

DRUG
AWARE

Y CULTURE
METRO

TOTE BAG DESIGN COMPETITION



BACKGROUND

Drug Aware was established in 1996 as part of the state framework for educational strategies designed to address illicit drug use among young people in Western Australia. It is the first comprehensive ongoing program on illicit drug education undertaken in Australia.

Healthway has a partnership with Propel Youth Arts WA Inc to increase awareness and understanding of the Drug Aware message, create healthy environments and encourage behaviour change leading to good health.

The competition's purpose is to encourage young artists aged 12-26 to re-share a piece of artwork they have created on social media and to engage in the Drug Aware message. Artwork can be graphic design, illustrations, paintings or other forms of creative artwork they have designed. Propel Youth Arts WA Inc and Healthway will pick a winner who will then be responsible for designing the Drug Aware Tote Bag. The Drug Aware Tote Bag will be printed with the chosen artist's design and name and will be provided to all YCulture Metro 2022 program participants.

ELIGIBILITY AND INSTRUCTIONS

The Drug Aware Tote Bag Design Competition will require young artists to:

- Be a young artist aged 12-26 based in the Perth metropolitan area;
- Re-share a piece of their favourite artwork on their social media page, tagging Propel Youth Arts WA and hashtag #DrugAware #HealthwayWA and #creatingahealthierwa. Participants must also answer the following question: "What are your tips for looking after your health & wellbeing."
- Have consent from a parent and/or guardian 18+ (if under the age of 18) to submit artwork (written consent can be sent via email to rebecca@propel.org.au)

WINNER SELECTION

One (1) winner will be selected by Propel Youth Arts WA Inc and Healthway based on the eligibility criteria above. Entries need to be submitted by Friday 29 July 2022. The winner will be commissioned to design the Drug Aware Tote Bag for a commissioning fee of \$500.

By entering this competition, you agree that:

- You are a young artist aged 12-26 in the Perth metropolitan area;
- We may use your full name and picture on Propel Youth Arts WA Inc and Healthway social media pages if you are the chosen winner of the competition.
- We may use your design artwork and full name to be printed on the Tote Bag and distributed to all participants of the Drug Aware YCulture Metro 2022 program.
- We may contact you if you are the winner via the information you have provided.