**IDEAS LEADERSHIP REPORT #1**

Providing information regarding Ideas Ready for Incubation

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| **Idea Name** | Lonely Together | **Idea Owner** | *Tessa Blencowe*  hello@tessamaree.co |
| **Season/ Challenge** | Loneliness Challenge | **Idea Coach** | Anthony Sell  anthony.sell@seed.org.au |
| **RDL Date** | MAY / JUNE | **Incubator / Pilot Date** | July 2021-December 2021 |
| **Allocated Budget** | $35,000 Note: currently seeking sponsorship for a proportion of costs.  This includes:   * Project Management * Story Development: Pre/production/post * Photography: Production/post * Exhibition design and hard costs * Website development * Marketing * Graphic Design * Other Salvos expenses – coaching etc | | |

**Idea Summary**

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| **Idea Background (Story of Change)** |
| Addressing the societal problem that cities can be incredibly lonely places.  This project was successfully executed in London and now the creator is looking to develop a contextual appropriate expression in Australia. The idea addresses the shame and stigma of loneliness as a hidden epidemic. 1 in 4 Australians are lonely. 1 in 2 Australians feel lonelier since the pandemic began.  It seeks to break down the stigma surrounding loneliness that can prevent people from speaking out and getting the help they need. Art has the power to change human hearts and reshape culture. Art can be used to reduce the stigma of loneliness and get Australia talking  The idea seeks to create an immersive exhibition of photos and audio stories of loneliness. The general public can engage in the content and provide their own stories. The aim is to promote the power of connection and getting people talking about loneliness. |
| **Solution Approach (Vehicle of Change)** |
| Lonely Together is an immersive pop up exhibition composed of photographs and audio stories of loneliness.  The pilot will be held at a Salvos selected site in central Sydney for 10 days. Including 10 local audio/visual stories (photo art).  It will be supported by an online platform of resources, stories and community initiatives. |
| **Measurement** |
| Interaction and foot traffic at the exhibition  Interaction and online traffic on the platform  Engagement and connection with Salvo’s wrap around services – care provided to those needing help  Suggested to partner with a university for post activity research and analysis |
| ***Key Risks*** |
| Need contracts for IP ownership of stories, creative and data  Need to identify and align TSA wraparound services. Once we start the conversation with vulnerable people, we need to ensure we can link them to appropriate help. |
| ***Strategic/ Mission Alignment*** |
| This IDEA aligns with Mission objections of;  Caring for people  • Being there when people need us most  • We offer care and compassion as a sacred encounter with transformative potential  Building Healthy Communities  • Investing ourselves in relationships that promote mutual flourishing  • We find the wholeness God intends for us in community |
| ***Financial Sustainability*** |
| Post pilot, seeking corporate sponsorship for this IDEA to enable pop up exhibition to be offered nationally |
| ***Department Alignment*** |
| BAU department TBA  Corps local to the exhibition to be involved and support |

**Key Stakeholders (Internal)**

**In future instances key stakeholders would be identified by the newly formed IAG (Innovation Advisory Group)**

*List the key stakeholders that require consultion prior to this Idea progressing to Incubation.*

| **Stakeholder** | **Department** | **Area of Interest (Awareness / Input / Approval)** |
| --- | --- | --- |
| TBA | Legal | Need contract for IP |
| TBA | PR | Need PR support around this |
| TBA | Corps | Total involvement and engagement with wrap around /follow up services from the local Corp in Central Sydney where pilot will be help |
| TBA | Sponsorship | Expansion potential is dependent on financial sustainability - explore corporate sponsors visiting pilot |

**Key Stakeholders- Strategic Partners (External)**

*List the key strategic partners who are or will be working on this idea*

| **Stakeholder** | **Organisation** | **Strategic Partner Role** |
| --- | --- | --- |
| *Tessa Blencowe* | *External* | IDEA Owner and content creator |
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*\*For further information on this idea, please email the Idea Coach or visit the ideas in motion on the* [*ideas platform*](https://ideas.salvationarmy.org.au)*. Please also contact the idea coach if you have any concerns or information about potential duplication or work or collaboration opportunies if you are aware of individuals/ departments working on something similar.*