

#ShareYouCare Sticker Project | The Brief

Project Scope

Specifically targeting young carers in our community (under 25 years old), the #ShareYouCare Sticker Project will see a curation of die cut sticker packs designed and distributed across the state, in collaboration with a series of established and emerging Western Australian artists and designers.

The campaign will spotlight the design of the individual artists and distribute a total of 20,000 stickers across over 100 community WA locations, with a focus on public libraries, community resource centres, university guilds and schools.

Each sticker will act as a visual reminder of young carers in our community and will invite the community to #ShareYouCare by sharing their stickers in-situ across the state through our #ShareYouCare hashtag.

The project will curate the designs of three WA artists and designers (the winners of which will receive a \$100 Mastercard for their participation), to be packaged in sticker packs alongside the project's feature artist, renowned Western Australian artist, Stormie Mills.

What we need from you

- Contribution of 1x artwork design to be printed as:
 - 5,000x die-cut gloss laminate colour stickers as per the below design requirements.
 - An A4 art print to be used as part of an Instagram competition during Carers Week (to be printed by Carers WA).
- Provision of 3x work in progress photos of your sticker design development process for use on Carers WA's social media platforms.
- Participation in short email interview to build narrative around the campaign and profile the individual artist.

We will be sharing submissions via social media as they come through with the 3 winning designs to be announced Wednesday 12th August, 2020.

Project Goal

To develop a series of youth-friendly stickers, in collaboration with established and emerging artists and designers, suitable for young people aged under 25, that can be distributed within the local community in support and awareness raising of young carers.

Sticker Design Requirements

- **Sticker dimensions (max final size):** 50mm x 50mm
- **Colour:** Full colour
- **Finish:** Die cut to the shape of the design, gloss laminate stock with high tack adhesive backing
- Artwork to be supplied as a high-res PDF, CMYK with die line for cut

Sticker Theme

To ensure consistency across the various sticker designs, we ask artists to consider young carers and the #ShareYouCare community theme of the project as a basis for their design.

Mandatory Design Inclusions

- Artist's name - we want to showcase you! Choose to include your artist name OR instagram handle within the design so people can find you online
- #ShareYouCare hashtag

Project Timeline

Artwork:

Artist kit to be supplied to the Artist: Monday 6th July, 2020

Artwork submissions due: Friday 7th August, 2020

Project:

Community call out for design submissions: Monday 6th July, 2020

Artwork submissions due: Friday 7th August, 2020

Selection of three community artist designs: Wednesday 12th August, 2020

Printing: Friday 14th August, 2020

Distribution of sticker packs: Monday 28th September, 2020

Online launch of project: Sunday 11th October, 2020

Submission Process

1. Develop your sticker design as per the above brief
2. Send your submission to brody.macleod@carerswa.asn.au by Friday 7th August, 2020 including:
 - Your sticker design
 - Three images of your design development process
 - A brief paragraph on your design inspiration
3. Wait for us to get in touch!

We will collate all submissions and advise of the three winning designs by Wednesday 12th August, 2020.

Additional Information

Carers WA is the peak body that represents the needs and interests of the 230,000 family carers in Western Australia. Our role is to work in active partnership with carers, persons with care and support needs, health professionals, service providers, government and the wider community to achieve an improved quality of life and offer support services to carers. Our services include the provision of specialist information and advice, resources, carer support through counselling, education/training, social support and carer advocacy and representation.

Each year, Carers Week - a national awareness week run in the third week of October - celebrates carers in our community and aims to raise awareness of carers, the caring role and carer supports and services.

During Carers Week, Carers WA along with a range of care-related organisations and support groups host a variety of events and activities throughout the state, targeted at various carer cohorts and the wider community.