



Youth Week Brief

GO LIVE DATE	TODAY'S DATE	
March 2016	04/3/2016	
The Objective – WHY are we doing this?		
To inspire emerging filmmakers and promote creative filmmaking on the Central Coast.		
WHAT do you need delivered?		
A 30 seconds -7 minutes movie suitable to be featured via our digital platforms and in-centre showcasing youth engagement in filmmaking for youth week, with the focus on young people and the theme of 'It starts with us'.		
Background / Vision		
To inspire emerging filmmakers and promote creative filmmaking on the Central Coast; continue to encourage and develop Central Coast filmmaking talent; and develop the creative identity of Central Coast filmmakers nationally/internationally.		
Target Audience – WHO are we talking to?		
12 -112 years		
Key Insight & the single most important thing we want to say?		
Promote why 'It starts with us' referring to young people.		
Personality / Tone of Voice		
Positive and relaxed, showing youth as a fun, enjoyable, creative time. We want every one of all ages to be able to relate to the film.		
Mandatories		
No obscene language. No nudity or semi-nudity (must comply with the centres dress code and rules of entry) All participants must sign legal waivers to enable footage to be screened in a public place, at our discretion and shared across our social and digital platforms. No derogatory comments towards brands, trends or fashion styles, cultures that differ from their own.		
Measurement & Evaluation		
Only films that meet the brief and observe all mandatory requirements will be showcased.		