



**SUSTAINNOVATION
CHALLENGE**

LOCAL GOVERNMENT

PROGRAM OVERVIEW

CONNECTING YOUNG PEOPLE TO PLACE



Prepared For:
Local Government

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Welcome

DUNCAN BURCK

Creator & Program Director, Sustainnovation Challenge



The Sustainnovation Challenge, presented by MCB Business Partners, is a Civic Innovation and Growth program designed to empower young people as active participants and contributors in transitioning their communities, towns, and cities into the Newconomy.

The Sustainnovation Challenge program establishes a dynamic platform for collaboration among community stakeholders, local government, businesses, and industries, fostering meaningful interactions with local secondary students. Through this engagement, we aim to empower these students to channel their creativity towards addressing the challenges and seizing the opportunities inherent in our local communities and economy.

Why Become a Challenge Partners?

- **Affordable and Easy Implementation:** The Sustainnovation Challenge provides an affordable and easily implementable off-the-shelf program that local governments can readily champion for their areas, engaging the young people within.
- **Proven Approach for Next-Gen Engagement:** Successfully piloted in collaboration with the NSW Department of Education and multiple local governments across the Hunter and South West Sydney areas, the Sustainnovation Challenge is a proven method for next-gen engagement and activation
- **Empowering Youth Voices:** By participating in the program, local governments play a vital role in helping young people connect with their place, empowering them to have a voice in shaping their community and future.

"By empowering secondary students to engage and connect with their communities, we can unlock their imagination and creativity to help us create the places they want to live, work and grow into their future. Through a genuine collaboration with our next gens, we will shape a sustainable, resilient and prosperous future for us all."

Duncan Burck

Challenge Description

We are connecting with and crowdsourcing ideas from next-gens, students between 13 – 17 years, to local problems or opportunities highlighted or aligned to regional and local government priorities.



Developing Mindsets

We inspire youth to solve problems with a human and planet-centric mindset, fostering value in human-centric thinking, technology, and innovation society-wide.



Building Networks

Students, government, business and industry come together to learn, explore, share and innovate.



Unlocking Economic Potential

Students are inspired to innovate and contribute to business and community growth in their local areas.



Challenge Event Schedule

Sustainnovation Challenge Partners collaborate to discover and define a challenge theme(s) that aligns with their local government (LGA) or broader area's development strategies and plans.

Students (~60) from across the LGA/area are invited to participate in a two-day experience, virtual and face-to-face. Looking through local, sustainable development and smart place lens, students discover and connect with problems or challenges they would like to work on or solve.



Day 1

Local and regional leaders, academic, government, business, industry and community representatives provide context, helping the students to discover challenge themes and opportunities for innovation in their local areas.



Day 2

Students are empowered to unleash their thinking, share their ideas and perspectives on overcoming challenges, or find opportunities to innovate within the challenge themes.

Challenge Highlights



Media Coverage

The Sustainnovation Challenge with its focus on next-gen stories and community engagement in innovation, is highly media-friendly as it not only captivates the interest of journalists but also encourages active participation from councillors, council staff, industry stakeholders, and state government agencies.



Testimonials

Students



"I liked that we had a chance to share our ideas and have our opinion heard on how we want the world to be changed! My advice is don't be afraid to ask every question you have! Look for a problem you can connect with. When this happens, time and dedication to it will produce the best solution."

Khiera
16 years

Education



"Just reaching out to say THANKS SO MUCH. The kids arrived back to school this afternoon with a huge smile on their faces. They had a wonderful experience and were super excited to share their efforts. If there's any future activities, please reach out, we really enjoyed this one."

Rachael Alexander
Deputy Principal
Mount Annan High School

Government



"The Sustainnovation Challenge and the innovative ideas to come from local students is helping shape our city as a great place to live and work in the future. I am excited by their contributions as we ready Newcastle to embrace a new way of thinking and acting, to help create a sustainable future across all sectors of our community."

Nuatali Nelmes
Lord Mayor
City of Newcastle

Project Timeline



The team at MCB Business Partners, collaborating closely with a designated council team, will manage the end-to-end delivery of the Sustainnovation Challenge.

Discovery

Define project objectives, desired outcomes and overall purpose. Identify key stakeholders. Agree on the key milestones, schedule and deliverables, and create the delivery plan.

Design

Curate and design the challenge program, including establishing the 'student journey' sequence and confirming speakers and supporters to participate in the challenge.

Promote

Develop collateral and website landing pages that will be used to promote the program to schools and stakeholders to promote their involvement in the delivery/facilitation of the program.

Activate

Manage the administration of the challenge, including compliance, school onboarding, event communications and public relations.

Deliver

The Sustainnovation Challenge team will facilitate the delivery of the challenge over the two days.

Measure

Measure, monitor, and evaluate the performance of a Sustainnovation Challenge.



Budget Breakdown

MCB Business Partners has cultivated numerous partnerships with state government agencies and industry collaborators, aligning resources to match the financial commitment of Councils and local businesses in launching Sustainnovation Challenges within their respective local government areas (LGAs). In certain cases, we may even underwrite all associated costs. To explore how you can access this funding opportunity when partnering with us for a challenge, please feel free to contact us.

Description	Budget
Discovery	\$1900
Design	\$1600
Promote	\$2400
Activate	\$1200
Deliver & Measure	\$3500
Grand Total	\$10,600

The budget is allocated for delivering a two-day, hybrid virtual and face-to-face Sustainnovation Challenge program, accommodating up to 60 students. It covers venue hire but does not include catering or transport costs for schools requiring assistance in these areas. All prices in this table exclude GST and represent the budgeted cost for each project phase.

Next Steps

Thank you for reviewing the MCB Sustainnovation Challenge Program Overview and considering its relevance to your work in the council, communities, and local economies.

If the Sustainnovation Challenge program has piqued interest within your council or group of councils, and there's a desire to bring it to fruition in 2024-25, let's continue the conversation.

We are enthusiastic about the availability of funding to support councils in activating a Sustainnovation Challenge Partnership. However, we recommend moving forward quickly to avoid potential disappointment in securing funding support.

Thank you once again. We look forward to learning more about you and your community soon.



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