



What will you do? When will you do it?

Got a great idea to save the world, or at least a bit of it?

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*Introducing our annual **D.O.A Action Challenge**. We're looking for clever, fresh, thrifty and hopefully strange ideas to tackle social and / or environmental issues...using the power of businesses and brands.*

There is no denying that 2020 has been huge. From the bushfires, to protests and elections as well as the emerging impact of COVID-19 lockdowns. As we've all navigated these challenges, we have also seen increasing expectations of businesses, brands and leaders to look out for a broader group of stakeholders (beyond shareholders), and to be more accountable for delivering on their purpose promises.

Now, more than ever, the world needs businesses and brands to move beyond the meaningless 'values printed on a wall', the one off donations, and the garish austintatious auctions. They need to walk the talk and lead by example and do more good.

Yet when we design to deliver more purposefully, we often lose momentum by planning for a big impact that takes decades. Too easily losing sight of the small/significant actions we can take in the year ahead, that can disrupt for change.

This has sparked the launch of the annual **D.O.A Action Challenge**. We are looking for ideas that tackle social issues right now, using the power of businesses and brands. Your idea can tackle any social cause/issue and can be at any stage of development.

The best idea will be rewarded and celebrated with \$5k investment and a mentoring session with D.O.A. founders (Margie Reid, Adam Ferrier and Ebony Gaylor) to help refine your idea. You'll also get 20 hours of idea development /connections /making shit happen kind of stuff with D.O.A. (Please note: DOA does not want or seek any ownership of your idea).

Ebony said "When it comes to tricky or complex issues we spend too much time thinking and conceptualising. We need to shift mindsets away from finding the perfect solution, to sparking action that helps us learn. This challenge is all about working with people who are up for a leap in action."

Adam said "DOA is in a position to help identify and foster great ideas and that's what this challenge is all about. We want everyone who's got an idea - but looking for a way forwards



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to apply. We want to grease the wheels of the social cause entrepreneurial market - although admittedly that may not be the most apt metaphor".

To apply, submit a short video (<1min), written description (<500words), or a visual representation (<1 page) to us via the website www.decadeofaction.com.au/challenge or to hello@decadeofaction.com.au. Entries close 5pm, 28th February 2021 and the winner will be announced 16th March 2021.

Got a question? Shoot it through to hello@decadeofaction.com.au and someone from the team will be back in touch ASAP.