BEFORE WE BEGIN (Some food for thought)
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Staff Picks

80's Arcade

PePeNog  
Jun 23, 2014

"80's Arcade" is a tribute to all those who have, at least once, as kids, spent their lunch money at the arcades, trying to beat a new record on their favorite video game. Thi...

253 SUPPORTERS

160 DAYS LEFT

Popular this Week

1645 New Supporters  Science Adventures

647 New Supporters

534 New Supporters

526 New Supporters
80's Arcade

Gathering Support

Submitted

10000

Approved

In Stores

Description

Updates 1
Comments 50
Official LEGO Comments 0
Building instructions

Last Updated 6 months ago  Click “Updates” above to see the latest.

253 SUPPORTERS  160 DAYS LEFT

Support

Follow

Created by

PePeNog
Before we confirm your support, please answer the four survey questions below. Your input helps us evaluate this project’s potential as a LEGO product. Give it your best guess, and be honest and realistic.

**What would you expect this product to cost (USD)?**
- $10 - 49
- $50 - 99
- $100 - 199
- $200+

**How many do you think most people would buy?**
- 1
- 2
- 3 - 4
- 5 +

**Who do you think this project would be good for?** Select all that apply.
- Children
- Teenagers
- Adults
- Women
- Men

**How difficult would you say this project would be to build?**
SHIFT ONE
THE REUNION
In order to obtain a representative sample of CBR youth, the session invited influential individuals from a wide variety of youth initiatives and communities. These individuals were personally invited to increase trust.

Below is a demographic breakdown of the session’s 21 attendants. Each attendant’s age, sex, and community or initiative is provided. Attendants not in the image are those included with no arrow.
**SHIFT ONE: EXPLORATORY BRAINSTORM**

"HOW WOULD YOU LIKE TO SEE CBR-described IN THE FUTURE?"

The green topic aimed at recognising some of the hopes and aspirations young and creative influencers hold for the future of CBR. From this topic, dimensions of Subjective vs. Objective Measurement and Near Future vs. Horizon stand out.

Concepts are mapped according to these dimensions, with Subjective Measures towards the left, Objective Measures towards the right, Near Future towards the top, and Horizon towards the bottom.

<table>
<thead>
<tr>
<th>NEAR FUTURE</th>
<th>OBJECTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>end of the CBR bashing.</td>
<td>globally connected</td>
</tr>
<tr>
<td>ambitious</td>
<td>24 hour good coffee</td>
</tr>
<tr>
<td>relevant</td>
<td>food van culture</td>
</tr>
<tr>
<td>[CBR is the] dope shit</td>
<td>celebrates + rewards experimentation</td>
</tr>
<tr>
<td>a desirable city.</td>
<td>digital creative centre</td>
</tr>
<tr>
<td>CBR #1</td>
<td>recognised for clever design</td>
</tr>
<tr>
<td>a free city - with exceptions to the rules and regulations where the little guy is given a fighting chance.</td>
<td>100Mb net to every home</td>
</tr>
<tr>
<td>Portland of Australia</td>
<td>easiest, simplest place to start and try something</td>
</tr>
<tr>
<td>the fluid city</td>
<td>renewed CBR movement</td>
</tr>
<tr>
<td>new Australian culture</td>
<td>progressive territory</td>
</tr>
<tr>
<td>a utopia of cultural innovation and new ideas</td>
<td>range of live music venues and artists</td>
</tr>
<tr>
<td>government and culture working [together] to grow</td>
<td>no need for permits (for artists)</td>
</tr>
<tr>
<td>start-up capital</td>
<td>balance of art and power</td>
</tr>
<tr>
<td>still thinking towards the future</td>
<td>ethical + Clean Energy and Tech</td>
</tr>
<tr>
<td>still thinking towards the future</td>
<td>zero youth homelessness</td>
</tr>
<tr>
<td>still thinking towards the future</td>
<td>green corridors</td>
</tr>
</tbody>
</table>
This topic aimed at identifying opportunities young people perceive as missing. Dimensions include opportunities for the Person vs. those for their Projects, and whether those opportunities provide Empowerment vs. Support.

Concepts are mapped according to these dimensions, with opportunities for the Person towards the left, opportunities for their Projects towards the right, Empowerment towards the top, and Support towards the bottom.
“WHAT NETWORKS ARE REQUIRED FOR CREATIVES & YOUNG PEOPLE TO FLOURISH?”

This topic aimed at identifying potential networks that young people see as enabling their innovation and entrepreneurial initiatives. Dimensions include Real World vs. Online networks, and whether they face Enablers or Consumers.

**REAL WORLD**
- bootcamps
- “jam” sessions
- community gigs, events and festivals

**ONLINE**
- competitions
- conferences
- free coffee

**ENABLER**
- curatorship
- philanthropists (ceo’s)
- investors
- education (unis, institutions, high schools),
- CBRIN

**CONSUMER**
- student organisations
- people who believe in the cause
- family & friends
- network effect (aligned interests)
- seminars
- formal & informal connections
- advocacy
- conventions (booths, presentations, guests)
- campaigning
- competitions
- News
- collaboration

**INTER-STATE CONNECTIONS**
- special interest associations/sodeties/clubs

**GOVERNMENT (ACT + FEDERAL)**
- group forums, think tanks, communities
- international connections
- inter-state connections
- government (ACT + federal)

**BUSINESS SECTOR**
- international connections
- formal & informal connections

**CBRIN**
- investor

**SHARING PLATFORMS**
- sharing platforms
- bandcamp
- social media networks

**BLOGS**
- community gigs, events and festivals
- free coffee
- hipster bookstores/culture
- word of mouth
- fan connection
This refers to the desire that CBR become the most favourable context for start-up activity in the country.

This was closely linked with the opportunity to develop an easier start-up process, in terms of support structures and lowered regulatory burdens.

In addition, the hope was raised for a financial structure that provides support to low-cost ideas through “micro-grants”.

In 5 years CBR came out of nowhere as The Startup Capital Cultural and tech startups thrive in a progressive and hyper-connected network.

New uni student moves to CBR joins their specialty club, hears about interdisciplinary event, meets new people and forms a team, joins competition and showcase.

Small scale entrepreneur: comes to online or physical marketplace [providing] access to resources, customers, fellow entrepreneurs, increasing potential for grants and collaboration.

Move to CBR to startup, no skills: Learn business 101, opportunities for location, access to creative contractors, [provided] with feasibility analysis, chance to meet people at similar stages/social networking; opportunities to pitch to investors; making connections with people in other cities, mentors and potential business partners; opportunities for internships.

This Fluid City became known for being simple to start anything, surrounded by passionate people doing cool shit and wanting the same.

Next step: get broader support ($$, CBRIN, community groups) via technology, advertising, awareness.

Starting something and grow, with CBR being the good place to start

Spotlight to celebrate and show off new startups

Sales opportunities to big organisations such as gov. depts

Critical Thinking & Innovative meetups [lead to] think-tanks and group forums that are globally connected.

Increased fluidity of IP

New enterprise scheme?
**SHIFT ONE: NARRATIVE POSSIBILITIES (Cont.)**

**OVERARCHING THEMES**

Participants were asked to explore ways to increase opportunities and networks for young people in CBR. From these narratives, three key themes emerged.

These themes are: *Easy Start; Staged Learning;* and *Seasonal Innovation.* Each theme is explored separately, with key points and sample narratives provided.

**THEME 2: STAGED LEARNING**

Identified in the brainstorming and narrative exercises was the unique educational needs of youth due to their relative lack of knowledge and experience.

Emphasis was placed on the need for training to be delivered through a staged approach.

This extends to providing knowledge and experience of entrepreneurship as a viable career choice.

“The youth of CBR were struggling in their adventure, and often got caught in public service bear traps. Through CBRIN these youths found guidance from business leaders and mentors within similar fields. As their ideas grew they found financial support and business plans that would lead to the growth of CBR as a whole. [...] Through a series of micro-grants led the way into new innovative business that could be recognised on a global stage.”

People need to feel magic and passion. That it's okay to try. Possibilities and reassurance. Alternative pathways.

We want to give them the opportunity to experience creative work, [with] Passionate people in a friendly environment to inspire them.

CBR can offer a face value network built on the foundations of one of the most educated and globally aware populations in the world. Not directly for success but for development.

Kids undertake a long learning process where things are hard. If they can do them more, things get easier.

Networked physical & digital space, leading to diverse capital with balance of art, power and design.

A stepped system. A mentor that introduces themselves; youths invited to workshops to express their ideas and develop in groups [...] guide them financially and pushing the microbusiness to learn.

Critical Thinking: we all have a brain but we don’t have to use it the same way. Many ways to come up with an answer. Many answers!

Spaces to support and partake in [projects].

Allowing personal/physical connection to creative leaders and mentors.

Group of people get together to work on business skills & innovation.
OVERARCHING THEMES

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THEME 3: SEASONAL INNOVATION

A recurring topic in was the interplay between the “bush capital”, innovation and entrepreneurship.

There was a strong desire to incorporate natural themes into innovation. At the same time, many participants expressed interest for creative-focused innovation festivals, exhibitions, and conferences occurring cyclically throughout the year.

These concepts converge in an approach to planning innovation activities in alignment with CBR’s markedly distinct seasons, which recognises that innovation projects have a birth, or Spring, but also experience Winter, or closure.

CBR connects the natural environment with the tech, resources & social networks to let people live a more meaningful, original & truthful life.

Sick mix of city/nature: The environment is dope - go see some mad waterfalls and then eat dope food.

Rather than doing and then apologising, building something that is sustainable over time, so that it can be handed down to the next generation of youth.

Rapport and relational networks, with values.

Community in the globe [and triggering] response from participants

Cultural shift to value the creative

A city that is big enough to matter, but small enough to care.

JAN / The Monthly Residency: a new local artist or collective takes over brand CBR websites (online) and designated spaces, venues, transport to showcase their work.

APR / Open Access: a quarterly event, like what we’re doing [at SHIFT ONE], with the goal of constructive feedback invites citizens to workshop their big idea to improve the city.

JUL / Legislation: cleaned up laws and permits for temporary businesses that promote constantly evolving culture and start ups (art, biz, tech).

OCT / CBRNOW: Similar to SXSW, bars, halls, outdoor and indoor spaces open for the month, for music, art, film, festivals, conferences and workshops on business & tech.

#CBRNOW showcase institutional support + funding for exhibitions

the communication of innovation: diversity is required to innovate.
**Shift One: Preliminary Messaging**

**Getting the Message Right**
To increase the participation of young people in innovation and entrepreneurship activities it is critical that they be perceived as relevant and achievable.

### Considerations
- **it has to be grassroots.**
- trick them to think big and break the mould.
- offering an entrance point into the community through a [symbolic] handing down of knowledge.
- ensure people feel included
- it must be subtle. being explicit would build walls of resistance.
- staged progression
- organic growth, with porosity between agents
- has to be seen, and recognised with respect and passion.
- needs to be experienced in person.
- show them a lifestyle.
- [people] need to be inspired.
- the message should reduce error when navigating the system.

### Content
- "CBR: The Open Source City"
- "The imagination to be yourself"
- "9-5 is not for everyone"
- "Create Think Do."
- "Opportunities are out there for [people as diverse as] cosplayers and fish-breeders"
- "Nature & City"
- "Micro Innovation: Dream, Share, Learn, Create"
- "CBR: a face value network of imagination."
- "You don’t need a [traditional] degree to follow your ideas."
- "[Harness] your Passion"
- "Make a Difference"

### Tone
- "I made, you make"
- inspiring creativity and imagination
- just start creating!
- don’t fit in? neither do we.
- older brother/sister with “life changing” influence
- excitement and hope for the future!
- [encourages] going to the next person [in the network], prompting evolution of culture.
- share and create
- your voice your future
- become what you want to be
- what you can start doing tomorrow.
- build the Startup Capital

### Channels
- #CBRNOW (community hashtags)
- exhibits and/or spaces
- pop-ups
- mentoring
- jam sessions with all art forms performing
- step-by-step how-to booklets
- school visits by creatives
- tours of local businesses
- two-way dialogue
- creativity competitions
- interviews with artists / founders
- zines
- buses
- video stories
LET’S IMAGINE...

WHERE COULD THIS TAKE US?
If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?
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STEP 1:

AN ONLINE PLATFORM TO UPLOAD YOUR PROJECT

INCREASING DISCUSSION OF IDEAS TO MOVE THEM TO LARGER ARENAS

SPACE 4 MICROCOLLECTIVES TO PERSUE NICHE PASSIONS, INCREASE ACCESS FOR OTHERS

MICRO TO MACRO COMMUNITIES

RECOGNISE MERIT  IN AVALON CAPITOL

TRAINING, SKILLS, MENTORS, INTERNSHIP, FACILITATE SHORT-TERM
LET'S IMAGINE...

WHERE COULD THIS TAKE US?
If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1:  
**AN ONLINE PLATFORM TO UPLOAD YOUR PROJECT**

STEP 2:  
**PROMOTE IT TO REACH AS MANY LIKES AS POSSIBLE**

DISCUSSION OF IDEAS TO MOVE THEM TO LARGER ARENAS

INCREASING MICROCOLLECTIVES TO PERSUE NICHE PASSIONS, INCREASE ACCESS FOR OTHERS

MICRO TO MACRO COMMUNITIES
LET'S IMAGINE...

WHERE COULD THIS TAKE US?
If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

STEP 1: AN ONLINE PLATFORM TOUPLOAD YOUR PROJECT
STEP 2: PROMOTE IT TO REACH AS MANY LIKES AS POSSIBLE
STEP 3: THIS YEAR, THE TOP 15~20 WILL RECEIVE $500~$1000 TO HELP UNDERTAKE THEIR PROJECT
Let's imagine...

Where could this take us?
If we were given the opportunity to do something with this, what would we do?
How could we provide opportunities for a wide variety of young creative people?

Step 1: An online platform to upload your project

Step 2: Promote it to reach as many likes as possible

Step 3: This year, the top 15~20 will receive $500~$1000 to help undertake their project

Step 4: Share your story at the closing event

Discussion of ideas to move them to larger arenas
Increasing access for others
Micro to macro communities

Increasing how to pursue

Microcollege to avoid people

Exhibit to acquire skills

Internship

Members

Exhibit

Facilitating

Increasing

People having fun using anchors
Let’s imagine...  

Where could this take us?

If we were given the opportunity to do something with this, what would we do? How could we provide opportunities for a wide variety of young creative people?

**Step 1:**

Receive skills/support to develop and present your project.

**Step 2:**

Receive feedback from the community to improve your project.

**Step 3:**

This year, the top 15~20 will receive $500~$1000 to help undertake their project.

**Step 4:**

Gain exposure and contacts to take your project to the next step.

An online platform to upload your project.

Promote it to reach as many likes as possible.

Share your story at the closing event.
THE INVITATION

GETTING INVOLVED IN MAKING THIS HAPPEN

The SHIFT ONE community has the skills and the experience to make this a groundbreaking initiative. There are two ways to help:

- **Music Support for Those Ideas to Exist**
  
  - Overcoming Intimidating Hoops & Requirements (MKE Qualifications)
  
  "9-to-5 is not for everyone"

- **"Don't Fit In; Neither Do We"**

- **Talking to Youth to Show Them Creative/Collaborative Activities Are Actually Possible**

- **From An Early Age**

- **Building a Specific Message That Is Shared by a Wide Range of Ppl**

- **Making the intermediary Between the Unis & Business**

- **This Goes to a Website**

- **CBR Becoming The Ideal To Undertake Creative Impulse**

- **CBR-Building Networks Between Leaders, Taking Part Doing Rather Than Just Showing**

- **Making What's Happening Visible; Personal; Handing Down a Symbol of the Possibilities People Have"**

- **"I Can Do It, You Can Do It, And D**
THE INVITATION

GETTING INVOLVED IN MAKING THIS HAPPEN

The SHIFT ONE community has the skills and the experience to make this a groundbreaking initiative. There are two ways to help:

FIRST:

HELP US GET THE MESSAGE RIGHT

THE RIGHT NAME
THE RIGHT IMAGERY
THE RIGHT COMMUNICATION ETC.

Appropriate for people with design, branding, marketing, copy-writing events and promotion-related skills.
THE INVITATION

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FIRST:

HELP US GET THE MESSAGE RIGHT
THE RIGHT NAME
THE RIGHT IMAGERY
THE RIGHT COMMUNICATION ETC.
Appropriate for people with design, branding, marketing, copy-writing events and promotion-related skills.

ALSO FIRST:

HELP US GET THE PLATFORM RIGHT
THE RIGHT TYPES OF PROJECTS
THE RIGHT APPLICATION PROCESS
THE RIGHT KINDS OF SUPPORT ETC.
Appropriate for people whose projects can act as case studies, experience applying for grants, experience in education and game design-related skills.
SHIFT ONE
F***ING CELEBRATE.