competition  
winners gathered in  
Canberra to develop  
ideas aimed at improving  
life for young regional  
Australians. This report  
presents the ideas and  
the stories of the young  
innovators behind them.

It's also your chance  
to put the weight of  
your community or  
organisation behind one  
of the ideas and further  
it or put it into action in  
your community.

Heywire and the  
Foundation for Rural  
and Regional Renewal  
(FRRR) have partnered  
to offer grants totalling  
up to \$70,000 in seed  
funding for successful  
community organisations  
that apply to adopt one  
of these ideas.

An application form and  
more information on the  
grant process can be  
found in this booklet or  
at [abc.net.au/heywire](http://abc.net.au/heywire).

Could your community  
benefit from one of  
these ideas?

Adopt it, adapt it for  
your local community  
and apply for a grant!

## CONTENTS

02 About Heywire  
04 My Heywire Summit

## THE IDEAS

06 Fresh Face Friday  
08 Farmers' Future  
10 Getting the Balance Right  
12 Breaking Down the Door  
14 The Green Room  
16 Keys Please  
18 Cutting the Red Tape  
20 How the Grant Process Works



**READ**  
the report



**ADOPT**  
an idea



**APPLY**  
for funds



**ACT**  
make it happen

# ABOUT HEYWIRE

ABC Radio's Heywire Regional Youth Summit has been held annually in Canberra since 1998, in partnership with the Australian Government. It is the culmination of the Heywire competition – open to people aged 16-22, living in regional or rural Australia, and designed to involve them in a national conversation.

Heywire encourages young people to tell stories about life outside the major cities in text, photo, video or audio format. Over the past 15 years more than 8,000 young Australians have taken part.

Every year ABC regional stations choose a winning entry to represent their region. The winning stories are professionally produced by the ABC and featured on ABC Local Radio, triple j, Radio National, Radio Australia, ABC TV and abc.net.au.

The winners are invited to take part in the Heywire Regional Youth Summit, held each February in Canberra. The goal of the Summit is to give young people the skills to have their voices heard, not just on the ABC, but also in their communities and in Canberra.

During the week, participants undertake leadership and community building activities, and meet with members of parliament, Government and community leaders. The 'Heywires' share their views about the issues that matter to them, and work together to develop and launch ideas to improve the lives of young people in regional Australia.

Highlights for the Summit participants include:

- The opportunity to meet their local MP over morning tea at Parliament House
- Meeting the Minister for Agriculture, Fisheries and Forestry
- The opportunity to attend Question Time
- Visits to ABC Canberra and the Australian War Memorial
- The opportunity to be heard on ABC Radio National as part of a live broadcast
- The chance to pitch ideas to an esteemed audience at Parliament House



ABC Heywire is a powerful platform for the stories and ideas of young rural, regional and remote Australians.

## PARTNERS

It is the ABC's partnership with the Australian Government that makes Heywire possible.

Thank you to our Government partners:

- The Rural Industries Research and Development Corporation
- The Department of Agriculture, Fisheries and Forestry
- The Department of Education, Employment and Workplace Relations
- The Department of Health and Ageing
- The Department of Regional Australia, Local Government, Arts and Sport





## MY HEYWIRE SUMMIT

Filled with excitement, 32 Heywire winners arrived in Canberra for the 2013 Heywire Regional Youth Summit, with the aim of developing ideas to improve life for young regional Australians.

Friendships were forged, innovative pitches were made and important stories were shared. We were not only given a voice but found ears that listened.

We came from all over Australia, from far away Christmas Island to the Gulf of Carpentaria, and from Byron Bay to the Apple Isle. Each of us brought something unique and special to the group.

In a supportive environment, we told our personal stories. No matter how hard-hitting, funny or touching, every story shared was one to remember. In a very short time, we bonded like glue, with trust, respect and understanding for each other. Together we began to tackle the challenges of the world (so it seemed).

The first challenge we faced was to build a tower with only uncooked spaghetti sticks, string, sticky tape and one marshmallow to perch at the top. The rules were simple: build the tallest tower in less than 18 minutes. Sound simple? You would be fooled. In acts of chaos and madness, only a few of us produced a standing structure.

The point we learned was that an adult would attempt to make two or three towers, whereas a five year old may build up to 18 to get it right. It was a lesson in unleashing our inner child so that we could spend the week building and rebuilding our ideas until they became the tallest towers.

Our ideas aim to solve difficult issues in our home towns, including the survival of primary industries, drink driving, the lack of mental health education, unbalanced portrayal of youth in the media, poor body image and discrimination of lesbian, gay, bisexual and transgender (LGBT) people.

We began to feel that change had never been more possible. Pitching our ideas at Parliament House put us right in front of the politicians, the powerful decision makers. We showed our audience just how insightful, resourceful and innovative regional and rural youth are when it comes to important issues. Many of our pitches already have momentum and are on their way to becoming reality!

Our experience with Heywire has proved to us that we are capable of coming up with compelling, practical and thought-provoking ideas that really can improve the lives of people our age. It is our hope that as you read this document, you will see the same potential within us as well.

JARVIS HOLT, KURRACA, CENTRAL VICTORIA  
ON BEHALF OF ALL THE HEYWIRE WINNERS



“Girls I knew with anorexia or bulimia formed cliques to compete for whose eating disorders were the most severe.”

## FRESH FACE FRIDAY

BODY IMAGE

### THE TEAM

Brooke Mason *Taroona TAS*  
 Stephanie Beckedahl *Kariong NSW*  
 Shanna Beeton *Taree NSW*  
 Richard Baines *Newcastle NSW*  
 Shaye Fisher *Portarlington VIC*  
 Michelle Badek *Canberra ACT*



### THE IDEA

What if everyone could be comfortable in their own skin? Each year, BIEDAW (Body Image and Eating Disorders Awareness Week) aims to renew the public’s focus on improving body esteem. To find out if this week is well known, we asked a 50-strong group of people if they’d heard of it. We were confronted with a resounding no.

Our aim is to raise awareness about this week through an initiative we’ve called Fresh Face Friday. Fresh Face Friday will ask women all over Australia, especially those in the media, to go to work, school and uni without makeup for a day to show that they are comfortable in their own skin. Fresh Face Friday will be held on the last Friday before BIEDAW.

So how can you get involved? On Fresh Face Friday, share, like and re-tweet the campaign message across social media platforms. Show off your make-up free face on Instagram by posting your selfie (self-portrait) and using it as your profile picture for the day. A campaign hashtag will enable the media to easily follow and report on the campaign.

We hope that one day it will go global, just as campaigns such as Movember and Earth Hour have done.

Since the Heywire Summit we’ve discovered a similar campaign developed at a high school in America, which also uses the tagline Fresh Face Friday. We’ve been in contact to see if there may be potential to work together in the future.

We believe that Fresh Face Friday will be effective and is viable because it is cheap to kick off and promote, quick and simple to get involved with and has a memorable brand identity. We pride ourselves on the fact that we aren’t trying to reinvent the wheel. Instead, we are building on an already existing theme week.

We WILL combat body image issues in Australia and raise awareness about BIEDAW. The question is, will we do it with your help or without it?



My friends and I love the beach, but we don’t go too often because half of my friends are too embarrassed to take their shirts off in public. I don’t think there is anything wrong with the way my friends look, but they don’t feel confident enough to ignore what the media tells them they should look like. If Fresh Face Friday were to take off across Australia, I believe my friends would be encouraged by the message that we should feel comfortable in our own skin because there is nothing wrong with the unique way each of us looks.

*Richard Baines*

### ADOPT. APPLY. ACT!

Our team will be running a Fresh Face Friday launch event at Newcastle University on 30 August, 2013 and we encourage you to be part of it by coming along or simply by posting a photo of your fresh face on social media that day.

We would like to see a not-for-profit organisation, perhaps one with expertise in body image, adopt the Fresh Faced Friday idea and take it even further, by promoting it as a national campaign, or by running events in other towns.

Organisations can apply for an FRRR Heywire grant of up to \$10,000 to make this happen. An application form can be found in the centre of this booklet and more information about the grant process is on page 20 or at [abc.net.au/heywire](http://abc.net.au/heywire)

Video about this idea on the Heywire website. [abc.net.au/heywire](http://abc.net.au/heywire)

### PERSONAL STORIES



I grew up in the south of Tassie, where almost everyone knows each other. As a teenager, I learned girls can be judgemental about appearance.

Nasty comments about your looks ring in your head long after they have been spoken. I want to live without being put down for being different and instead be embraced for it. Adolescent girls are very competitive with each other and yearn for acceptance. Girls I knew with anorexia or bulimia formed cliques to

compete for whose eating disorders were the most severe. I’m sick of this and at 18 years old, I’m ready to see people who are comfortable in their own skin.

*Brooke Mason*



“We believe that our idea is the first step to ensuring a lifelong career for young people like us in Australian agriculture.”

## CONSUMERS CARING FOR OUR FARMERS' FUTURE

VALUING OUR FOOD PRODUCERS

### THE TEAM

Elsbeth Davey *Nhulunbuy NT*  
 Hayley Skelly-Kennedy *Biloela QLD*  
 Ashlee Hammond *Tragowel VIC*  
 Emma Brown *Wollongong NSW*  
 Tiffany Davey *Konngorrning WA*



### THE IDEA

We are five daughters of primary producers and we wouldn't choose to be anything else. We want to produce your fish, your milk, your pumpkins, your wheat and your prime lamb. The average age of an Australian farmer is 60 and the largest demographic of Australian primary producers is 65 years plus. Farming appears now to be an old man's game and people our age no longer see it as a viable career.

For this to change, we propose an idea in which QR codes (a square barcode that can be digitally scanned) are placed in the fresh produce aisles of supermarkets. The codes would provide information about Australian farm gate prices, production processes and even personal stories about the producers. Eventually, we'd like to see this extend to placing farm gate prices right next to the supermarket price tags on the shelf.

We believe that by making this information transparent, consumers will be driven to demand better prices for primary producers. It will help to ensure that traders pay a fair price so that primary food producers can secure their financial futures. We hope that this information will motivate consumers to buy Australian and make informed decisions about the quality of the food they are buying.

Consumers want fresh food and fast, accessible facts; primary producers want sustainable pricing. Our idea will meet both needs. Many consumers want to purchase food that's locally produced, and supplied by producers who farm ethically and follow sustainable, environmentally friendly farming practices. Our aim is to inform the consumer and empower primary producers, resulting in fairer prices and creating a competitive Australian agricultural industry against cheap overseas products.

We believe that our idea is the first step to ensuring a lifelong career for young people like us in Australian agriculture.

My family produces watermelons and pumpkins on our farm at Biloela for consumers in Queensland and NSW. Two years ago I watched our pumpkins float away in flood waters. The following season I had to watch as my father ploughed our crops back in because the prices were so low that there was no chance of getting a return. Just two weeks ago, I again watched flood waters wash thousands of seeds away, along with our income. I would love to go home and take over the family business but if I can't expect to make a profit, what future is there for me?

*Hayley Skelly-Kennedy*



### ADOPT. APPLY. ACT!

We would love to see this idea taken up and trialled on a small scale, with the help of an FRRR Heywire grant of up to \$10,000.

The trial could take place in one local supermarket, or with just one industry (such as dairy), one supplier or one grower's group. We hope organisations that promote sustainable food production, such as Good Fish, Bad Fish and Food Connect, support this idea. We'd also like to see organisations that lobby for the food production industry, such as the Australian Food and Grocery Council and Food SA, take it up.

If your organisation could implement this idea in some way in your community, fill out the grant application form in the centre of this booklet. More information about the grant process can be found on page 20 or at [abc.net.au/heywire](http://abc.net.au/heywire)

Video about this idea on the Heywire website. [abc.net.au/heywire](http://abc.net.au/heywire)

### PERSONAL STORIES



There are four generations of fishermen in my family, including me. We rely on a healthy environment for a living.

Therefore, we go to extreme lengths and costs to maintain Australia's pristine ocean environment, whether it's towing large foreign ghostnets ashore and taking time to free the poor animals caught in them or collecting garbage bags full of marine rubbish that floats in from all over the world. I understand that Green Zones are important, but as our fishing areas are continually restricted, competition in my industry increases. My future in fishing is now uncertain. If one day the fishermen are gone, who will look after our remote marine environment?

*Elsbeth Davey*



Agriculture and farming is my passion but returning to my family's fifth generation farm is not an option.

My farming grandparents earn less than \$10,000 a year. In 2012, the live export ban hugely reduced my family's income. Australia has one of the best agricultural industries in the world; we produce first class food for this country and the rest of the world. However, we are heavily taxed, interest rates have risen and we are competing with countries that heavily subsidise their agricultural industries – making it extremely difficult for Australian farmers to compete. We need change or there will not be a future in agriculture for people like me.

*Tiffany Davey*

“As young Australians, we believe that the media often inaccurately portrays us in a negative light.”

## GETTING THE BALANCE RIGHT

BALANCED AND POSITIVE REPRESENTATION OF YOUTH IN THE MEDIA

### THE TEAM

Isabelle Bolland *Christmas Island*  
 Grace Edwards *Rutherglen VIC*  
 Kylan Muster *Karoonda SA*  
 Luke Audas *Cairns QLD*  
 Jarvis Holt *Wedderburn VIC*



### THE IDEA

What if positive stories about youth were portrayed in the media more frequently? As young Australians, we believe that the media often inaccurately portrays us in a negative light. The unbalanced reporting reflects us poorly with stories about, for example, substance abuse, delinquency, risk taking, poor decision making, lack of ambition and disrespect for public property.

A study by the Service to Youth Council (SYC) found that seven out of ten articles written in Australia about youth are negative. The media is a powerful social influencer. People believe what the media tells them. No wonder there are so many negative connotations associated with Gen Y.

As part of National Youth Week 2014, we propose that one day of the week should be dedicated to changing the negative stereotypes about young Australians that are so often reported in the media.

On this day, we'd like to see schools and media organisations work together to connect young people with media professionals, through workshops, speeches or networking events.

Our goal for Getting the Balance Right is to motivate people our age to get active and involved in changing the media's bias for reporting negative stories. We will tell the media our stories, dreams and accomplishments and remind them of the impact their negative reporting can have. In return, we will learn from them about what it's like to work in the media. The partnership will be educational for all and result in mutual respect and understanding.

We want Getting the Balance Right to bring about accurate and balanced reporting about youth in the Australian media. And in the SYC's next study, we would love to see very different statistics.

Negative stories may sell but positive stories change lives. By nurturing a collaborative relationship with the media, we can get the balance right!

Please detach this application form from the brochure, complete and return to:  
 FRRR ABC Heywire Grants, PO Box 41, Bendigo, Vic 3552

Enquiries: freecall 1800 170 020 or [info@frrr.org.au](mailto:info@frrr.org.au)  
 This form is also available at [abc.net.au/heywire](http://abc.net.au/heywire)



## APPLICATION FORM

FRRR ABC HEYWIRE YOUTH INNOVATION GRANTS

Applications Close 5pm, 7 June 2013. Please read the guidelines before completing your application.

### ORGANISATION INFORMATION

Organisation Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Town: \_\_\_\_\_

State: \_\_\_\_\_ Post Code: \_\_\_\_\_

ABN / Incorporation Number: \_\_\_\_\_

*Don't know? Go to [www.abr.business.gov.au](http://www.abr.business.gov.au).  
 Please attach a copy of certificate*

GST – Registered  Yes  No

DGR – Deductible Gift Recipient  Yes  No

*Please provide a copy of ATO Endorsement if applicable*

TCC – Tax Concession Charity  Yes  No

*Please provide a copy of ATO Endorsement if applicable*

#### Head of Organisation

*This person MUST sign the last page or application will not be considered*

Mr  Ms Name: \_\_\_\_\_

Position Held: \_\_\_\_\_

Phone No: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile: \_\_\_\_\_

#### Second Contact for Application

*You MUST provide a second contact person, with separate contact details*

Mr  Ms Name: \_\_\_\_\_

Position Held: \_\_\_\_\_

Phone No: \_\_\_\_\_

Email: \_\_\_\_\_

Mobile: \_\_\_\_\_

### PROJECT INFORMATION

HEYWIRE IDEA YOUR COMMUNITY WILL IMPLEMENT

*Indicate one only*

**Fresh Faced Friday**  
*Body Image*

**Farmers' Future**  
*Valuing Food Producers*

**Getting the Balance Right**  
*Media Representation of Youth*

**Breaking Down the Door**  
*Acceptance of LGBT Communities in Regional and Rural Australia*

**The Green Room**  
*Mental Health*

**Keys Please**  
*Drink Driving*

**Cutting the Red Tape**  
*Building Vibrant Regional Communities for Young People*

Grant Amount Requested: (Maximum \$10,000)

Project Location: (Town Name)

Population:

State: \_\_\_\_\_ Post Code: \_\_\_\_\_





## BUDGET

INCOME		EXPENDITURE	
Description	Value (\$)	Description	Value (\$)
e.g. School fun runs	1500.00	e.g. 3 x all day youth workshops (3x Catering \$60, materials \$60 and promotion \$30)	450.00
FRRR Grant Request			
<b>In-Kind Support</b> <i>must balance in-kind expenditure</i>		<b>In-Kind Support</b> <i>must balance in-kind income</i>	
<b>TOTAL</b> <i>must balance total expenditure</i>		<b>TOTAL</b> <i>must balance total income</i>	

## APPLICATION CHECKLIST

Ensure you have completed these sections:

- Organisation Information
- Project Information
- Project Finances

Ensure you have attached these documents - All supporting material **MUST** be submitted with the application:

- Organisation Financials- either current profit & loss / balance sheet OR last audited statement (ESSENTIAL)
- Certificate of ABN or Incorporation - or attach printout from [www.abr.business.gov.au](http://www.abr.business.gov.au) (ESSENTIAL)
- Letters of support for project (OPTIONAL, but very highly regarded)
- Quotes to support budget items (OPTIONAL)

Please submit your application, via post or via email to FRRR, PO Box 41, Bendigo, VIC 3552 or [info@frrr.org.au](mailto:info@frrr.org.au)

Applications need to be clearly postmarked before or on the closing date, 5pm Friday 7 June 2013.

Please estimate the time taken to complete your application (Hrs) \_\_\_\_\_

On a scale of 1="Easy" to 5="Hard" how would you rate this application process?  1  2  3  4  5

## CERTIFICATION

Please complete the certification below.

Must be signed by the Head of the Organisation  
OR NOT ELIGIBLE FOR FUNDING

I/We acknowledge and understand that all applications become the property of FRRR

I/We agree that FRRR may provide this application to other potential funding sources

I/We agree to inform FRRR if the organisation has a significant change to its financial situation

I/We agree if successful to expend any FRRR funding within 12 months

I/We agree for FRRR to publish stories of grants funded

HEAD OF ORGANISATION TO SIGN HERE

Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Position: \_\_\_\_\_

Dated: \_\_\_\_\_

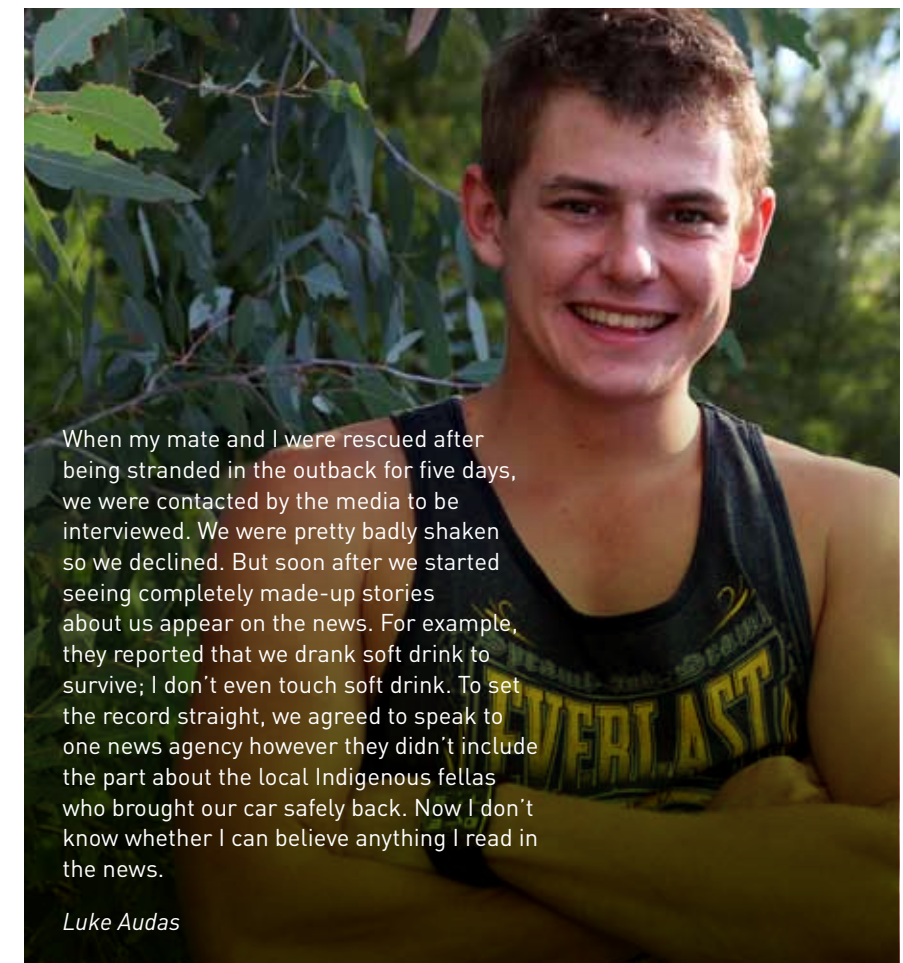
Organisation name: \_\_\_\_\_

## ADOPT. APPLY. ACT!

We would like to see National Youth Week incorporate Getting the Balance Right into their yearly events. We invite schools and youth media organisations across Australia to get involved by creating a learning space for students and guest media speakers. Most importantly, people employed in the media, from a local to a national level, must show their support.

Community organisations that want to pilot or adapt this idea are encouraged to apply for an FRRR Heywire grant of up to \$10,000 to make it happen, using the form in the centre of this booklet. More information on the grant process can be found on page 20 or at [abc.net.au/heywire](http://abc.net.au/heywire)

## PERSONAL STORIES



When my mate and I were rescued after being stranded in the outback for five days, we were contacted by the media to be interviewed. We were pretty badly shaken so we declined. But soon after we started seeing completely made-up stories about us appear on the news. For example, they reported that we drank soft drink to survive; I don't even touch soft drink. To set the record straight, we agreed to speak to one news agency however they didn't include the part about the local Indigenous fellas who brought our car safely back. Now I don't know whether I can believe anything I read in the news.

Luke Audas

“Young members of the lesbian, gay and bisexual community are six times more likely to commit suicide than their heterosexual peers.”

## BREAKING DOWN THE DOOR

ACCEPTANCE OF LGBT COMMUNITIES IN REGIONAL AND RURAL AUSTRALIA

### THE TEAM

Dayna Duncan *Arno Bay SA*  
 Tori Maslen *Elanora QLD*  
 Lochsley Wilson *Launceston TAS*  
 Luke Siviour *Tooligie SA*



### THE IDEA

We’ve seen the different reactions people have when you ‘come out’. Sometimes you are met with silence, or told your sexuality is just a phase. Sometimes you are physically and verbally abused.

Young members of the lesbian, gay bisexual and transexual (LGBT) community are six times more likely to commit suicide than their heterosexual peers.

Our stories of discrimination are not isolated cases. People living in rural and regional areas experience it every day. People have difficulty coming out because the lack of diversity in our communities can sometimes result in closed-mindedness. We believe that these communities struggle to understand that sexuality is not a choice, nor does it change who you are. Until the fear of the unknown is gone, we think that the cycle of discrimination, abuse and intolerance will continue.

To solve this problem, we’d like to see regional towns hold family-oriented events where community members can unite and publicly show, in a safe environment, that they are accepting of change. We hope that this will encourage gay, lesbian, transexual and

bisexual people in these communities to live openly with their sexuality. The more people who come out, the easier it will be for others.

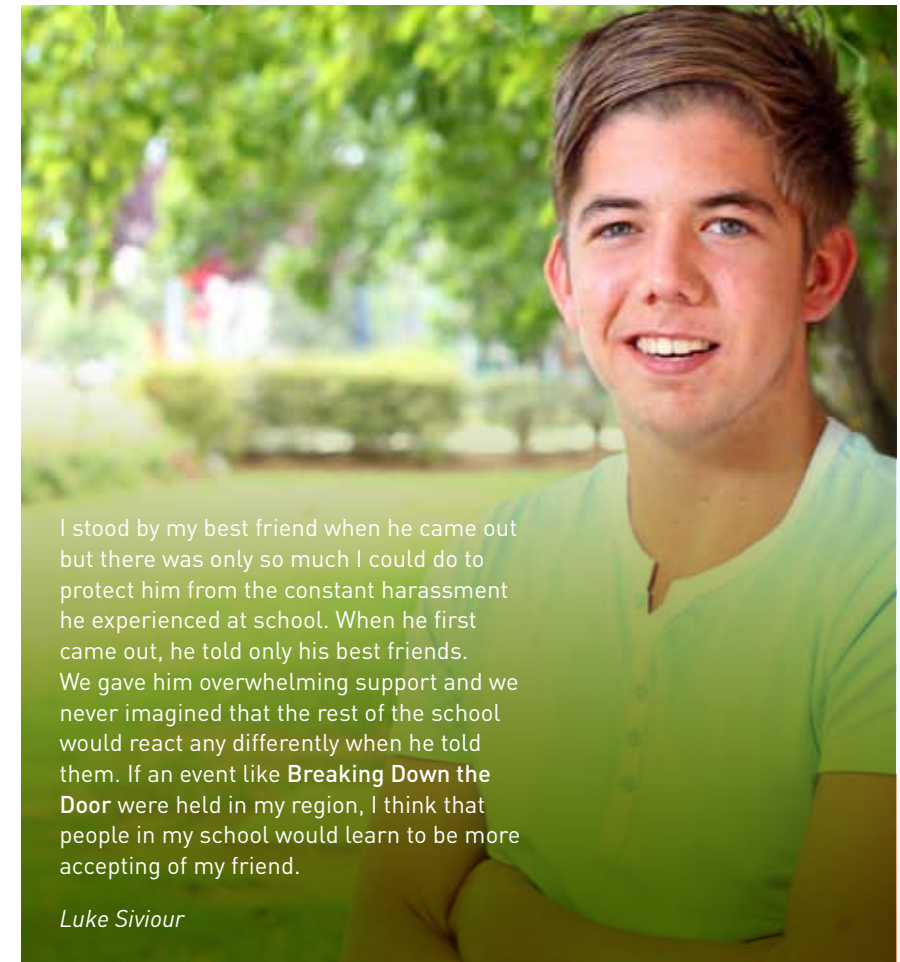
We’re calling it Breaking Down the Door Day – the name inspired by our aim to metaphorically break open the closet doors permanently so that no one ever needs to ‘come out’ again. We’ve taken inspiration from past piñata-throttling Heywire ideas, using closet-shaped piñatas which, when smashed open, will symbolise breaking closet doors – and provide the sweet rewards of coming out.

We hope that this will break down the doors for the LGBT youth in our communities, for the friends who stand up for their mates and create a society that embraces equality.

### ADOPT. APPLY. ACT!

Our team would love to see our idea adopted and trialled on a small scale in one regional community to learn how effective it can be. If your community organisation would like to pilot this idea, fill out the application form in the centre of this booklet to apply for a grant. Find more information about the grant process and who can apply on page 20 or at [abc.net.au/heywire](http://abc.net.au/heywire). Organisations are invited to adapt this idea so it works best in their unique community.

### PERSONAL STORIES



I stood by my best friend when he came out but there was only so much I could do to protect him from the constant harassment he experienced at school. When he first came out, he told only his best friends. We gave him overwhelming support and we never imagined that the rest of the school would react any differently when he told them. If an event like **Breaking Down the Door** were held in my region, I think that people in my school would learn to be more accepting of my friend.

*Luke Siviour*



“1 in 4 people will be affected by mental health issues at some stage in their life. The leading cause of death in people aged 14 - 25 is suicide.”

## THE GREEN ROOM

MENTAL HEALTH

### THE TEAM

- Nakita Sobczyk *Byron Bay NSW*
- Isabel Enks *Ulamambri NSW*
- Anita Thomson *Chinchilla QLD*
- Emma-Lee Scott *Weetaliba NSW*
- Jordyn Royle *Merimbula NSW*



### THE IDEA

Each of this group has been affected by mental illness, either first hand or through caring for someone very close to us.

In fact, 1 in 4 people will be affected by mental health issues at some stage in their life. Shockingly, the leading cause of death in young people aged 14 - 25 is suicide.

We propose to raise awareness about mental health through an initiative called The Green Room. This will be a fun and interactive mental health workshop specifically targeted at years 7 - 10. It is intended to target rural and remote areas in Australia to create bridges between young people and their local mental health professionals, and reach out to communities who do not have access to services that provide information on mental health.

What makes The Green Room unique is that it is a workshop run by young people to help remove the stigma associated with mental health issues by sharing their stories and personal experiences. We believe that this will give young people the skills needed to deal with mental health and allow them to become familiar with the local staff behind the allied health titles.

The main objectives of The Green Room are to:

- Provide students with a comprehensive knowledge regarding mental health.
- Teach skills to identify warning signs of mental health within peers, self, family members or friends.
- Provide students with knowledge about their local health services, where they can go for help, how to access the health facilities within their region and establish an understanding of what each health facility provides.

Suicide prevention group Speranza estimate that for every dollar spent on preventing mental illness, there will be a saving of nine dollars in the cost of care. We can't afford not to make the Green Room a reality.

For years my father has suffered from depression. No matter how much I tried to give him something to be proud of and to live for, it was never enough. Knowing that my unconditional love is meaningless to him leaves me feeling totally devastated. My father has completely withdrawn from family life and stopped attending school functions that are important to me. His illness has remained untreated and has worsened, which has led to a family breakdown. If my family had known the warning signs of depression, we could have encouraged him to seek treatment before it was too late.

*Emma-Lee Scott*



### ADOPT. APPLY. ACT!

We would like to see The Green Room start small with a trial in a regional school or youth group. We are calling on local and national mental health organisations, such as Headspace, Inspire, Batyr and Orygen, to adopt this idea, adapt it and pilot it.

Your organisation may be eligible for an FRRR Heywire grant of up to \$10,000 in seed funding to further this idea. Apply now at [abc.net.au/heywire](http://abc.net.au/heywire) or fill in the application form enclosed in this booklet. Find more information about the grant process and who can apply on page 20. Organisations are invited to adapt this idea to their unique community.

Video about this idea on the Heywire website. [abc.net.au/heywire](http://abc.net.au/heywire)

### PERSONAL STORIES



Mental illness is no stranger to my family. My father was the first to feel its presence.

Later I learned that my sister suffered from depression. I moved away from home to start a new life, but paranoid and unsure about everything, I knew something wasn't right. I used to only socially drink and I never resorted to drugs but I found myself turning to prescription medicine so I wasn't scared throughout the day or the night. Being diagnosed with type two bipolar at 21 didn't come without fear but after seeking help, and with the support of many inspiring friends and family, I now run towards mental health not away from it.

*Nakita Sobczyk*



It was my first year of university when someone close to me confided to me that they were suffering with depression.

It was a shock because I hadn't realised - but that's the difference with mental health. Rarely is it as obvious as a physical injury. This person is still suffering and at times it often feels as though they have become a different person, but they will get better. We all have faith in that.

*Isabel Enks*

“Drink driving accidents don’t just hurt the people in the car, they affect family and friends too.”

## KEYS PLEASE

DRINK DRIVING

### THE TEAM

Monique Edwards *Kingston SE SA*  
 Jordan Curran *Darwin NT*  
 Kaitlyn Clews *Collie WA*



### THE IDEA

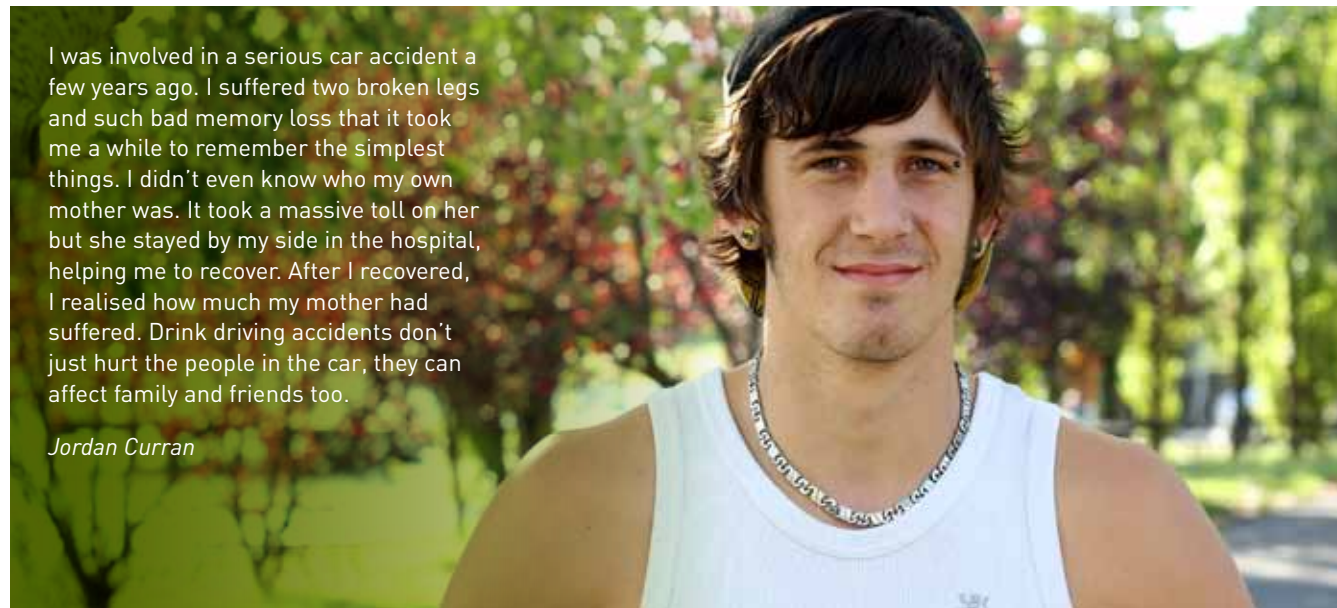
Each one of us in this group has experienced drink driving tragedies, losing close friends before the age of sixteen or experiencing serious injuries. We asked the audience at the Heywire Ideas Launch at Parliament House to raise their hands if they knew someone who’d driven after drinking or had done so themselves. Almost every person in the auditorium raised their hand.

Over a third of all fatal alcohol-related accidents involve drivers aged 18-25 years, and more than half occur on country roads. Our idea to combat these shocking statistics is an anti-drink driving campaign with the catch phrase ‘Keys Please’. The key message is that as soon as a friend picks up an alcoholic drink, a mate who’s not drinking should ask them to hand over their car keys. We want to empower people to take the keys off would-be drink drivers.

To promote Keys Please, we’d like to see a TV commercial showing a party scene in which the host takes the car keys from the party-goers as they arrive. Ideally, the video would also be shown in regional and rural high schools and to the parents of these students.

The TV campaign could be supported by an online campaign involving a website where younger Aussies can share their stories and experiences with others. Anyone can visit the website and share the stories to further promote the Keys Please message.

We don’t want to see our good friends or family members killed on roads. This is why the Keys Please campaign needs to be created.



I was involved in a serious car accident a few years ago. I suffered two broken legs and such bad memory loss that it took me a while to remember the simplest things. I didn’t even know who my own mother was. It took a massive toll on her but she stayed by my side in the hospital, helping me to recover. After I recovered, I realised how much my mother had suffered. Drink driving accidents don’t just hurt the people in the car, they can affect family and friends too.

*Jordan Curran*

### ADOPT. APPLY. ACT!

We would like to see government, a community organisation, or an advertising agency pick up the ‘Keys Please’ idea and run with it.

Your organisation could be eligible for an FRRR Heywire grant of up to \$10,000 to get it started. Apply now using the application form in the centre of this booklet or get more information about the grant process on page 20 or at [abc.net.au/heywire](http://abc.net.au/heywire). Organisations are invited to adapt this idea to fit their local situation.

### PERSONAL STORIES



I was only 14 when my first friend passed away in a car accident caused by a drunk driver. It’s a date that will stick in my mind forever.

Eight months later another friend was taken. I was in the accident too. I survived but my friend did not. It’s not the first thing you want to hear when you wake up, “I’m sorry but he couldn’t

be saved.” Those are the words that I will never forget, just because the driver couldn’t say, “No, I’ve been drinking.”

*Kaitlyn Clews*



“Many young people are leaving in search of bright city lights, much to the detriment of their home towns.”

## CUTTING THE RED TAPE

BUILDING VIBRANT, SUSTAINABLE RURAL COMMUNITIES FOR YOUNG PEOPLE

### THE TEAM

Kristy McGregor  
*Durham Downs Station QLD*  
 Jordan Gyss *Ingham QLD*  
 Samantha Charles *Neerim South VIC*  
 Jackson Sainty *Howard QLD*



### THE IDEA

In our experience many young, regional Australians don't want to stay in their communities. They don't feel that they have a place in their towns or have a say in what's going on. Many young people are leaving in search of bright city lights, much to the detriment of their home towns.

We are passionate about encouraging people our age to make their lives in rural areas. For this to happen, we need to cultivate their innovative ideas.

Imagine if young people could transform their visions and ideas for improving their communities into reality.

Our idea to see this happen is a community social enterprise, called Cutting the Red Tape, in which local businesses, organisations and individuals can contribute to a funding pool. Young people will be given the opportunity to pitch their ideas to a panel who will select projects to fund that will be of most benefit to the community.

Throughout the planning and implementation of each project, the young people whose ideas have been selected will be fully involved. They will be supported by mentorships with business owners, local government and other members of the community. This

would build relationships between the established, older community and its younger citizens.

If the project is a profit-making enterprise, a microfinance model of repayment could be implemented. Repayment of the donated funds will ensure there are ongoing funds for future projects.

Unlike typical grant applications which are covered in red tape, this project would give young people a simple but powerful way to shape their communities.

We believe that Cutting the Red Tape will cause local initiatives to thrive and give young people ownership and autonomy in the decision making process for improving their regions. Our hope is that we will see vibrant, sustainable rural communities growing across Australia.

Where I live in Howard, QLD, the nearest universities are at least two to three hours travel away. Since many new uni students don't yet have a driver's licence, they usually have to move away from home to go to uni. If I could pitch an idea to make Howard a better place, I would suggest the set-up of affordable, long-distance public transport to help young people in my region travel more easily and quickly.

*Jackson Saintly*



### ADOPT. APPLY. ACT!

We would love to see this idea trialled in a regional town giving the youth of the community an opportunity to pitch their ideas and to see the best ideas emerge.

If your community would like to adopt our idea and adapt it to suit your local situation, you are encouraged to apply for an FRRR Heywire grant of up to \$10,000. A grant application form can be found in the centre of this booklet and more information about the grant process is on page 20 or at [abc.net.au/heywire](http://abc.net.au/heywire). Let's see how successful *Cutting the Red Tape* can be!

### PERSONAL STORIES



The young adults in my town can't wait to leave and move to the city.

They feel that there's nothing to do in Neerim South. Imagine if there was a community space in each regional town where young people could hold events and get involved in making positive contributions to their communities.

It would give them a sense of pride and engagement. I think this is what Cutting the Red Tape would create for regional and rural young people, and as a result, encourage them to stay.

*Samantha Charles*

# COULD YOUR COMMUNITY BENEFIT FROM ONE OF THESE IDEAS?

RECEIVE UP TO \$10,000 TO MAKE IT HAPPEN!



## GUIDELINES FOR FRRR ABC HEYWIRE YOUTH INNOVATION GRANTS

The Foundation for Rural and Regional Renewal (FRRR) and Heywire are collaborating to support communities to put into action the great ideas generated at the 2013 Heywire Regional Youth Summit.

FRRR is providing up to \$70,000 nationally to assist remote, rural and regional Australian communities 'adopt' and pilot one of the Heywire project ideas. Community organisations can apply for seed funding of up to \$10,000 in order to pilot a Heywire project idea in their own community.

Successful grant applicants will have control over how the project is implemented in their community, but will be encouraged to make contact with the young people who initially developed the idea (facilitated by Heywire).

Applications that tap the strengths of young people and adapt the project idea to their own local situation are encouraged.

Applications Close 5pm, 7 June 2013

### WHAT CAN BE FUNDED?

- Funds are available for communities to implement or pilot one of the seven 2013 Heywire Regional Youth Summit Ideas
- Projects undertaken from August 2013 to August 2014 (projects will not be retrospectively funded)
- Preference will be given to projects that involve local youth in their implementation
- Projects must be implemented in regional Australia, as defined by ABC Heywire. For ineligible project locations refer to what cannot be funded

### WHO CAN APPLY?

- Not-for-profit community based organisations can apply (please submit only one application per organisation)
- Organisations should have an ABN or Incorporation Certificate
- Organisations demonstrating community partnerships will be preferred to multiple applications from one community

### WHAT CANNOT BE FUNDED?

- Projects that will be primarily implemented in Adelaide, Brisbane, Melbourne, Perth and Sydney are not eligible
- General operating costs and administration will not be funded
- Previous FRRR grant recipients who have not completed final report requirements are not eligible
- A maximum of one project per organisation and per town will receive a grant
- The encouragement or advancement of sport, recreation and social activities is not considered a charitable activity by the Australian Taxation Office. Applications from sporting organisations need to clearly demonstrate a benefit to the wider community

### WHAT INFORMATION SHOULD BE PROVIDED?

- Please use the Youth Innovation Grants Application Form and keep responses to the space provided
- You MUST attach an up to date organisational financial statement
- You MUST attach a copy of your ABN or Incorporation Certificate
- Quotes and letters of support/partnership strengthen your application, as does the inclusion of in-kind support and other sources of funding in your project budget. We highly recommend that you include this
- All supporting material MUST be submitted with the application
- Applications MUST be signed by the head of the organisation or application will not be considered

### APPLICATIONS MUST BE SUBMITTED OR POSTMARKED BY 5pm Friday 7 June 2013

Applications can be submitted by post or email

**Post**  
FRRR ABC Heywire Grants,  
PO Box 41, Bendigo, Vic 3552

**Email**  
info@frrr.org.au

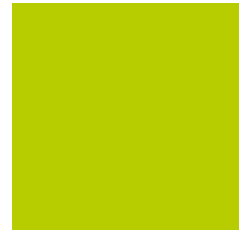
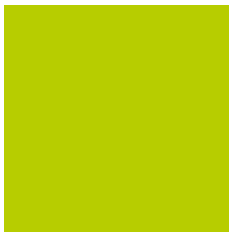
**Enquiries**  
If you have questions freecall 1800 170 020 or email info@frrr.org.au

See [www.frrr.org.au](http://www.frrr.org.au) for more information on applying, grantseeker FAQ's and application top tips!



The Foundation for Rural & Regional Renewal (FRRR) champions the economic and social strength of Australia's regional, rural & remote communities through partnerships with the private sectors, philanthropy and governments. FRRR encourages innovation and creativity in remote, rural and regional communities, delivering a range of grant programs, and supporting capacity development within community.  
For more about FRRR see [www.frrr.org.au](http://www.frrr.org.au)





To contact Heywire:  
ABC Heywire, GPO Box 9994  
Melbourne 3001  
Phone: 03 9626 1861  
Email: [abcheywire@abc.net.au](mailto:abcheywire@abc.net.au)  
Facebook: [facebook.com/abcheywire](https://www.facebook.com/abcheywire)  
Twitter: [@heywire](https://twitter.com/heywire)  
Web: [abc.net.au/heywire](http://abc.net.au/heywire)



For more information about the grants process contact the Foundation for Rural and Regional Renewal:  
Freecall: 1800 170 020  
Email: [info@frrr.org.au](mailto:info@frrr.org.au)  
Facebook: [facebook.com/followFRRR](https://www.facebook.com/followFRRR)  
Twitter: [@FRRR\\_Oz](https://twitter.com/FRRR_Oz)  
Web: [frrr.org.au](http://frrr.org.au)