

Creating New Stories: Alcohol Culture Change through Social Entrepreneurship



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Contents

Executive Summary	4
Literature Review – Application of Social Entrepreneurship to Social Change	5
Stimulating new Stories through Social Entrepreneurship.....	10
Background	10
The Ideas Hack – Saturday 1 st September 2018	10
The Coffee Hack and Digital Ideas Hack Submissions.....	10
Engagement within BUS10012 Innovative Business Practice Semester 2 2018	11
November 20 th 2018 Bootcamp Workshop	12
Learnings and Recommendations	13
Insights from BUS10012 Crowdicity Social Problems Jam	13
Insight 1: Students viewed bingeing behaviour as a leading factor for 18-24 year olds	13
Insight 2: Students saw peer, societal pressure and loneliness as significant social factors	13
Insight 3: Students were concerned about alcohol related violence and drink spiking	14
Insights from BUS10012 Crowdicity Solutions Jam	14
Insight 4: Student teams were attracted to solutions focussing on addressing education and awareness	15
Insight 5: Student teams saw opportunities in the role of solutions using digital technologies .	15
Insight 6: Student teams identified need to address social aspects of late night drinking culture	16
Insight 7: Drink spiking was an area student teams felt needed to be addressed.....	17
Insight 8: Students teams identified opportunities to improve support structures	18
Reflecting on the creation of new stories through social entrepreneurship.....	18
Insight 10: There are opportunities to evaluate the impact of story creation on behaviour and culture change.....	18
Insight 11: Strength Stories provide ways to stimulate social entrepreneurship	19
Insight 12: Did a strengths-based approach impede marketing efforts for 18-24 year olds?	19
Conclusion.....	19
References	20
Appendix A1: Ideas Hack – 1 st September – Flyer Artwork	23
Appendix A2: Ideas Hack – 1 st September – Registrations	24
Appendix A3- Ideas Hack – 1 st September - Workshop Outcomes	24
Appendix B1: Coffee Hacks Promotional Material	26
Appendix C: Digital Ideas Hack Survey Responses	27
Appendix D1 – November 20 th Bootcamp Agenda.....	32



Appendix D2: November 20 th Bootcamp Pitch Ideas	33
Appendix E1: BUS10012 Semester 2 2018 Crowdicity – Social Problems posted by students.....	35
Appendix E2: BUS10012 Semester 2 2018 Crowdicity – Solutions Jam posting by Students.....	46
Appendix F: Summary of Financials.....	55
Appendix G: Project Deliverables Statement of Completion.....	56

Executive Summary

Despite downwards trends in overall alcohol consumption amongst young adults, recent analysis has revealed that ambulance attendance rates amongst young adults and other acute alcohol-related harms are actually trending upwards in specific Victorian Local Government Areas over the past 10 years. Vic Health has recently invested over \$3 million in grants for evidence-based approaches to changing cultures of risking drinking in subpopulations in Victoria. This project report sees a stream to the What's your Story project with Swinburne Business School which focuses on creating new stories through stimulating (youth) social entrepreneurship focussed around drinking culture in 18-24 year olds.

The report begins with a literature review on social entrepreneurship for social change including the application to alcohol-culture change within Australia and world-wide. This review demonstrates that the area is a young and emerging area with opportunities for further development and more evaluation to demonstrate impacts.

Building on this, the report describes the activities conducted within the section on "Stimulating new stories through social entrepreneurship" and in particular reports on the key new story creation activities of:

- September 1st 2018 Ideas Hack
- Coffee Hack and Digital Ideas Hack
- Engagement with BUS10012 Semester 2 2018
- November 22nd Bootcamp workshop

These activities conducted saw over 650 new individual stories created along with 140 new idea stories and 2 new embryonic venture stories. Reflecting on these activities 12 key insights are reported on as the projects key "Learnings and Recommendations".

The insights in the report provide particular insights into young people and their views around alcohol culture and late night entertainment. Young people are concerned about alcohol related violence and drink spiking, they feel that binge drinking is one of the leading factors for alcohol as a social problem, and identify that loneliness and peer pressure are significant contributors for young people experiencing these negative effects. In terms of solutions we saw young people drawn to educational programs and awareness campaigns as well as proposing digital technologies such as Apps to provide opportunities to bring meaningful connection and greater safety for young people enjoying a night out. Opportunities to improve support structures to address the social aspects of alcohol culture were also raised as potential solution areas.

Overall, the project saw a significant effort to work to engage young people in the social mission guided initiative working to improve late night culture for young people aged of 18-24 year olds. The project team has reflected on some of the marketing challenges faced with engaging young people in the early stages of the initiative. The report concludes that further research is needed to better understand the reach, impact and change created through using this story creation approach stimulated by the social mission of helping 18-24 year olds have a great night out.

Literature Review – Application of Social Entrepreneurship to Social Change

Youth drinking in Australia has been an on-going problem. Research has raised a number of factors linked to teenagers and young adults' drinking behaviours such as the family situation at home, alcohol marketing, promotion and sales, and peer pressure.

Although attempts have been made to decrease the level of alcohol consumption in teenagers and young adults, existing solutions are found to only moderately alleviate this problem. There are four main approaches that not-for-profit organisations or governmental departments have adopted in order to promote change in the Australian youth drinking culture.

Four approaches to promote change

The first approach consists of the introduction of the alcopop tax to discourage teenagers and young adult from drinking excessively (Kisely et al., 2013). However, this attempt was shown to have no influence on the number of young adults introduced to hospital emergencies as a result of alcohol intoxication (Kisely et al., 2013).

The second approach includes educational programs introduced in schools or higher education settings. This interventional strategy failed to trigger changes in drinking behaviours in teenagers and young adults. Research shows mixed results as a result from interventional educational programs. For instance, one study reported on the implementation of the Drug Education in Victorian Schools (DEVS) program (Midford et al., 2014). The authors found that regardless of the education program, the attitude towards alcohol did not change, however, consumption was less (Midford et al., 2014). However, another study that combined social marketing and education program in Australian schools found that attitudes towards drinking have changed, but the behavioural intentions were intact, particularly for boys rather than girls (Rundle-Thiele et al., 2013). Another study found that alcohol harm minimisation education does not directly influence alcohol related harms in teenagers (Midford et al., 2018). On the other hand, one program attempted to introduce an alcohol harm educational program through the use of cartoon characters to illustrate the consequences of alcohol and drug abuse for teenagers (Newton et al., 2012). The outcome of this intervention was positive for students and less consumption and binge drinking was observed.

Another study implemented a web based alcohol intervention program, Tertiary Health Research Intervention via Email (THRIVE), for undergraduates in the US and New Zealand to enhance their awareness of alcohol abuse and decrease their levels of drinking. Although the study found that this intervention was able to reduce the frequency of drinking per week and lower peak drinking in young adult, there was no evidence as to whether or not THRIVE is able to decrease heavy drinking or alcohol-related problems.

Thirdly, community based interventions are found to decrease the level of drinking in young adults or people within the community as they construct norms that raise the harms of drinking and at the same time encourage fun activities that may not necessarily involve drinking. For instance, Beat da Binge program in Yarrabah Australia successfully decreased 10% of the level of drinking in the aboriginal community and increased the awareness of the harms related to binge drinking in youths (Callinan and Room, 2014). Another study examined how community level interventions can change the norms and attitude towards alcohol consumption (Jones et al., 2017). This strategy aimed at promoting the frame that refraining from drinking alcohol in adolescents and young adults is ok. Findings show that participants became aware of the campaign however the study does not provide if such a campaign has influenced them to stop drinking

The forth approach is the most common and is linked to the establishment of awareness campaigns primarily implemented through television, social medial and billboards. These strategies have been

moderately beneficial as research has shown that teenagers and young adults are moderately affected by such campaigns. For instance, a recent study looked at the influence of the awareness campaign DrinkWise on young Adults. The authors have found that young adults seem to disassociate themselves from the campaign finding it rather entertaining and falling within the social norms (Pettigrew et al., 2016). Because of that, the study found that such campaign did not influence the drinking behaviour of those who participated in the study (Pettigrew et al., 2016). As such, although awareness campaigns may reduce alcohol consumption among young people, the latter still uses harmful limits of alcohol regardless of the guidelines (Midford et al., 2012) and those who mostly engage in risky behaviour are usually less aware of the intention of such campaigns (van Gemert et al., 2011). The review shows that campaigns that market alcohol negatively tend to use mostly rhetoric that illustrates the harmful consequences of alcohol consumption. It is evident from this research that such approaches use the stick rather than the carrot to sway teenagers and young adults from further drinking.

Carrot and the stick

An opposing rhetoric that has been active at the same time and been gaining much attention is the alcohol marketing and promotion campaigns. Unlike the harm prevention campaigns, these businesses use the carrot to promote drinking. That is, they construct a social image of drinking, one that illustrates empowerment, freedom, friendship, love, charisma, confidence and popularity (Gupta et al., 2018, Jones et al., 2018). By that, alcohol-manufacturing businesses leverage on the social aspect that teenagers and young adults are mostly sensitive to and long for. These businesses sell a *becoming* motive to this group of population. When contrasting these two opposing frames, a harm preventing frame and a becoming frame, it becomes obvious why teenagers and young adults would fall for the latter rather than the former. The former offers a long debilitating reality, one that no teenager would long for and seems too far away from reality and another one that is exciting and promotes the best that a person can be.

Social Entrepreneurship & the role of storytelling

The literature on social entrepreneurship has shown promising avenues to address alcohol consumption. In fact, social entrepreneurship has been shown to stimulate social change in drinking culture through stories and storytelling and the development of rhetoric and frames that promote a more healthy approach to alcohol consumption. Before discussing the role of social entrepreneurship in drinking culture, we firstly examine briefly the understanding of social entrepreneurship as distinguished from other social economy constructs, then seek insight into what is known about its role in creating and accelerating social change. This would provide a better understanding to how these actors attempt to mobilise action and create new collective action frames that promote a healthier relationship with alcohol.

Social Entrepreneurship

Barraket et al. (2017) report that in research and practice social entrepreneurship and social enterprise are generally not distinguished and the terms remain contested. This likely arises because the explanations and constructs applied by researchers interested in the social economy were adopted from the domain of entrepreneurship in order to provide a conceptual and analytical framework with which to understand the third sector (Nicolaescu and Nicolaescu, 2012).

In his seminal paper, Dees (1998) defines entrepreneurship as a mindset or behaviour that can manifest anywhere and lead to the pursuit of opportunities without regard to the resources held by the entrepreneur. Thus, the social entrepreneur is simply an entrepreneur but one with a social mission, whose central criterion is mission-related impact not wealth, and who seeks to create social not economic value (Dees, 1998). Whether or not the entrepreneurs or entrepreneurship have a social or business purpose is generally accepted to be independent of how the profits are distributed (Dees, 1998), as social wealth or value can be a by-product of economic value creation, and

economic value creation is necessary to ensure sustainability of the social venture (Mair and Marti, 2005). Thus, Luke and Chu (2013) find social entrepreneurship focuses on the *processes* of the underlying social activities, whilst social enterprises focus on the *purpose* of a social business. A brief review of the literature tends to support this dichotomy.

Authors who see social entrepreneurship as a purpose include Chell et al. (2010 p. 485) who define it as its “innovative activity with a social objective”, and Mair and Marti (2005) who distinguish it from other forms of entrepreneurial activity by the priority given to promoting social value and development. Choi & Majumdar (2014) propose social entrepreneurship as a cultural concept comprising five characteristic sub-concepts, one of which is a pre-condition: social value creation. Therefore, when at least the pre-condition is present, the phenomena *is* social entrepreneurship (Choi and Majumdar, 2014).

Some definitions incorporate both purpose and process. Bosma et al. (2016 p. 5) articulate a broad definition that points to purpose (“any kind of activity, organisation or initiative that has a particularly social, environmental or community objective”), and narrow definition that points to process as the “activity, organisation or initiative (i) prioritises social and environmental value over financial value; and (ii) operates in the market by producing goods and services” (Bosma et al., 2016 p. 5). Roundy and Bonnal (2017p. 1) relate the strengths of social entrepreneurship to both purposes (“reliance on voluntary exchange, promotion of dignity and self-sufficiency in beneficiaries) and processes (“attunement to the signals of the marketplace, and ability to tap into consumer spending”).

Whilst the theory of commercial entrepreneurship has been utilised to develop an understanding of social entrepreneurship, their underlying processes do differ. Félix González et al (2017) empirically examine the opportunity identification processes of commercial entrepreneurship and find only two constructs common to both: information search in opportunity discovery, and innovation radicalness in opportunity creation (Félix González et al., 2017). Although trading processes may be similar *prima facie*, social enterprises commonly generate income through trading activities in markets for-profit businesses will not enter or in which government has failed, and reinvest all profits back into the venture (Herring et al., 2011, Barraket et al., 2010, Jane et al., 2014, Barraket et al., 2017).

Defining social entrepreneurship

For the purposes of this literature review, following the conceptual framework of Choi and Majumdar (2014) social entrepreneurship will be understood to be the *purpose* for which the entrepreneur innovatively combines resources to pursue opportunities that create social value by catalyzing change and/or addressing social needs without regard to the resources currently available (Mair and Marti, 2005, Dees, 1998). Following Doherty et al. (2014), a social enterprise is a hybrid organisation that uses *process* to pursue financial sustainability but has a social purpose. Drawing on Dees (1998), the social entrepreneur is the *individual with a social mission focus*, who uses the process of entrepreneurship in any organisational type for the purpose of creating social not economic value. Finally, a social value refers to that “which enhances well-being for the earth and its living organisms” (Brickson, 2007 p. 866) . Thus, this review takes social entrepreneurship as a starting point (the mindset to seek out opportunities for social change), the enterprise as the vehicle, and the entrepreneur as a key individual who exploits the opportunities for social change.

Social enterprise

Social entrepreneurs and social enterprises have been shown to trigger social change. Chandra et al. (2016) reviewed the social activism, social change, empowerment and social entrepreneurship literature over a 30 year period across 60 countries and developed a framework against which to synthesize the profiles of 2,334 Ashoka social entrepreneurs in the search for the strategies they use to achieve their social purposes. From the 39 strategies these social entrepreneurs used as tools to create value at various levels of society emerged 6 meta-strategies: individual empowerment,

collective action, reforming the system, building physical capital, using evidence based practices and prototyping. Social enterprises have demonstrated success in establishing sustainable ventures with a social mission (Miller and O'Connor, 2016) and the social enterprise model has been suggested for adoption into other sectors such as public health. It is the potential of the social enterprise to address health inequalities through the creation of innovative and sustainable public health interventions that is attractive (Roy et al., 2013).

Reviewing the use of social enterprise for supported employment within the mental health system, Ferguson (2012) find the extant data does suggest “vulnerable populations involved in social enterprise interventions experience positive changes in their employment and mental health outcomes” despite a lack of outcome evaluation data globally (Ferguson, 2012). Castellás et al. (2017) map social enterprises in the state of Victoria and find they are a relatively small mechanism for inclusive economic development within the economic landscape. They also note that approximately 1/3rd of social enterprises lack of the capacity to measure their impact implying the achievement of their social missions may not be readily measurable (Castellás et al, 2007). Cooney and Shanks (2010) review the empirical evidence of the effect of microfinance enterprises on poverty alleviation and find that despite the successful institutionalisation of many anti-poverty social enterprises there is a paucity of evidence indicating this innovation assists people who are caught in the cycle of debt move out of poverty. Ruebottom (2011) observes the need for an understanding of how to measure success in social enterprises in lieu of the accepted default practice of using the triple bottom line. She concludes that a “rich complement of success measures” is required in recognition of the idiosyncratic nature of the social value assumed important and nature of change sought. In the related field of social marketing (where behaviour change for the benefit of society is sought via marketing strategies) Evans et al. (2014) find the empirical literature evaluating social marketing strategies demonstrates mixed results with respect to behaviour change but consistent improvements for behavioural mediators. The challenge of collecting appropriate financial and social impact reporting data, necessary to facilitate organisation development and resilience, is behind the development of a social enterprise reporting tool (Mason et al., 2017).

Social enterprise/entrepreneurship and social change

Whilst there is much literature discussing the definitions and constructs in the field, recording the activities undertaken for social benefit, and noting the impact of the social enterprises, entrepreneurs and entrepreneurship, there is as yet little empirical evidence that social entrepreneurship or social enterprises are able to effect the social change at the heart of their missions. Nonetheless, history provides the evidence for success of social innovations at the heart of social entrepreneurship. Hiatt et al. (2009) examine the literature reporting social movement organisations noting the role these organisations play in driving cultural change, for example the abolition of slavery, the American temperance movement, elimination of racial segregation and environmental protective legislation. In a review of the social entrepreneurship literature, evidence is found of social change taking place at the community level in physical, financial, human and social capital (Lumpkin et al., 2018). However, overall the question of the capacity of social entrepreneurship to create or accelerate the change sought in their social mission remains open.

The interest in driving alcohol culture change in Australia and elsewhere is linked to a desire to reduce alcohol related harm and attendant costs (VicHealth, 2017, Savic, 2017, Herring et al., 2011, Centre, 1998). In keeping with the historic evidence and therefore understanding that social innovation can drive social change, social entrepreneurship, that mindset to spot and exploit opportunities for social change, may play a part in disseminating effective and desirable social innovations related to alcohol culture.

For instance, Hello Sunday Morning is an Australian online platform that aims to “create the largest online movement for alcohol behaviour change in the world” by providing early intervention support

for changing the way people drink (HelloSundayMorning, 2018). This social venture uses the concept of on-line brand communities to propel people towards a reduction in alcohol consumption and embed sustainable drinking practices (Fry, 2014). Despite little research into the outcomes from the program and a small sample size, initial findings from one research study suggest the program may be effective in changing the way people think about alcohol consumption and the quantity of alcohol consumed (Pennay et al., 2015). Carah et al. (2015) review the blogs of 2,590 users and find participants are engaged in a “dedicated process of reflecting on their own actions” which the platform uses to modulate participation. This observation raises an unanswered critical question around the amount of control this provides selfhood, when individuals use discourse and data for the purposes of self-expression (Carah et al., 2015). Whilst HelloSundayMorning users are known to be a “unique population of heavy drinkers” further research is needed to determine if self-reported alcohol consumption changes after participating in the program (Carah et al., forthcoming).

Storytelling and social change

It is evident, however, from the available evidence that platforms such as HelloSundayMorning highlight the importance of storytelling in behavioural and cultural change. By being able to exchange lived experiences and personal stories on the platform, participants’ attitude towards drinking is changing which itself transforms the more dominant drinking culture.

As such, storytelling is at the heart of social entrepreneurship and cultural change. In fact, storytelling is defined as “a way of understanding, communicating and influencing others” (Moezzi et al., 2017). An improvement of 19% in safety behaviour was observed after stories were used to disseminate a safety message (Ricketts et al., 2010). It is accepted that stories can lead to change and change itself can be the source of stories; stories are “always replete with meaning, often contain moral judgements and frequently elicit strong emotional reactions”, provide vivid insights and are integral to understanding “organizational becoming” (Andrew et al., 2009). Stories have been demonstrated to be effective in generating organisational change (Paddy et al., 2008), modifying the behaviour of children (Toplis and Hadwin, 2006), inspiring and guiding (Stephen, 2006), and generating high performance collaboration amongst diverse groups (Kahan, 2006).

However, the theory and literature around kick-starting entrepreneurship, social or otherwise, tends not to focus on story telling. For example, in examining the use of crowd-funding campaigns to launch social entrepreneurs, Calic and Mosakowski (2016 p. 739) find that a sustainability orientation mediated by the project’s third party endorsements and creativity will positively affect the success of a campaign. Nonetheless, there is evidence of an emerging trend towards story telling in practice, if not research, as story telling as a phenomenon gains credibility itself. For example, recently the use of textual narrative and images have been successfully used to reposition Bill Gates and Richard Branson as social entrepreneurs (Boje and Smith, 2010), and successful crowdfunding campaigns use story telling as a means of engaging supporters.

Given this as background we will now discuss more on the project’s approach to stimulating new stories through social entrepreneurship.

Stimulating new Stories through Social Entrepreneurship

Background

Alcohol culture change is a complex social phenomena and finding ways to address and reduce alcohol-related harms is of significant importance and provides opportunities for innovations in social change. As discussed in the literature review, social entrepreneurship has generated great interest among practitioners and scholars with its promise of innovative and financially viable business models to solve social problems.

Over the past few decades, young social entrepreneurs have been using the disciplines of the business world to set up ventures to tackle complex social problems across the spectrum of: environment sustainability (e.g. recycling water projects); global development (e.g. ending poverty, supporting education); equity and fairness (e.g. rights, inclusion of different population groups), and individual wellbeing (e.g. positive body image, tackling bullying, ending harming behaviours).

In a similar way this project sought to contribute a new stream to the “What’s your Story” project by focussing on creating new stories. Through engaging with and inviting young people into an entrepreneurial thinking process we sought to identify potential innovative business solutions that might help to address the problem.

Based on this aim the following key activities were conducted:

- The Ideas Hack – Saturday 1st September 2018
- The Coffee Hack and Digital Ideas Hack Submission Process
- Engagement with BUS10012 Innovative Business Practice Semester 2 2018
- November 22nd Bootcamp workshop

The new stories that are possible through this approach can be seen to be at three different levels of personal, idea and venture narratives.

The first level of new stories are at the individual level, where involvement leads to the ability to share personal narratives about the extent and level of involvement in the activities. The second level of new stories created are at the idea level – where through the process of ideation – innovative business solution idea stories are created. The final level of new story creation is at the level of the venture narratives where through the process of the entrepreneurial ideation the idea founders are committed to continue to progress the idea to an operating venture which is addressing and making social impact in the area.

The key activities are further discussed below.

The Ideas Hack – Saturday 1st September 2018

The first event scheduled was the Ideas Hack held on Saturday 1st September 2018 which saw a wide campaign of our student team led a media release as well as distributing the flyers with partner organisations promoting the event (see Appendix A1). Despite online registrations of 65 participants attendance on the day was small with approximately 10 young people in attendance, however the engagement was strong and discussions vibrant with some interesting ideas put forward (see Appendix A3).

The Coffee Hack and Digital Ideas Hack Submissions

Given the low numbers engaged with the Ideas Hack, the Coffee Hack concept was created with associated marketing materials (See Appendix B1) and promoted across Swinburne University. Six

Swinburne staff members hosted the Coffee Hacks from the 8th October through to 9th November for 38 students from across Swinburne.

Participants who came to a 30 minute Coffee Hack were invited to then submit their great idea into the Digital Ideas Hack. A total of 34 responses were submitted between 7th October and 12th November 2018 (See Appendix C for full result set) with the dynamics in submissions shown in Figure 1.

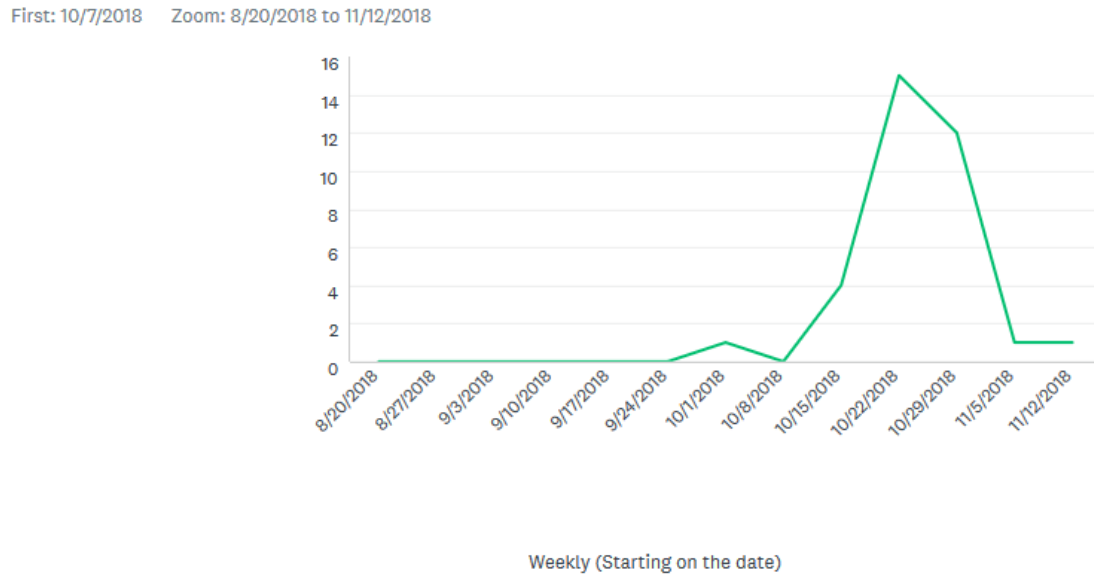


Figure 1: Submissions to Digital Ideas Hack

Ideas submitted for the Digital Ideas Hack were rated as contributing to four social need areas as shown in Figure 2 below.

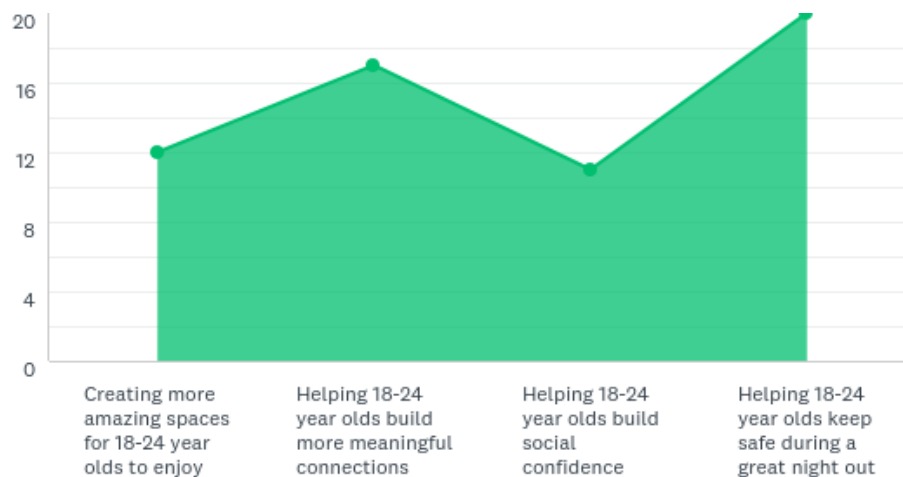


Figure 2: Digital Ideas Hack themes responses selected by participants

Engagement within BUS10012 Innovative Business Practice Semester 2 2018

The semester 2 class of BUS10012 Innovative Business Practice saw 590 students engage with the “What’s your Story” project as part of their team assignments to create an innovative business solution to a social problem. In week 3 of the semester the Industry Panel saw two members of the What’s your Story Project team (Julia McCusker and Sharyn Cox) and Maya Ravis from Vic Health present to the students about the project.

Using the Crowdcity Ideas Management Platform, students first brainstormed 82 “social problems” associated with alcohol and late night culture through the “Social Problems Jam” (see Appendix E1).

Following this students then worked as teams to create 109 innovative business solution idea stories through their engagement with the “Solutions Jam” (see Appendix E2).

The top 3 teams across the unit selected to present their live pitches to the industry panel and an audience of over 250 of fellow students in week 12 were:

- iStraw – Combatting drink spiking
- A night to remember – Providing drinking alternatives for 18-24 year olds
- Cheers App - An app to promote safety and meaningful connection for 18-24 year olds during a night out

November 20th 2018 Bootcamp Workshop

Twenty participants all who were under 25 years old attended the Tuesday 20th November bootcamp workshop which was the culmination of the Ideas Hack, Coffee Hack and Digital Ideas Hack marketing processes as well as from engagement with BUS10012 Innovative Business Practice. The bootcamp agenda was organised to provide participants the opportunity to enable the further development of their ideas and receiving coaching from 2 young entrepreneurs (see Appendix D2). In the afternoon teams created pitch websites and videos and then pitched to a professional panel to decide on which idea would win the prize of progressing through to Entrepreneurial Coaching by serial entrepreneur Dominic Saporito (see Appendix D2).

Table 1 lists the four ideas that were ideated and developed during the workshop and then pitched to the professional panel (see Appendix D3 for website links and videos for each idea). After some deliberation the professional panel returned to provide feedback and shared their choice of “A night to remember” as the winning pitch.

Bootcamp Idea Champion	Idea
Team 1	Coinage: The mobile application to have if you're trying to save money and have fun on a Night Out. It sends you notifications on your phone giving you real time information on your current spending and how it relates to your financial goals.
Team 2	Safe Place Initiative: The Safe Night Initiative is simply raising community awareness and reinforcing responsibilities of the establishments which service this culture. Additionally, the initiative aims to create partnerships with government and businesses, creating incentive for businesses to be involved through advertising & marketing, as well as increasing their reputation through commitment to social change. The Safe Night Initiative’s sells a membership to these businesses, this includes an endorsement sticker to be displayed on the premises.
Team 3	Cheers App: CHEERS is an app that promotes safety and responsible drinking on a night out, encouraging meaningful connections through a check in and rewards system.
Team 4	A Night to Remember: Mocktails with meaning

Table 1: Ideas Pitched to the Professional Panel

Learnings and Recommendations

Insights from BUS10012 Crowdicity Social Problems Jam

Insight 1: Students viewed bingeing behaviour as a leading factor for 18-24 year olds
 Bingeing behaviour, tied in with an inability to know the limits one can drink, is the leading factor identified by 21 teams as the top factor causing high alcohol consumption in Australia. One team mentioned,

“Many students between at the age of 18 and 24 years old, have the habit of over drinking and do not manage to control themselves while hanging out with friends at late night”.



Figure 3: Leading social problem factors for 18-24 year olds identified by teams

Insight 2: Students saw peer, societal pressure and loneliness as significant social factors
 Peer and societal pressure are among the highest causes among factors that relate to social aspects. As highlighted by one team,

“Everyone in our team has at one stage felt a degree of social anxiety when it comes to a night out. Whether it be at drinks before going out, or when out at a club or a bar. The problem is, sometimes it’s just easier to grab a drink and have it, then tell people no. And that is just one reason for our deep interest and why it is so important to us. Our group wants to help change the idea that every time you go out for a good night, it doesn’t have to be about drinking”.

Another group opined that reduced interconnectedness and relationships among individuals, lead to isolation and increased loneliness also push individuals to ‘turn to drinking’.

“Despite the fact that 91% of teenagers have access to the internet, this is leading to a loss in meaningful connections being made due to drinking and selfie culture”.

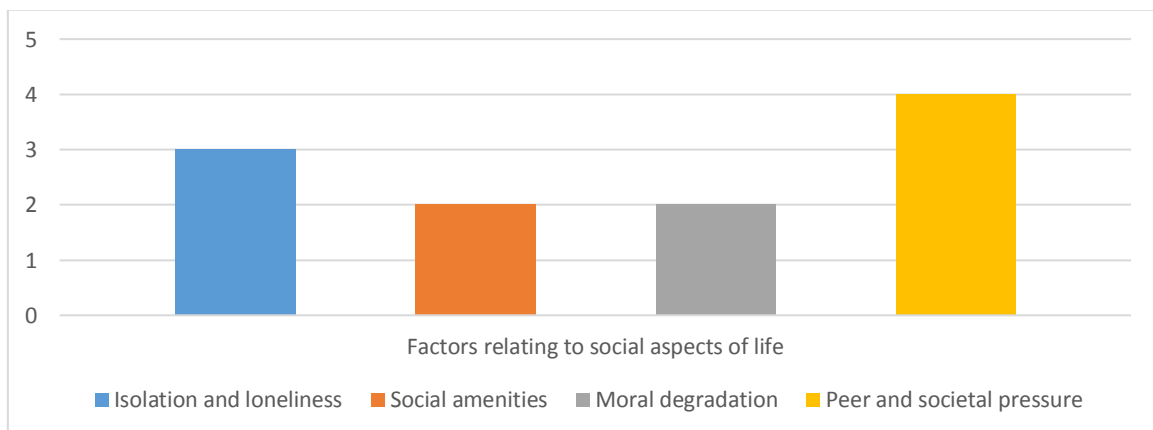


Figure 4: Identified factors by teams relating to social aspects

Insight 3: Students were concerned about alcohol related violence and drink spiking

Student teams reflected on the extent to which alcohol influences violence and abuse. 18 teams identify violence and abuse as the highest consequence of high alcohol consumption among young people in Australia. Violence may be peer to peer (among friends), towards family or other members of society in general. Closely tied to violence are auspices of threats to safety and bullying.

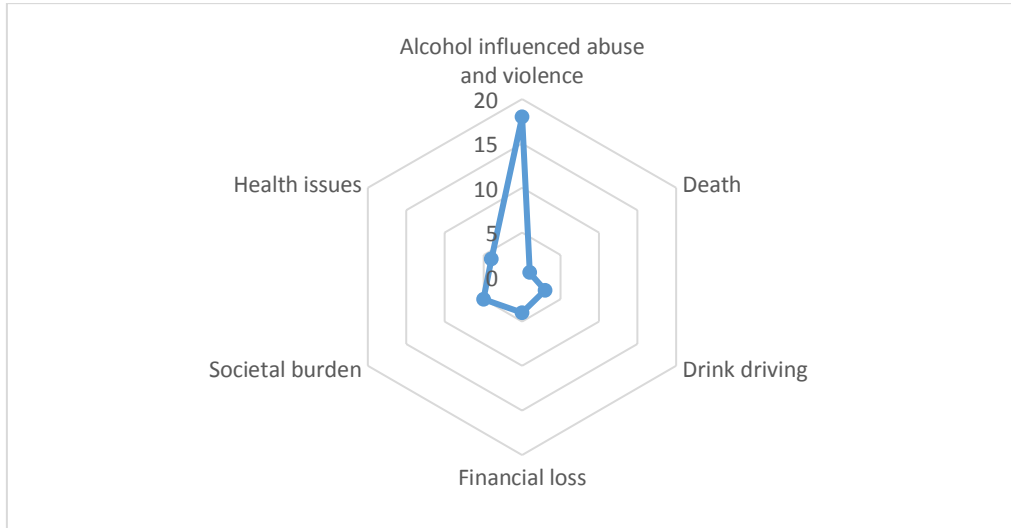


Figure 5: Impacts of Alcohol Culture

Alcohol culture among young people was found, to a smaller extent, to burden society’s health facilities. One team opined,

“problem in today’s society is that paramedics, due to having the duty of care for everyone, are aiding those who are intoxicated rather than aiding those who experience unpreventable emergencies”.

Another group noted,

“Our greatest concern is that alcohol related ambulance call outs have increased by nearly 150% in the last 15 years alone. Assaults are on a 5-year high related to alcohol related violence. Congestion and burden on the ambulance service hinders their ability to attend other important incidents (stats to support)”.

Finally, the emergence of sexual predators and fiends present the most cited extenuating factor impacting night social life. 12 teams highlight drink spiking as the prevalent condition here (see table 2).

Extenuating factors	Frequency
Experimentation with drugs and general	1
Infrastructure shortcomings	4
Predators, moral degradation and unethical behaviour	12
Separation and splits	4

Table 2: Extenuating factors impacting young out-goers

Insights from BUS10012 Crowdcity Solutions Jam

Solutions drawn from groups are segmented into 5 broad thematic areas. Thematic areas encompass factors addressing education and awareness; factors looking at the use and role of

technology; factors focused on social integration and social aspects factors relating to drink spiking and glasses, bottles and measures of alcoholic drinks (alcohol serving instrument); and lastly, factors that focus on support structures.

Insight 4: Student teams were attracted to solutions focussing on addressing education and awareness

Education components largely focused on increasing the awareness of the effects of alcohol abuse and use among young people. 23 groups highlighted the need for increased awareness campaigns as a method to reduce the alcohol culture in Australia. One team concludes,

“We believe that education is the best way to ensure young adults can make educated decisions regarding social drugs like alcohol. Why is it normal that we need to be educated and pass a text before driving a car, but can legally go out and get blackout drunk on the day of our eighteenth birthday?”

Another group suggested,

“Education for students from Year 9 and above to be educated within school environments on the effects of drug and alcohol. That education from a young age is the most useful tool to expose the issue and not hide it, because it’s real and it’s happening”.

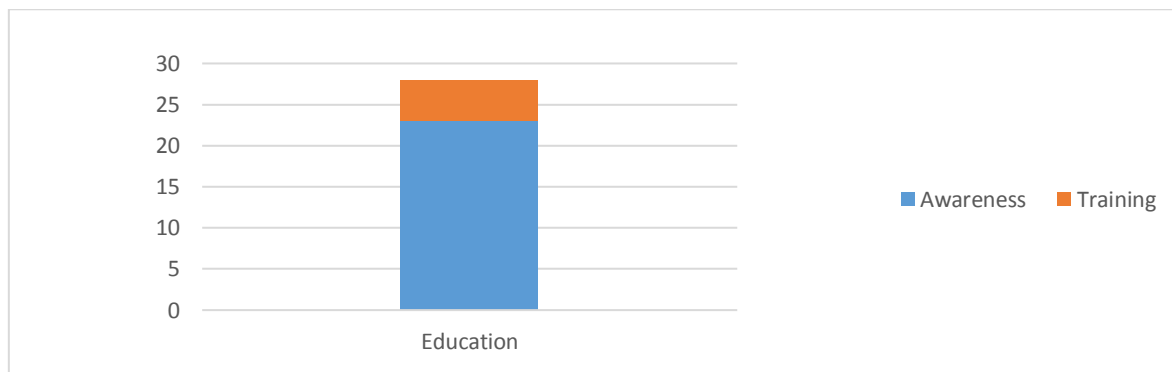


Figure 6: Number of solutions focussing on education and training

Insight 5: Student teams saw opportunities in the role of solutions using digital technologies

With advancement in technology and increased access to internet also generated solutions that seek to leverage ICT and digital technologies. Digital technologies are the most pronounced solutions proffered by young people to address alcohol culture in Australia. While varied, developing several different mobile phone apps was the solution for most groups (26).

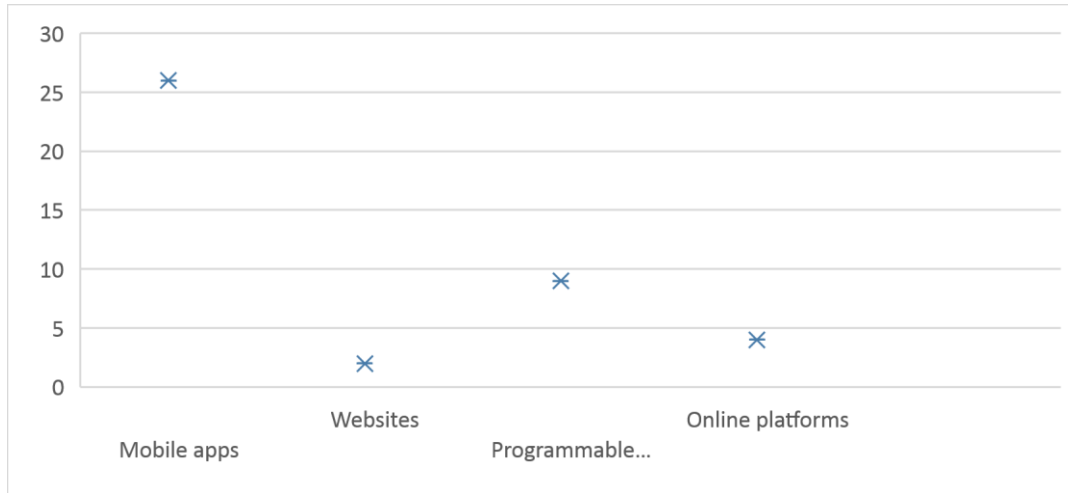


Figure 7: Number of suggested Digital Technology Solutions

With App ideas serving various purposes, examples of extended apps are presented in table 3.

Group	App ideas	Scope
1	Drinking buddies	Join groups of students to go out with which invites safety and prevents the possibility of alcoholic-related problems to occur.
2	Check-In app	Main function is a 'check in' that encourages users to check in to venues. The more a user checks in to a place, the more points they collect to be rewarded
3	Educational app	Educate young people about alcohol and drinking by giving information to educate people about standard drinks
4	Rewards	An app that helps and rewards sober drivers.
5	Group buddy system	An app, which facilitates individuals to stay in groups.
6	Tabs	An app that keeps tabs on the members of a group, created when they go out to a club or event including location-based alerts
7	Linked apps	An app linked to a central server which enables people to sign up, and connects to local police station in case of emergency
8	Financial apps	An app which tracks the amount you've spent and compare the amounts of money spent with valuable needs for money we have daily
9	Interconnectivity	An that app allows users to select things they're interested in and connects the users to locations where they can find other people will the same interests

Table 3: Scope for developing Apps

Insight 6: Student teams identified need to address social aspects of late night drinking culture

Solutions here were two-fold, seeking to address, first, the lack of interconnectedness and, second, the lack of social spaces for individuals to interact and share common interests.

Social aspect	Frequency
Alcohol free events	7
Regulated quiet spaces	2
Social clubs, groups and meet-ups	17
Social influencers	5

Table 4: Frequency of related social aspect solutions

The need for social clubs and groups, meet-up activities designed towards linking similar minded individuals were the most cited (17) social aspect factor. Several methods are advanced here;

“Build a community clubhouse for all students from different Universities where student can enjoy their days and nights with their friends and family members”.

Another group suggested;

“A program that runs over weekends hosting events for young people between the ages of 18 to 24. These events provide young people with an alternative to experiencing nightlife and youth culture without the alcohol abuse and potentially harmful consequences. This program will also give young people an opportunity to volunteer in photography, sound and event production, and other outlets, and therefore will able to learn and work with industry professionals.”

Alternatively, some groups suggested reducing alcohol consumption by opening gaming bars. One group suggested;

“Gaming as a substitute for alcohol. Instead of going out drinking to socialise and have fun, we came up with the idea to create a Net-Bar for young adults to get together and play games, providing a fun, relaxing, social and safe environment without the need for any hangovers”

Insight 7: Drink spiking was an area student teams felt needed to be addressed

Drink spiking was one significant challenge identified and dealing with it produced varying solutions (see Figure 8).

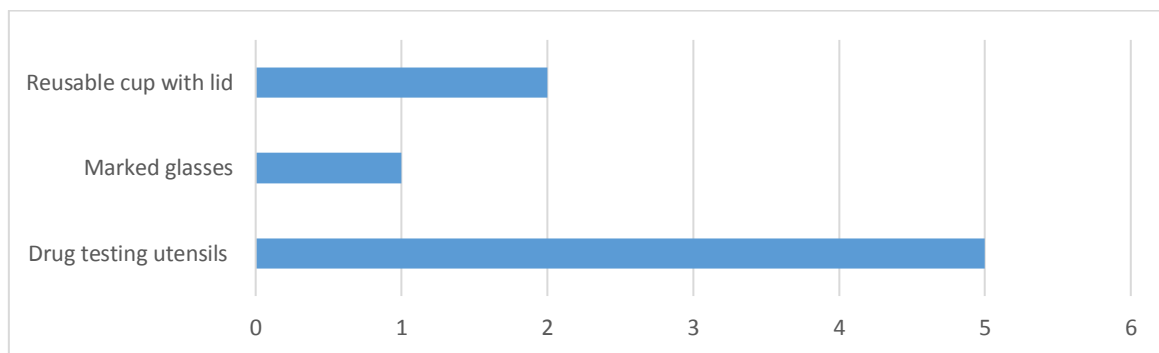


Figure 8: Number of solutions addressing drink spiking

The design of ‘drink serving apparatus’ eg glasses and straws were the most popular solution.

For example,

“drug detecting cups and by that we mean that if your drink is tampered with or is spiked, the cup itself will have a reaction with the additional substance put into your drink and it will proceed to change colour”.

Extending this, some groups highlighted the need to use straws that detect the presence of the major chemicals used in spike drugs.

“Drug detecting straw accessible to everyone to use, we believe it will stop a large percentage of drink spiking incidents. Not only will it warn people that they have an illicit substance in their drink, but we also believe it will get to a point where it will deter the culprits from even attempting the act to begin with. They are easy to make and cheap to buy, and it’s something that all licensed drinking

premises are in desperate need of. Drink spiking may not be the only form of drugging, but it is the largest percentage, and if we can minimise that with something as small as a straw, we will help stop many young party goers from being harmed and give people the much-deserved ability to feel safe on a night out”.

Insight 8: Students teams identified opportunities to improve support structures

Finally, solutions focussing on support structures relate to solutions that seek to enhance security, infrastructure and health access (see Table 5).

Solution Theme	Scope
Government interventions	Addresses recommendations and solutions aimed at encouraging government regulations and intervention
Health access	Access to health services
Partnerships	Creating synergies, collaborations and partnerships between private and public sector
Safe places and zones	Safe zones created in cities
Security and infrastructure	Infrastructure and increased security
Transport access	Measures to increase access to transport services

Table 5: Solutions focussing on Support Services

The Safe Place Initiative is a good example of an idea which focussed on support structures that progressed from the crowdicity solutions jam through to the final November 22nd bootcamp workshop.

Reflecting on the creation of new stories through social entrepreneurship

This project begun with a premise of exploring how new stories could be created through taking a social entrepreneurship approach to engage young aspiring entrepreneurs to address the strengths-based question formed in collaboration with the What’s your Story team of “What makes a great night out?”.

This stream of the project implicitly sought to facilitate the development of 3 levels of stories throughout the process of the project (see Table 6).

New Story Types	Description
Individual Stories	Involvement in the project activities leads to the ability to share personal narratives about the extent and level of involvement in the activities.
Idea Stories	New stories created are at the idea level – where through the process of ideation – innovative business solution idea stories are created.
Venture Stories	Through the process of the entrepreneurial ideation the idea story founders are committed to continue to progress the idea to an operating venture which is addressing and making social impact in the area.

Table 6: Creating new stories through Social Entrepreneurship

Insight 10: There are opportunities to evaluate the impact of story creation on behaviour and culture change

As discussed in the literature review – there are opportunities to improve evaluation processes to better account and demonstrate impact and outcomes relating to social entrepreneurship. This is true also for this stream of the What’s your Story project – which could claim to having engaged:

- Over 650 new individual stories

- Over 140 new idea stories
- 2 new embryonic venture stories¹

Further research would need to be conducted to explore the downstream impacts of involvement in the project activities and specifically investigate what impact the different levels of new story creation has had on young people and the ecosystem.

Insight 11: Strength Stories provide ways to stimulate social entrepreneurship

Guclu et al (2002) discussed a new model to social entrepreneurship and creating opportunities worthy of pursuit which hinged on firstly generating a promising idea – and then developing that idea into an attractive opportunity. The first step of generating a promising idea sees the identification of what they call “social needs” and “social assets”.

Through the process of being part of the What’s your story committee, reviewing the strengths-based stories of “What makes a great night out” collected by Human Kind Enterprises and working through the “Most Significant Change” process enabled the identification of 4 key social needs from within the stories of:

- Creating more amazing spaces for 18-24 year olds to enjoy
- Helping 18-24 year olds build more meaningful connections
- Helping 18-24 year olds build social confidence
- Helping 18-24 year olds keep safe during a great night out

These four key “social needs” were used to stimulate the Solutions Jam and guide the entrepreneurial ideation processes following. As demonstrated through the engagement with the Crowdicity Social Problems Jam and Solutions Jam and also the Bootcamp workshop – this method appeared effective at engaging young people in entrepreneurial ideation story creation.

Insight 12: Did a strengths-based approach impede marketing efforts for 18-24 year olds?

Whilst the strength-based approach used within the project team provided benefits in identifying ways to guide the development of ideas, the project team found it difficult to initially engage young people into the planned September 1st Ideas Hack using this approach within its marketing.

The Social Problem Jam of BUS10012 appeared to provide students the opportunity to follow the more classic entrepreneurial approach of Problem-Solution, and in defining and creating a connection with the “problem” were able to engage more deeply.

This does raise the question of how a strength-based approach can be balanced in its marketing to better help young people understand the problem that exists and why it matters for them. Further research could explore the dynamics around this question more fully.

Conclusion

This project began with a question of whether social entrepreneurship might provide a way into engaging young people in the mission of the What’s your Story project of creating sustainable alcohol culture change for young adults aged 18-24 years old. Framed around creating new stories the project aimed to use entrepreneurial ideation and tools from entrepreneurship and business to help young people engage and through doing so see the potential creation of individual stories, idea stories and new venture stories. This report demonstrates the key findings and perspectives from young people who have engaged with the project as well as key insights emerging for the project team around marketing and working to engage young people in innovative projects such as this one.

¹ Nick Soda from “A night to remember” has been continuing to work on the venture idea, and another attendee at the November 22nd Bootcamp workshop – Joe Gibbs – has started a security venture that pivoted from an original idea created at the bootcamp.

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Appendix A2: Ideas Hack – 1st September – Registrations

Type	Registered	Attended
Event organiser	10	6
Participant	63	10

Appendix A3- Ideas Hack – 1st September - Workshop Outcomes

Bootcamp submission by	Idea	How does the idea help?
Attendee 1	<ol style="list-style-type: none"> 1. Open Space 2. Meet & Greet 	Get to know others – meaningful connection Less focus on alcohol
Attendees 2, 3, 4 (group effort)	<ol style="list-style-type: none"> 1. Instagrammable activity 2. Christmas dinner 3. Build a cool space – shared activities – phone charging station 	
Attendee 5	<ol style="list-style-type: none"> 1. Chain of bars/venues that are themed and run events and activities that change the focus off of drinking 2. An app platform that makes a scavenger hunt of venues for a night out 	

Which How Might We?	What's the underlying problem or opportunity?	What's your solution and who wants it?
Create more amazing spaces for 18-24 year olds to enjoy	<ul style="list-style-type: none"> • Fear of unsafe spaces • Not drinking is normalised • Shared activities • Utilise social media - # ? • FOMO • Creating positive social impact • Humble brag • Document experiences 	<ul style="list-style-type: none"> • Instagrammable activities • Table tennis • Board games • Frequently change • Live paint • Combine Augmented Reality and Social media – deeper connections • Volunteering – festivals • Christmas Dinner • Warm / safe • No pressure environment – wide spectrum of personalities
		<ul style="list-style-type: none"> • Cool atmospheres

Which How Might We?	What's the underlying problem or opportunity?	What's your solution and who wants it?
		<ul style="list-style-type: none"> • “hidden bar crawl” – “scavenger hunt” • Creating a chain of bars that are themed “something different”. Eg. Holey Moley • Push the marketing + promotion • Focus will be on the activity • More music focussed – open mic nights
Building social confidence	<p>Some spaces don't allow for social interaction – loud music, no spaces to sit... Hiding behind your phone... Breaking out of the circles we create – awkward, people don't go out and meet new people</p>	<p>Spaces – different activities + spaces to allow for social interactions People over 20 (past clubbing experiences) Changing social norms (sharing stories – talking about it) Reducing alcohol dependency – alcohol is central to so much in life</p>
	<p>Problems are:</p> <ul style="list-style-type: none"> • Motives • Night club scene – don't want to form close connections • Intensions • Sticking with friends • Hit on partner • Transport • Sex and clubs • Unwanted attention • Age variances and differences • Superficial connections • Aggressive behaviour + invasion of space • Dark and grungy • Loud • Type of music – influences <p>Opportunity:</p> <ul style="list-style-type: none"> - Different activities - Affordable - Outdoors - Gaming - Respectful relationships & boundaries - Design of venues - Genuine connection 	<ul style="list-style-type: none"> - Better organised spaces - Holey Moley - Beta Bar - Batronika - Better lighting - More gameslab! - Behavioural conduct - Better trained staff - Structured activity - Get to know you night / meet and greet - Open spaces - A directory - Up to date info - Espresso martini / coffee bar + lighting - Restaurants – meet and greet night / table area

Appendix C: Digital Ideas Hack Survey Responses

		There have been over 150 stories collected and from these 3 key themes on the social needs of 18-24 year olds have emerged.... Which of the four key themes does your idea address?				
Respondent	What is your great idea?	Creating more amazing spaces for 18-24 year olds to enjoy	Helping 18-24 year olds build more meaningful connections	Helping 18-24 year olds build social confidence	Helping 18-24 year olds keep safe during a great night out	Attend a bootcamp in November to further develop this idea?
	1	<p>The less confident the young people feel the more they rely on externalities such as alcoholism. Government must initiate more meet ups and workshops/ adventure camps to help young people in cultivating hobbies, which will help them in being engaged and creative, which helps them to be more self confident, less depressed in life and to enjoy life in a meaningful way. Parents must take up initiative to help their kids in making meaningful connections, in valuing connection so that they don't have temporary connections in their life. Spreading awareness to parents in building key value system. Government must impose age bar for drinking alcohol. Parents must have a family time with their kids so that they enjoy being with family and learn core family values in building relationships. Initiating a walk in the morning or evening to mingle with the crowds. The more social one becomes less depressed they tend to be. To have a mentor for each person will help them in inculcating right values in them, help them boost self confidence, will help them in building meaningful connection. Digital life must be restricted by blocking unwanted websites. At the same time, must encourage the young people to watch informative videos and read articles. We end up becoming like the people with whom we interact the most on daily basis which changes each one of us unknowingly. (Peer pressure) People who don't have alcohol end up getting depressed as they are avoided. Taking safety measures, to walk with one or two person during late nights, as well as to talk through phone with dear and loved ones while travelling alone at late nights will help to be more safer. Conducting yoga and mediation classes for free for everyone would help in reducing stress which indirectly helps in reducing the intake of alcoholism by the young generation. To provide free security cab services when one feels unsafe while travelling during late nights.</p>	✓	✓	✓	✓
2	<p>Create a space for teenager, like a shack/a place that have everything, have a juice bar, healthy food, good music, mini games, and use a scent to trigger the brain to feel happy, i know that many scent / natural perfume that can make teenager become happy enjoy what they doing or even feel calm. i dont know much about the name of perfume, but i know some of 5 sense that human have. different people different mindset, but at the end we are still human, sometimes we like to being alone in a quite place and sometimes we like to be in crowded and loud music just to release the inner beast inside us. so yeah we can gather a lot of idea to put in one bowl and use it for the future, im really support to this unrelated alcohol activities and hoping that future will become more advance and matured. actually english is not my mother tongue, sorry for my english.</p>	✓	✓	✓	✓	Yes
3	<p>My great idea is a 'InControl' device which can be secured on bracelets of various designs controlled with an Application called 'InControl' On the device is a LED display and a button which functions as a read button or with a long press an emergency alert to emergency contacts. Within the device is a NFC Chip which the smartphone is required to have. It functions as a two-way transmission of data. Thus, the device is</p>					

		There have been over 150 stories collected and from these 3 key themes on the social needs of 18-24 year olds have emerged.... Which of the four key themes does your idea address?				
Respondent	What is your great idea?	Creating more amazing spaces for 18-24 year olds to enjoy	Helping 18-24 year olds build more meaningful connections	Helping 18-24 year olds build social confidence	Helping 18-24 year olds keep safe during a great night out	Attend a bootcamp in November to further develop this idea?
	paired with the smartphone and any changes or update on either device will be transmitted and displayed to one or the other way or on both. More on NFC Chips: https://www.youtube.com/watch?v=-TwwqdDTzFU The function includes (Eg. Night out) 1. EMERGENCIES - Device side: Press on the button for a long period of time to call for help. Smartphone side: All emergency contacts will be automatically notified. 2. PLAN - Device side: Allows bystanders, bartenders or bouncers to tap their smartphones to see the users' plan. Eg. 'Here with girls & going home with girls.' And when she is seen with a guy, they can take action unless user is able to make rational decisions based on her alcohol level. - Smartphone side: Setting key plans and situation that is able to ensure the user's safety. 3. TIMELINE - Device side: Vibrates and shows time and key words/emojis to remind user of their plan for the night. Smartphone side: Planning ahead for the entire night out. 4. KNOW ME BETTER - Device side: Both parties can tap their bracelet on the other party's smartphone which will instantly sends a friend request with their contact info. Smartphone side: The user can either accept or reject the request but action information will be stored in the company's database for safety purposes. Eg. If user is kidnapped or raped law enforcement will be able to find suspects that has contact with the victim easily. 5. TRACK ME - Device side: The device has a GPS tracker. - Smartphone side: User can enable who is able to see their location. Eg. Emergency contacts. So in situations where they are lost, or could not find their friends on a night out, this feature will be helpful. 6. FIND ME - Device side: Vibrates gradually stronger when proximity increases. - Smartphone side: guides user towards their friends when they are lost		✓	✓	✓	Yes
4	Game App that involves teams		✓	✓		Yes
5	My idea is about an amazing space for a night out for Melbournians. For a Detox Cure, people would enjoy an outdoor space with food and beverage, stations for games and conversations. It would be designed like a festival where people could enjoy themselves with physical activity rather than using their smart devices.	✓	✓		✓	Yes
6	- A make your own drink bar! Make it customisable, almost like a fro yo... but if it had an alcoholic baby?	✓				Yes
7	A communal karaoke venue where everyone's voice is auto-tuned				✓	Yes
8	Clink up! A mobile app that connects people and builds more meaningful connections. Bus10012 student, team Gate, Gian Toscano and Amanda Chu will be attending		✓			Yes
9	Clink Up Mobile Application		✓	✓	✓	Yes
10	Clink up! A mobile app that connects people and makes more meaningful connections			✓		Yes

		There have been over 150 stories collected and from these 3 key themes on the social needs of 18-24 year olds have emerged.... Which of the four key themes does your idea address?				
Respondent	What is your great idea?	Creating more amazing spaces for 18-24 year olds to enjoy	Helping 18-24 year olds build more meaningful connections	Helping 18-24 year olds build social confidence	Helping 18-24 year olds keep safe during a great night out	Attend a bootcamp in November to further develop this idea?
1 2	Meet people		✓	✓		Yes
1 3	Don't force people to speak to the others, no normalization, just activities for all the types of people	✓			✓	Yes
1 4	Would love to be able to go somewhere late at night where I know I could have fun and be safe from the regular antics that go on. Late night table tennis tables with chill insta-worthy vibes would be ideal but it would also be cool to have a pop-up space that allowed for various businesses to be able to create a fun atmosphere for young people. For e.g. a juice company could rent out the space for a couple of weeks/months and create a pop-up twilight juice bar or something.	✓			✓	Yes
1 5	Music	✓	✓	✓	✓	Yes
1 6	Creating an application for users to safely interact with people on a night out				✓	Yes
1 7	An app that has many features to help keep users safe on a night out and encourages meaningful connections. It also has a reward function that provides and incentive for users. I'm from BUS10012 and it will just be me from my group that is attending the bootcamp.		✓		✓	Yes
1 8	An app, with lots of functions to help keep users safe, and encourages them to make meaningful connections on a night out with the incentive of rewards.		✓		✓	Yes
19 & 20	"The Breakfast Club", a nightclub at night which transforms into a cafe in the morning - to make sure people feel safe without the risks of being on the streets.	✓			✓	Yes
2 1	Safe Place Initiative (SPI). Our idea is consists of three main strategies; registered "Safe Place" venues. Victoria Police, City of Melbourne and VicHealth endorsement, and a social media strategy. These factors capture our social entrepreneurial and for-profit business model, with our social media strategy in particular focusing around a mobile and tablet application (https://spinitiative.app/) which serves as a digital reputation management for nightlife venues, or what we call "Safe Place" venues. Our group was selected as part of the BUS10012 Swinburne University unit to come along to the bootcamp in November. The other attendee will be Hayden Matthews, Jordan Kh and Steven Dan.				✓	Yes
2 2	Adventure Generation A Social Website logs fun and memorable things to do from users/businesses These are up voted and down voted by users and then an algorithm semi randomly generates a collection of these		✓			

		There have been over 150 stories collected and from these 3 key themes on the social needs of 18-24 year olds have emerged.... Which of the four key themes does your idea address?				
Respondent	What is your great idea?	Creating more amazing spaces for 18-24 year olds to enjoy	Helping 18-24 year olds build more meaningful connections	Helping 18-24 year olds build social confidence	Helping 18-24 year olds keep safe during a great night out	Attend a bootcamp in November to further develop this idea?
		according to upvotes, proximity, and price, for a small group of randomly picked near by users to have an adventure				
2 3	Nature walks, just exploring while drink is fun. Drinking and drugs warp human perceptions. Under the influence people become courous of the mundane. The biggest problem is warped perceptions can lead to misunderstandings and fights. Remove strangers it becomes less dangerous but with friends in the woods its fun. Chasing animals in a warped state				✓	Yes
2 4	Public places hold events where local Melbourne clubs can promote themselves. Thing University open day, however for the city of Melbourne. 2nd. Auto generated groups of people with similar interests or from a similar demographic to you. With randomised events and activities hosted based upon your interests.	✓				Yes
2 5	Checking illicit recreational drugs to make sure they are what they say they are and not other more dangerous or deadly substances				✓	Yes
2 6	Safe Night Initiative	✓			✓	Yes
2 7	Having a amazing cross cultural public location to plan discuss, and combine ideas and have a better understanding of other cultures. Like transforming fed square into a forum were people can come and go as they wish.	✓				Yes
2 8	Developing an app to help people stay connected more easily on a night out or a product to help detect drink spiking (such as jewellery with a sensor)				✓	Yes
2 9 1	Understanding new cultures through use of technology		✓			
3 0	My team's idea is to create an Application which allos the user to receive "smart notifications" about their financial status in real time which would associate their financial goals and planned expenditure to their current spending. For example, if a person is on a night out and spent 15 dollars on an alcoholic beverage, it doesn't seem like much. But if the person gets a notification that does the budget tracking and awareness for them then they would be notified that they have spent 20% of their savings goal for the night, they still haven't paid for their 80\$ Uber and they are supposed to pay for a meal after, then the person is now fully aware of their financial state at that moment in time and they can make the right decision for them. This is ideal for 18-24 year olds since we are known to live on a tight budget, although many other groups of people might find the app resourceful. By being more aware of their financial state, they can have one of the strongest limiting factors, money, limit them from consuming excessive amounts of alcohol and help them towards a more financially healthy decision.		✓	✓	✓	Yes
3 1	Introducing some kind of watch or bracelets that can esaily inform the authorities about any emergency				✓	Yes

		There have been over 150 stories collected and from these 3 key themes on the social needs of 18-24 year olds have emerged.... Which of the four key themes does your idea address?				
Respondent	What is your great idea?	Creating more amazing spaces for 18-24 year olds to enjoy	Helping 18-24 year olds build more meaningful connections	Helping 18-24 year olds build social confidence	Helping 18-24 year olds keep safe during a great night out	Attend a bootcamp in November to further develop this idea?
	3 2	Haunted houses Turning movies into interactive experiences Nighttime theme parks Night markets Live makeup workshops	✓			
3 3	Going to a late night movie session with friends Buying new clothes with friends to get suggestions to help build self esteem! Eating out for dinner at healthy dinings Going to conventions/Cafes and chatting with people with same ideas			✓		
3 4	Use of biometrics to bring together people who share a rare trait			✓		
3 5	Have a special event in public places with different games, and activities, where to go with friends but also meet other people.			✓		Yes
3 6	My great idea relates to two of the focuses which are 1. How might we ...Help 18-24 year olds build more meaningful connections? 2. How might we ...Help 18-24 year olds build social confidence? The idea is to create an app which could be simply called 'The Friendship App'. It is an app similar to Tinder (a dating app) but to connect people in a different way. It's function is to allow people to search for company. E.g. Person A would like to go to Luna Park but he/she does not have anybody to go with. At the same time, Person B would like to find a fun activity to do the same day but also do not have anyone to accompany them. Hence, both parties would use 'The Friendship App' to list what they would like to do that day and the app will work it's magic to match those individuals and they will both communicate and eventually decide whether to go on with the activity. This is not restricted as 1-1 it could be in the form of a group of 3 or more. This is also not only restricted to only fun activities. It could act as a medium to find someone to share a pizza, to share business ideas, finding business partners.. there is no limit to it! The agenda here is to help to actually connect people socially. It has a clear 'fence' which indicates that it is not a dating app as dating apps often puts people off when what they actually look for is a friend and not dates and hook-ups. Hence, through this app, young adults will have an open opportunity to build more meaningful connections and also boost their social confidence.		✓	✓		Yes

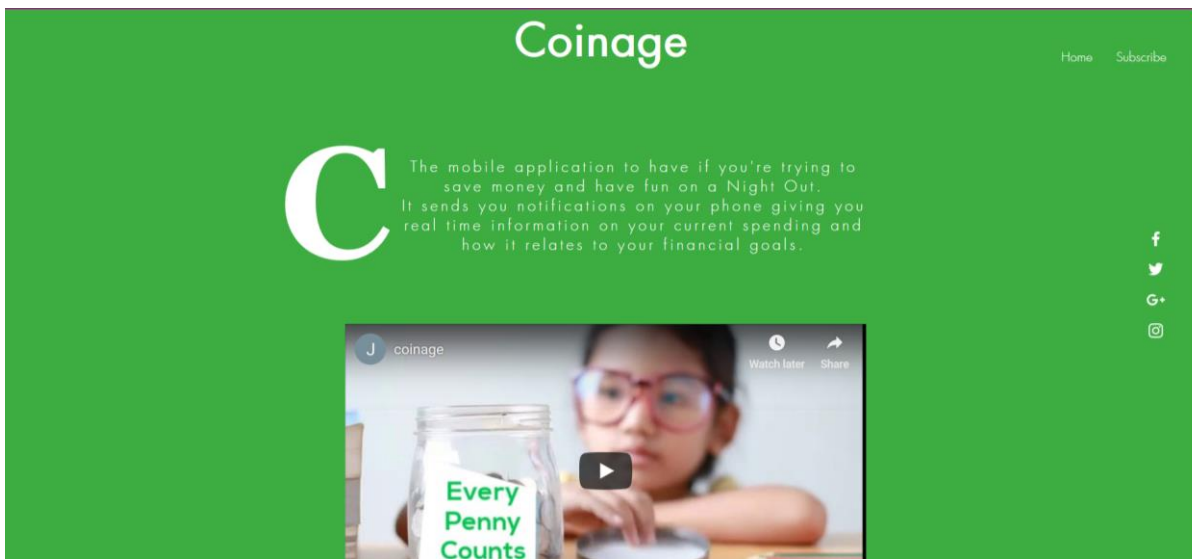
Appendix D1 – November 20th Bootcamp Agenda



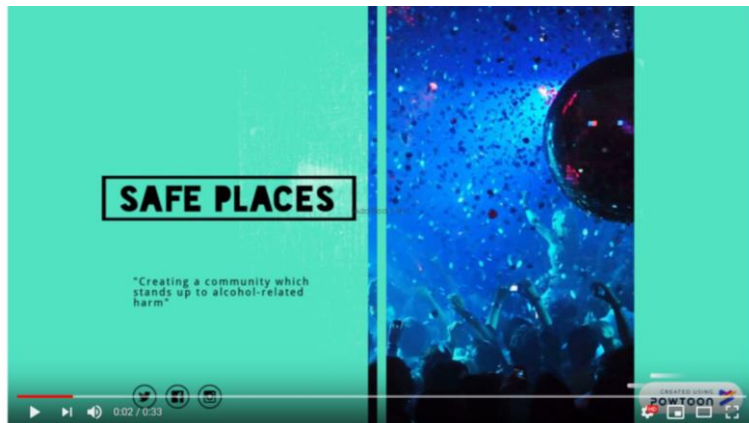
Bootcamp Agenda

- 9-9:30am Orientations and Team Formation
- 9:30-9:45am What's your Story Project Brief
- 9:45-11:30am Idea Stress Testing - Timmons Quick Screen, Persona's and Empathy Maps
- 11:30-12:30am Entrepreneurial Coaching with Fergus Creese and Natalia Cyriou
- 12:30-1pm Lunch
- 1-2pm The 60 minute MVP -- Launching your idea in 60 minutes!
- 2-3pm The Pitch Panel
- 3-3:30pm Networking and afternoon tea

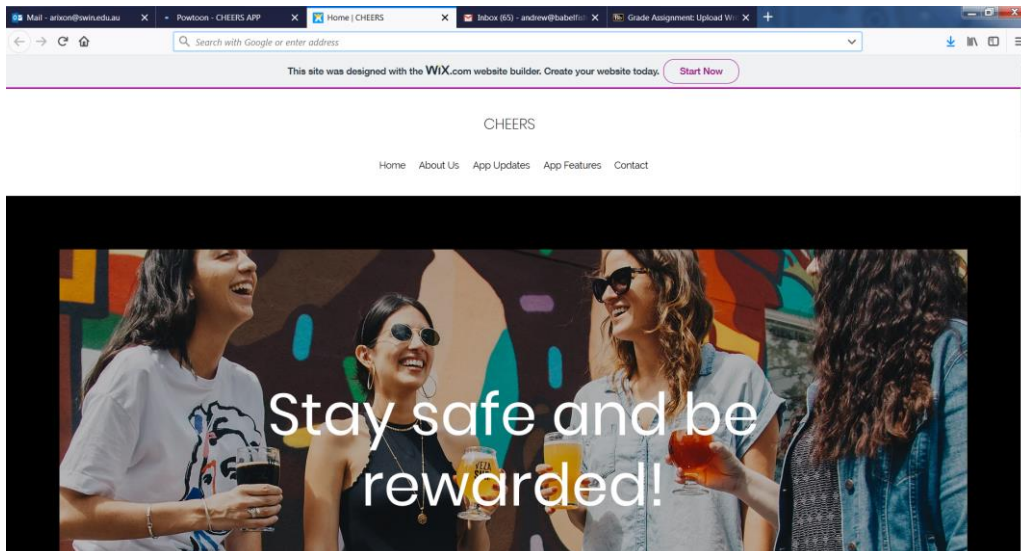




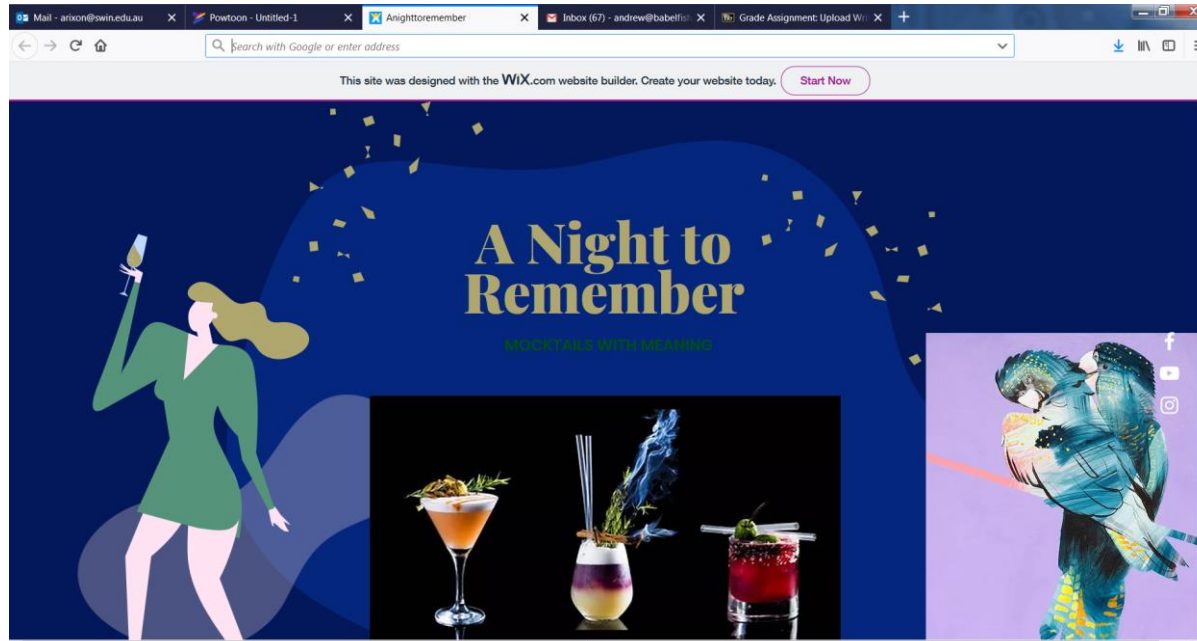
<https://micerocksamuel26.wixsite.com/coinage> (Samuel Losada)



<https://www.youtube.com/watch?v=Cz67F1I3kCk&rel=0> (Emma Kelly)



<https://gimeriton.wixsite.com/website> (Genevieve Meriton)
<https://www.powtoon.com/online-presentation/dFvud04S49j/?mode=movie>



<https://7687966.wixsite.com/anihgttoremember> (Lois Vergel and Nick Soda)
<https://www.powtoon.com/c/bkXx6UH2Mpw/1/m>

Appendix E1: BUS10012 Semester 2 2018 Crowdicity – Social Problems posted by students

TITLE	DESCRIPTION
Hi my name is Australia, and I have a drinking problem.	<p>Drinking is not just an issue for teens and young adults, it is a prevalent issue throughout Australian culture. A reason it is an issue is the violence that may result from excessive drinking. There is a scary amount of statistics behind this:</p> <ul style="list-style-type: none"> 29 percent of Australians have been affected by alcohol-related violence 1 in 4 Australians were a victim of alcohol-related verbal abuse the rates of physical and verbal abuse by a person affected by alcohol is actually more than twice the rate for other drug types 52 % of offenders charged by police for an assault had consumed alcohol in the previous 24 hours <p>That is just the tip of the iceberg, if you really look into it alcohol is causing a lot of harm to Australian culture when not handled responsibly.</p>
BREAKING NEWS: It's socially acceptable to get off your head every night!	alcohol, drugs and violence
King hit kills	<p>We've heard it many a time on TV where on a big night out, (generally) men get into fights after leaving a club which can result in permanent damage for someone or even death. Too many alcohol-fueled brawls happen on our streets and lives are being lost because of it. The issue with this is that the problem is hard to fix, you cannot step in and risk your own life to stop the fights, even police and security guards are often injured in the crossfire. Someone in that state of mind is obviously not thinking clearly and beyond the point of any reasoning. Last year 22 year old Jaiden Walker was king hit outside Cherry in Melbourne and died days after in hospital. His killer was unprovoked, drunk and using cocaine and speed when he king hit the man and fled, he is now doing 8 years jail time and is a father of three young kids.</p>
Alcohol is poison	<p>"In Australia, one person dies every 90 minutes on average, and someone ends up in our hospitals every three-and-a-half minutes, because of preventable conditions caused by alcohol " (Chikritzh, T 2018).</p> <ul style="list-style-type: none"> - Almost 6000 deaths every year in Australia are caused by alcohol related diseases. - "About 5 per cent of all cancer is due to alcohol consumption" (Slevin, T 2014) - Breast cancer and liver disease are the main causes of death for women. - Men die from liver disease and bowel cancer.
WHEN SOCIAL DRINKING BECOMES SOMETHING MORE	<p>It's about the habit of drinking socially and all of a sudden finding yourself deep in drinking regularly where you cannot control it.</p> <p>"When I discovered, at age 17 that alcohol could magically transform me from shy and introverted to confident and outgoing, I fell in love with the stuff. Never mind that it regularly kicked my butt, made me do and say stupid things, and stole my self-worth. For most of the time (okay, at least half the time), it made me feel glamorous, fun and hilarious. Before I'd even turned 18 I couldn't imagine a social life without it".</p> <p>Please read this real story and see if you're related.</p>

Feeling Unsafe.

Surrounding the theme of "Alcohol and Late Night Culture", however also going beyond that - is sexual assault, domestic abuse and violence. I personally have not had any dangerous experiences while being out with friends, although a few very good friends of mine have suffered through terrible experiences. The problem is that females currently feel unsafe late at night, with or without being intoxicated. Alcohol adds another layer to this very severe and serious issue (which would be nice if our Government would do something about instead of playing tag for PM).

In this society, females are taught to not trust the streets. We hold our keys in our fist as a weapon if we would have the courage to attack. We constantly text our friends or stay on the phone to someone close by making sure they know our exact location if we disappear. The fact that this happens needs to change. And that is the social problem we all face.

I've had a personal experience on public transport where an older male aggressively confronted me and threatened me. I was 15 years old, alone, and it was Boxing Day. The man was known to the police for his drug and alcohol abuse - yet nothing was done. It took me almost a year to comfortably go onto public transport again, however there are many people that would take longer to recover, if they ever do. I was always remember the event vividly as if it happened yesterday, and the most important thing that I remember is - he quickly and aggressively approached me, I screamed, I froze. The rest of the bus' passengers stopped to stare, but did nothing about it. The driver kept driving. After the longest minute of my life, he stormed off the bus in a rage. Not one passenger asked if I was okay, and the driver asked me how I was as I walked off at my stop, not before. I didn't have the courage to defend myself or speak or anything. I was afraid and defenceless - and you never know what could have happened if I did anything different.

I understand that the story above doesn't have to do with "Alcohol and Late Night Culture", but unfortunately for many, it does. According to the National Drug Strategy household Survey (NDSHS) in 2007, approximately 1 in 4 Australians are victims to alcohol-related verbal abuse, 13 percent were made to feel fearful by someone under the influence of alcohol and 4.5 percent of Australians aged 14 years or older had been physically abused by someone under the influence of alcohol. This was in 2007. It would be fascinating to see how these stats have changed in the past 10-11 years.

Since the murder of Jill Meagher, and more recently Eurydice Dixon, people, especially females, are set on high alert and awareness when it comes to being out late at night - because you never know what's around the corner. We need the Government to make our streets safer, to make our homes safer. Not just for me, or my friends, but for everyone.

Thank you for reading.

Short term BINGE
long term TWINGE!

Alcohol - "It's a pretty complicated little molecule."

"Alcohol does all kinds of things in the body, and we're not fully aware of all its effects (James C. Garbutt).

Researchers have linked alcohol consumption to more than 60 diseases. Here are some of the side effects of habitual drinking:

- Brain: Can shrink the frontal lobes of your brain.
- Cancer: Increases the risk of mouth, throat, voice box, oesophagus, liver, breast, and colorectal region cancers.
- Sexual dysfunction: Can lead to erectile dysfunction/ infertility.
- Heart Damage: Can lead to a heart attack or stroke.
- Liver Damage: Stops the liver from functioning and breaking down fats.
- Infectious disease: Heavy drinking suppresses the immune system.
- Pancreatitis: Can cause severe abdominal pain and persistent diarrhoea.
- High blood pressure: Can cause kidney disease, heart disease or stroke.
- Anaemia: Reduces the no of oxygen carrying red blood cells triggering fatigue.
- Thinning bones: Can lead to osteoporosis.
- Malnutrition: Stops the bodies absorption of vital vitamins & minerals.
- Lung infections: More susceptible to illness and fighting off viruses.
- Stomach distress: Can lead to painful stomach ulcers.
- Birth defects: Can affect a babies physical and mental development.
- Dementia: Drinking speeds the shrinking of key regions in the brain.
- Depression: Can lead to emotional pain, psychological distress.
- Seizures: Can cause epilepsy and seizures.
- Gout: Can cause severe pain in the joints

<p>Blackouts</p>	<p>Alcohol and late night cultures are present in most of the countries and drinking problems not only touches Australia but the rest of the world.</p> <p>I decided to talk about blackouts. I have personally never had one during a night out or in regards to drinking but I know that a lot of my friends have had blackouts from drinking alcohol. Indeed, 1 out of 5 teenagers experience blackouts.</p> <p>One thing that came up in the article I have referenced is that most of the drinks that young people consume are more and more sweet which doesn't give you the impression of drinking. The bitterness of the alcohol is being forgotten as the drinks and mixed up with sweeteners who hide the alcohol taste. So maybe we need to find a way for people to avoid getting blackouts and try to find a true explanation on what causes blackouts.</p>
<p>Getting Blind</p>	<p>Lets get Blind on a night out. Often people associate a good night out with getting blind or absolutely smashed. The problem i believe is due to the level of alcohol consumption over the course of the night as well as factors such as peer pressure, both directly and indirectly. We have as young Australians have built up a drinking culture where its socially exceptable to get absolutely smashed off our face to the point where we cant walk home, where we cant remembered the night, where we spend minutes lying next tot the toilet and where we spend hours the next day trying to recover. Over 47% of young adults between 18 and 24 reportably had more than 4 standard drinks on a night out, 33% consumed 11 or more standard drinks on a single occasion at least once during a year.</p> <p>I believe the problem comes down to the culture of "pres". Wile not everyone has pres before going out many people do, this involves the people who plan on going out, getting together to have drinks before going out as it is often cheaper than having to purchase at a venue. This to me is a problem as many people will start the night pretty drunk already. This is where peer pressure links in. For example aoften people buy their drinks, weather it is a 6 pack or even a bottle of vodka or whatever. Wile most of it is drunk, i have found with every single one of my pres there has been to many drinks, as we are getting close to the intended time to leave, there are often lots of drinks left. And wile many people might say that saving them for another time would be smart, remember that most people at pres are already somewhat drunk or tipsy, and often what happens is that people get pressured to finish of the drinks before the Uber driver arrives. Which often results in a few people being already extremely drunk before even getting to the Club or Bar. Plus when people get to the venue itself and finally get inside often the first thing people do is to buy a drink. There is little time for the alcohol to be absorbed properly into the system and often what happens is that it all hits at once.</p> <p>Overall i think that pres culture combined with peer pressure is what is shaping the drinking culture for young adults in Australia.</p>
<p>Underage Drinking</p>	<p>Underage drinking is a leading public health issue in Australia. Each year, approximately 5,000 young people under the age of 21 die as a result of underage drinking; this includes about 1,900 deaths from motor vehicle crashes, 1,600 as a result of homicides, 300 from suicide, as well as hundreds from other injuries such as falls, burns, and drownings. Drinking at a young age can lead to many risks such as, development issues of the brain, liver damage, and obesity. Alcohol abuse is risk taking behaviour, which leads to young people making the wrong choices and sometimes these choices can affect the rest of their lives.</p>
<p>Alcohol is bad for mental health</p>	<p>"Alcohol-use disorders are a major mental health and public health issue in Australia" (Teesson, M, Hall, W, Lynskey, M & Degenhardt, L 2009).</p> <p>"approximately one-third of respondents with an alcohol use disorder (abuse or dependence) met criteria for at least one comorbid mental disorder"(Teesson, M & Burns, L 2002).</p> <p>"approximately one-third of respondents with an alcohol use disorder (abuse or dependence) met criteria for at least one comorbid mental disorder in the previous 12 months"(Teesson, M & Burns, L 2002).</p>

<p>"Yes", doesn't mean yes...</p>	<p>'He slithers his hand up her dress, her head drunkenly waving side to side. She didn't know the man, but after tonight, she would never forget who he was as he would haunt her in her nightmares forever...'</p> <p>Who doesn't love a good drink? It allows you to open up socially, have a good laugh with your mates, and often leads to some embarrassing stories told by your friends at the most inconvenient times ever.</p> <p>Unfortunately, for a growing number of people especially women, some of the stories that come out of drinking are not fun or lighthearted. Embarrassing yes, but embarrassing to the point where these women don't want to show their face in public out of shame and fear.</p> <p>Incapacitated rape (When rape occurs when a victim is too intoxicated to resist) is one of the most prevalent issues when it comes to alcohol-related crimes. At least half of sexual victimisation incidents involve alcohol use.</p> <p>A study conducted by the National Prevalence Studies suggest that 13%-16% of women have experienced forcible rape in their lifetimes. Studies that assess incapacitated rape report that lifetime prevalence of rape in the general population increases to 18%.</p> <p>Women aren't the only ones subjected to incapacitated rape. Clark, M. D., and Carroll, M. H. has documented that both men and women actually have multiple rape incidents occur.</p> <p>According to the Joyful Heart Foundation, the common mental effects of sexual assault and rape can result in things such as; PTSD, Depression, Suicidal Thoughts and Dissociation.</p> <p>No one should ever deserve to be subjected to such a traumatic experience, especially if your original intention for going out for a 'couple of drinks' was to have a good time and to wind down.</p> <p>If you are a victim of rape, sexual abuse or sexual harassment, you can contact the helplines below:</p> <p>https://www.1800respect.org.au/ https://au.reachout.com/articles/what-is-sexual-harassment https://knowtheline.humanrights.gov.au/</p>
<p>Date Rape drugs</p>	<p>The social problem relates to the increasing trend of people getting drugged in clubs and bars, to make it easier for others to sexually assault those people. More and more, young women are becoming topics in the media, as so many are being raped.</p>
<p>Abuse From Alcohol</p>	<p>Abuse From Alcohol</p>
<p>Punching above your threshold</p>	<p>High alcohol consumption contributes to violence, something that no member of the community should have to experience on a night out. The statistics are horrifying, and, as a society we need to do something about it.- 1 in 4 Australians were a victim of alcohol-related verbal abuse- 13 % were made to feel fearful by someone under the influence of alcohol- 4.5 % of Australians aged 14 years or older had been physically abused by someone under the influence of alcohol</p>
<p>BAD POLICY, POORLY IMPLEMENTED</p>	<p>Violence prevention expert at Deakin University, Professor Peter Miller, questioned if the 2008 trial was doomed from the get go.</p> <p>"You can't draw a conclusion from something that was so poorly implemented," he told news.com.au. "It was a bad policy. In Melbourne they were talking about a lockout without anything else alongside it."</p> <p>In fact, Prof Miller questioned whether lockouts in isolation could ever be successful at reducing violence.</p> <p>"There's virtually no evidence for lockouts, but there is massive global evidence for restrictive access to alcohol earlier in the night. The longer you keep drinking, the grumpier you get, the poorer your decision making, the more likely you are to be a perpetrator and the much greater likelihood you are of being a victim of alcohol-related violence.</p> <p>"There is a massive problem in Melbourne, we're just hiding it a lot better," he said. "If I was to put something in place in Melbourne I'd shut [venues] at 3am."</p> <p>It is a position backed by the chief executive of the Foundation for Alcohol Research and Education (FARE), Michael Thorn, who said Melbourne's experiment was hampered due to the fact around 40 per cent of venues successfully applied for exemptions to the lockouts.</p> <p>"The evidence is absolutely clear that even a modest change like cessation of service at 3am can have a dramatic effect on the number of assaults and emergency department presentations," he told news.com.au.</p> <p>"For every hour after midnight there's a 20 per cent increase in violent instances so if you're really looking at stopping the violence you'd say midnight and anything after that you're trading off safety for people's privilege to drink. But it's about balance."</p> <p>Just this month, a poll commissioned by FARE found 74 per cent of Queenslanders supported the proposed restrictions to late-night trading at the state's pubs and clubs.</p>
<p>Binge Drinking in Young Adults</p>	<p>Binge drinking in young adults/ teenagers is becoming increasing popular. Kids of 13 are going out and drinking excessive amounts of alcohol. This is becoming a social norm.</p>
<p>Promotes binge drinking</p>	<p>The fact that people are drinking excessive amounts of alcohol, causing people to damage their body, make stupid/regrettable decisions and possibly even act violent or drink drive.</p>

Men Are Afraid Women Will Laugh At Them. Women Are Afraid Men Will Kill Them.	<p>For most women, walking alone at night is a daunting task, no matter the destination. There are, unfortunately, horrible people in this world, and because of this, women have to be vigilant and mindful of their safety.</p> <p>The Project's Lisa Wilkinson reported what it is like for women to walk alone at night, following the rape and murder of Eurydice Dixon. In summary, she quoted Margaret Atwood - 'Men are afraid women will laugh at them. Women are afraid men will kill them'</p> <p>The notion that 'women should remain safe at night' needs to change. Our society needs to change. Laws need to change. Women should have the right to feel safe at night.</p>
Alcohol and staying up late are chronic suicides.	It's no secret that alcohol consumption can cause major health problems, including cirrhosis of the liver and injuries sustained in automobile accidents. Here are 12 conditions linked to chronic heavy drinking, anemia, cancer, cardiovascular disease, cirrhosis, dementia, depression, seizures, gout, high blood pressure, infectious disease, nerve damage and pancreatitis. (Freeman).
Clubs letting in underage patrons	There has recently been a large epidemic of clubs letting in underage customers, this is a major problem as it introduces them to alcohol at a young age and in many occasions drugs as well. Often these younger people don't face the same consequences that older people face.
Yes means yes, No means no	In today's society, consent seems to be a prevalent issue in regards to late night culture and alcoholism. In a situation where one is highly intoxicated, their decisions are often not thought through. Leading to many circumstances both men and women are taken advantage of and have not given the appropriate consent to go through with any sort of undesired attention and activity.
Late Night Venue's Duty of Care Standard's are Severely Lacking	Responsible Service of Alcohol and Security standards dictate that all late night venues have a duty of care and a responsibility to look after their patron's safety and well being. But it is exceedingly rare that these venues take the regulations seriously.
Littering in our streets after a night out	<p>The social problem that we care about is based on the idea that the city gets heavily polluted with rubbish after a night out. When going out, people tend to become lazy, especially when it comes to having to throw out rubbish such as cans or bottles.</p> <p>It is important for people to place all rubbish in bins in order to help the environment, this will enable the rubbish to be recycled properly and broken down in a way that doesn't harm animals in the ocean. Broken bottles can also be harmful, having smashed glass lying around can be dangerous for those walking around the next morning.</p>
Drink. Driving.	Drinking is embedded in the Australian culture. From having a chat after work over a beer or having a wine with dinner, the idea of even getting behind the wheel after a few drinks still seems okay for many Australians.
Towards Zero?	<p>Almost one third of all fatal road collisions are the fault of drink drivers in Australia. This statistic is staggering for a country that is working 'towards zero'. Here are some statistics -</p> <ol style="list-style-type: none"> 1. The main cause of road crashes for young people aged 15-29 is due to drink driving. 2. 30% of drink driving fatalities occur between 9pm and 3am Thursday, Friday and Saturday nights. 3. 90% of all drink drivers involved in accidents are male. 4. 0.05 BAC means you are double the chance of having an accident. 5. 0.08 BAC means you are seven times more likely to be involved in an accident. 6. 0.15 BAC means you are twenty five times more likely to be involved in an accident.
The Aftermath of Binge Drinking	Because binge drinking is so ingrained in Australian culture, it often affects people and how they are perceived. In today's society, binge drinking can be viewed as a way of looking cool among peers, but the effect can be harmful to the human body.
Too Rowdy	Late night culture tends to bring out a loud, irritating and wild crowd that can pose a threat to not only harmless people walking on the street but also the surrounding environment. From this damage to government property expenditures are required to fix these damages which in turn tends to irritate people as it is our money through tax that pay for this damage as a result from these intoxicated individuals. Along with this individual property is put at risk of damage, intoxication may lead to fights and possible damages to the event location and other public properties.
The expectancy to drink alcohol	<p>As young people, when we go out we are expected to drink alcohol. If one doesn't drink alcohol, they may become an outsider. They may feel pressured to drink, either to fit in or because others are telling them so.</p> <p>We need to create an environment where drinking isn't the norm and where we can go out and feel safe not drinking.</p>
UBER SAFETY FOR WOMEN	The Social problem relates to the safety of woman especially when travelling in the new generation Taxi service called UBER. Women should be able to feel safe when coming home from a night out but thanks to UBER this is a farfetched reality. Recently in Sydney's south-eastern suburbs a 17 year old girl was raped on her way home from a night out. The 37 year-old Uber driver was later released on bail after committing this hideous crime. This attack on the 17 year old girl outlines the fact that Australia does have a late night culture issue. Women should be able to feel safe and be able to come home after enjoying a night out but after Sunday's attack it put a huge question mark on whether UBER can provide the safety and protection that is needed for women in this day and age.

Straw nosed dolphins	<p>We are all aware to some degree of the environmental impact single use products cause. Recently, there has been a particular focus on single use straws and how they have been killing our marine life. From turtles emerging from the ocean with straws up their noses, to birds decaying from the inside out because they have consumed so many plastic products, it's time to take action.</p> <p>Now think about how many drinks you would consume on an average night out (especially you ladies, we know you're not wasting that \$70 mac lipstick on that cocktail glass). For perspective, 10 million plastic straws PER DAY is the ballpark we're looking at. While we're not exactly sure of the precise figure of what's used in nightclubs and drinking venues alone, we can comfortably assume that based on the average pub using 90,000 per year, that the number for ALL venues across Victoria, or even Australia, is exorbitantly high.</p>
Date Rape Drug	<p>With alcohol and late night culture, comes a side of date rape drugs. Targeted are women, under the age of 34 and most of them unaware of what may be happening around them. Date rape drugs can lead to many more issues such as sexual abuse and violence, crime and memory loss. 3 of the most common date rape drugs are GHB, Ketamine and Rohypnol, all three of these are much more dangerous when combined with alcohol. Some of these drugs can be legally acquired through prescriptions, and can be used medically, making them easy to access and used for incorrect reasons. The worst part is, people do not realize or remember the occurrence of the event or anything that occurs after. It is estimated that 1 in 5 women are drugged and sexually assaulted (US Studies).</p>
Safety of Woman	<p>As soon as the day starts to night, it is concerning how woman especially are in danger or have a risk of being kidnapped, raped, murdered you name it in the dark. As seen on recent news how a comedian Eurydice Dixon aged 22 was murdered in a Melbourne Park at night while she was taking a walking at the park on her way home. A boy younger than her at the age of 19 years appeared to have autism murdered the Dixon.</p> <p>This case is one of the many cases of woman being attacked or murdered during the night hours. Woman shouldn't feel frightened when walking home and be attacked, everyone should be able to walk home safely whether its in the day or night by themselves.</p>
Unhealthy nightlife	<p>Due to the quickening pace of life, many people feel that they are short of time during the day. They often use the night to do the work that they have not finished during the day, and even become the normal things. In addition, colorful nightlife has been emerging in towns, some late at night in dance halls, singing halls, watching movies or attending other entertainment activities. The harm that stay up late brings to people is not just black eye circle, long blain or liver fire rise so simple, the harm that it causes to the body is very great, can make the human body is in inferior health condition even make airframe organ is damaged and appear all sorts of diseases. Modern medical research has found that healthy living habits and regular sleep can make hormones in the body secrete normally, andMaintain a relative balance so that the vital organs work in a stable internal environment. If you often stay up late, normalThe regulation of the operation will be disrupted, the regulation of the secretion of hormones will be changed, so that the living organs will suffer different degrees of damage.This can harm health and even shorten life span. Some people compare those who stay up late for a long time with those who insist on going to bed early and getting up earlyIt was found that people who often stay up late were in a state of stress for a long timeAn average of 50 percent higher, particularly excessive production of epinephrine and norepinephrine, causes blood vessels to constrict earlier and go to bed earlier50 percent higher. In addition, people who stay up late are more likely to suffer from cancer because the cancerous cells are in the cellsDivision occurs during sleep, and cell division occurs during sleep. Stay up late makes sleep regular occurrence disorder, affect cell positiveThey divide frequently, leading to mutations that give rise to cancer cells. It is reported that the average life expectancy of Chinese intellectuals is similar to that of other intellectualsThe reason for this is that intellectuals have been overburdened for years, often staying up late.</p>
The partys over	<p>Drink driving in Australia has taken many lives over many years, and is a problem that need to be stopped. Rural areas of Victoria is an especially dangerous place, as public transport is limited, and young adults going out for the night expect to drive home after a few drinks. Although drink driving has been decreasing over the years, it should still be an issue that doesn't occur at all.</p>
Ambulance, where are you!?	<p>Drinking and late night culture contributes far too much to Australia's Ambulance and hospital services during nights. Due to an excessive and toxic drinking culture prevalent in Australia's night life, the people who really need these services are being deprived of them due to poor choices made by Australian club goers.</p>
Early Beginnings to Late Night Culture	<p>The lack of education in high-school regarding all aspects of late night culture for Australian youths.</p> <p>The delivery of information is irrelevant, outdated and clinical</p> <p>Sex education is from a narrow perspective, irrelevant to many</p> <p>Drugs and drug education are swept under-the-rug</p> <p>Alcoholic culture is lacking in international influence</p>
Theft at night	<p>When people go drinking at night, they want to enjoy themselves and often focus on the fun of the night. However, when people are drinking their guard is often lower than it would be</p>

	normally. Bad actors use this as an opportunity to steal bags, phones, wallets, etc. from people who are distracted with other activities and are unaware of their surroundings.
Lack of education around drug and alcohol safety	The social problem relates to the sustainable of goal quality education. as a group we feel that this aspect of late night culture is really taboo and less talked about in an educational sense, which leads to problems such as overdoses, alcohol poisoning and health related risks, which could lead to addiction.
Difference of drinking behaviour in Australia and Germany	Talking about the Late Night culture in our group we realised that there are some differences compared with Australia and Germany. Germany First of all, in Germany you can start drinking beer and wine when you turn 16. The legal age in consumption of high-percentage beverages is 18+. Drinking alcohol in Germany is often a social thing as we meet up to enjoy a beer or wine. Especially the younger generation is highly endangered because there are not that much controls when it comes to alcohol consumption. We have a lot of drinking games in Germany such as flunky ball, beer pong and kingscup. The main difference to Australia is, that drinking on the street is permitted. So younger people often meet up in a faraway location and nobody can take care of them. Australia The legal drinking age in consumption of alcoholic beverages is 18+. A prominent issue of youths consuming alcohol in Australia is that 18-24-year-olds are at the riskiest level of drinking out of all the age groups. Also, that the activities revolving alcohol include games such as beer pong, truth or dare and also peer pressure. Thus, many younger but legal age groups are more prone to be unconscious of your surroundings, which could lead to unwanted behaviour in certain situations such as aggression and depression.
1 Day hangover, infinite repercussions in mental health	A big night out can affect what others perceive of us as well as damage relationships long term. The mental health associated with these issues ultimately can lead to further isolation and depression which can lead to more alcohol consumption. Once this issue starts, it can escalate out of control into a snowball effect and leave long-term damage affecting people lives.
Late night employees disrespectful	This problem doesn't occur everywhere but has occurred enough for it to be worrying or even threatening in some circumstances. Staff and late night employees being rude/disrespectful is something that I've experienced which not only effects the overall time at the bar/club but also the remainder of the night out.
Excessive expenditure on nights out	Friends and family who spend excessive amounts of money on nights out. Usually on alcohol and travel between locations.
Alcohol Related Child Abuse	Children are the hope of the future, the flowers of the world. But there are many factors that harm children's physical and mental health, such as their drunken parents. Many drunk parents are prone to violence, and their children are undoubtedly the victims. To protect our children, we must fight against excessive drinking.
Peer Pressure + Alcohol	Drinking has become more popular within todays society and adolescents are getting affected because of it. It has been researched that sociometric popularity has been negatively reflected. This is due to the prediction that individuals conform to behaviours that they believe will earn them high levels of peer status. Most studies have explored that users derive from conforming to the peer norms to therefor be "fun" on a night out, which has led to the increase of "weekend teen catastrophe" and increase boom in alcohol consumption.
Underage drinking	We'll be talking about the negative impacts on society that underage drinking causes. From car crashes to senseless street violence and life-threatening injuries. In many cases, alcohol causes bad things. These bad things happen to young people in particular because they're too young to understand the risks and to be able to cope with alcohol as fully matured adults can. According to a 2007 survey, about 40% of 14-19 year olds report drinking alcohol at levels that risk harm in the short term, and 1 in 4 hospitalisations of 15-25 year olds happens because of alcohol. From these statistics, it's easy to see how underage drinking is bad not only for young people but for society as a whole. The impacts of underage drinking reach further than the drinker itself as alcohol-related incidents harms society and hurts people who have done nothing to deserve it. According to the statistics released by The Age, alcohol abuse is costing Australians \$36 billion a year. Alcohol is also destroying the youth of today- alcohol kills brain cells and excessive drinking stunts brain development which can harm their future, school grades and their job prospects. Isn't it about time that they should be educated on the dangers of drinking to prevent any of this from happening?
Women's Safety	All women should be able to feel safe when traveling alone especially during the night time. Recently, a teenage girl, 17, was raped by her Uber driver on her way home from a night out. He then was released on bail after committing this dreadful crime. Women should safe and enjoy their night out with their friends and knowing they'd be safe coming back home. This incident has occurred several times and this has questioned all of us regarding on the uber's safety for us, as women.

Ditch your friends, or ditch the drinking?	<p>Have you ever been in a situation where you're drinking with friends and you feel the alcohol get to you, glance at your phone, look up and your friends are gone? By now you've had too much to drink to find your own way home, you're scared, you don't know anybody, and you don't know where you are. In this situation there is endless possibilities of what could happen. By now, your friends can't find you or too distracted to know you're gone. Our social problem is what can happen when you are left alone under the influence of alcohol.</p>
Don't Touch Me!	<p>Being careful on your night out. Party culture can be a dangerous place for women. Crude behaviour - typically exhibited against women - is evident but is usually chalked up to just being a result of having too much to drink. Everyone, not just women, should know how to respect personal boundaries, regardless of their level of intoxication or what that girl is wearing.</p>
"Importance" of Alcohol for a late night	<p>The social problem that our group wants to tackle is how you don't have to have alcohol for it to be a good night out. There are many other activities that you and your group of friends can do compared to going out and getting hammered every couple of weeks. We believe that the culture of late night outs has blown out of proportion and drinking and getting home at 7am is the norm.</p>
Drinking and Driving	<p>The social problem that we would like to talk about is driving while intoxicated. You hear about it on the news about how there was a crash on the highway or on minor roads with people dead or injured and it was all because someone was driving with alcohol or drugs in their system. About how someone broke the law and ended up in an accident.</p>
Increased prices of alcohol encourages a greater drug use culture	<p>A new trend has occurred called 'switching' which has youths substituting ecstasy for alcohol due to their increased prices. The Australian Bureau of Statistics showed that a 15-25% price increase has occurred in public venues while ecstasy prices dropped by 21%. The common consensus is illicit drugs are more affordable than alcohol. It seems businesses have set a higher priority to make profit off alcohol by raising prices and having the ability to monitor the consumption per person, than combat the 'cheap high' party drugs provide, endangering the person taking the drugs and the people around them. While the affordability of illicit substances such as ecstasy drawing in these youthful individuals, they then find that the availability of these drugs is a significant factor in their continuous usage. According to an article published by the Sydney morning Herald, every few months a new batch of drugs are found circulating popular areas such as Chapel St, most commonly being found to have GHB (the date rape drug) mixed with MDMA. What this means is that those youngsters who are switching over to drugs from alcohol simply out of convenience and price, are at quite a risk of buying substances that have been spiked, in turn putting them at a severe risk of danger. However, evidence shows a big reduction in teen drinking and lower consumption among the ageing population. Young people tend to be more cautious these days and have access to a wide range online resources, such as Bluelight to compare the risks of consuming alcohol versus cheap illicit drugs (Duff, C 2014). On the other hand, social attitudes towards alcohol consumption could be more problematic than drink spiking with illicit additives. Higher alcohol prices won't change people's drinking behaviour, they'll just find ways to maintain that behaviour such as buying less alcohol during the week and saving their money for binge drinking on the weekends (Byrnes, J 2014). These new spending behaviours will inevitably still put people at risk of hurting themselves or worse.</p>
one punch deaths, in relation to alcohol	<p>One punch deaths have been a rising problem in australia over the past decade, and almost all of the deaths have been in direct result of the attacker being intoxicated. The issue is being an increasing problem, as more one punch deaths have been getting worse and worse.</p>
Family Violence	<p>intoxication due to alcohol can lead to family violence, abuse and issues.</p>
Finding a way home	<p>Nearing to 21, it is fair to say that I have had my fair share of nights out. I love going out and being able to have a drink and dance with my friends, however I always try to have my way home sorted out before I go, due to not liking travelling, whether it be on public transport, in an uber or in a taxi, on my own. There have been occasions however, where I have had to work it all out once I am already out, one of these times I chose to catch an uber alone, after previously doing it before, however this time around, my uber driver tried asking, and then nagging for sex. As you can imagine, I was very uncomfortable and a little scared, after declining all of his advances, I realised that I did not want for this creep to know where I lived and so I made him pull over and I walked the rest of the way home. I by no means am saying that all uber drivers are like this, as I have had some great ones before, however there are some creeps out there who will try to take advantage of intoxicated people who are just trying to get home. I think that it is really important that for starters, people should always try to have their transportation organised and not alone, to also make sure that they are not too intoxicated and are always aware of their surroundings and for anyone who is going to catch an uber or taxi alone to always sit in the back seat, have</p>

	your phone on the ready and to try your best to remove yourself from the situation if you are feeling uncomfortable.
Health and effects	I think there are a lot of problems with drinking alcohol and late nightlife. For example, it is difficult to control the amount of alcohol consumed when people drink, which can easily lead to alcoholism. Secondly, drinking can also cause diseases, such as hepatitis. Besides, drinking likely cause traffic accidents to affect their lives. For the late nightlife, that has some effects for people. For instance, it can affect people's normal routine and lead to people's health. Late nightlife can also be dangerous for girls, there is someone rob them probably.
Club Entry Fees	The social problem that our group wants to tackle is the presence of entry fees at clubs. We believe that entry fees should not be mandatory what so ever, or realistically be smaller than current prices. Entry fees at night clubs range from \$20 during a quite night (per head) to a whopping \$35 entry when a "Good DJ" is on board. If you go to 1 club for the night, fee seems small. However, as soon as you go past 3 clubs you are \$90 shorter. All those prices put into comparison with the fact that entry to a bar is free. Firstly, Mah Innovators Excel realise financial differences in running a bar and club. People come to bars to buy drinks and hang out with friends (continue to spend money). People come to clubs to dance and have a good time. So, by theory clubs charge an entry fee to make more revenue to compensate lack of paid services they provide. Secondly, we do not push for the idea to make everything free to the public. however we do believe there is a solution out there to make entry to clubs much more pleasant and affordable.
The Buddy system	The next time you go to a club or a party, stop and look around at the beginning and the end of the night and you'll see a difference in at least, half the people you have seen in the room. Have you seen a friend or someone you know, start drinking and start to see them falter in not only their sentences but their normal cognitive functions where they start swaying or make decisions that don't reflect their normal day-to-day routine? Most likely you have. I have seen one of my friends almost hit by a tram because they decided it would be a good idea to run onto the tram tracks when they were drunk. Another nearly broke their leg jumping off heights as a dare. It's during these times of decision making that leads to most late night hospitalisations due to the over consumption of alcohol. The recommended alcohol consumption for Australian's is 2-4 max standard drinks, exposure to alcohol in excess during teen years has been found to be linked to unhealthy situations in adulthood such as domestic violence, alcoholism as well as a range of other unhealthy factors. One way to reverse peer pressure and unsafe actions would be to introduce the "Buddy system" where in theory friends would make sure you don't drink past a certain point where your cognitive function os so severely affected that running into on-coming traffic seems like a perfectly normal idea. Most reading this would think that similar actions take place, but in fact most of the times when we head out someone always seem's to get hurt or something goes wrong, hence why prevention is the best cure and we should look at encouraging people to drink far less because at the end of the day from my own personal opinion i don't believe seeing a friend or even someone i barely know in a dangerous position is a way of having fun, so if you can lets build a new culture were we look out for each other and support each other
Bullying can ruin lives	Bullying is a well known social problem that happens in every day life. It involves one or more people repeatedly and deliberately doing things to make another person upset, afraid or hurt. It's an issue that has been occurring for a long time.
Lock out	Many Melbourne Bars and clubs have now started enforcing strict lock out times, based on their licencing agreement and what time they close. In theory this should help young people make more responsible decisions and go home at a decent time. However bouncers have been seen to be so ruthless, often leaving even females by themselves outside venues. With the dangers surrounding females safety in Melbourne being a very relevant topic of 2018, these lock out times should be reconsidered, or venues should be more helpful in helping people who are by themselves find their friends to make their way home safe.
violence in night clubs	Going out is fun, but sometimes can be dangerous. For example, if you are at the bar waiting for a drink and you accidentally look at someone the wrong way, all of a sudden you can find yourself in a predicament. This can then sometimes escalate and see many people join in and want to fight. This should be an issue that needs to be addressed.
Alcohol & Late Night Culture: A Vicious Circle	People & society are not educated about the effects of alcoholism. Alcohol abuse can lead to severe health issues, violent behavior and psychological issues. Casual drinking can become dangerous very quickly as people get addicted to the positive effects of alcohol, like forgetting certain problems, feeling happy and confident or being more talkative. Drinking because of these reasons can get you caught in a vicious circle which has negative effects on your life, such as your family, job & health.
Social media and late night culture	Alcohol companies, clubs, club promoters are turning to digital marketing on social media platforms such as Facebook, Instagram and YouTube to promote their products and services. This is done through sponsored ads, Facebook wall feed, as well as sharing posts and tagging people. This is a cheap and very effective way to reach a broad range of audience, especially young and naive audiences as the majority of them are on at least one social media platform. The problem is that most of these marketing campaigns depict a glamorous and positive drinking and

	late night culture. Photos and videos that are posted onto Facebook and Instagram are often carefully selected to portray only the good side of drinking and late night partying. The negative side and the aftermath of this culture is rarely seen on social media. When only images of people having a good time in a safe and fun environment are shown, this encourages more people to go out and party and not think of the negative consequences. It also invites them to be part of and to feel accepted in a what seem to be a fun, cool, glamorous, social and safe culture.
Binge Drinking	Affecting 1 in 5 Australians, Binge drinking is a serious issue that goes hand in hand with Melbourne's late night drinking culture. Binge drinking constitutes consuming a large amount of alcohol in one sitting or consecutively over a few days or weeks and can be extremely dangerous to an individual's health and well-being. Binge drinking is not only an issue by itself but also has many knock-on effects on a person such as depression, alcoholism and more.
Safety and support on a night out	The safety of people when going to clubs/bars/pubs late at night. This can include walking around the streets, getting involved in fights and just general wellbeing.
Government Mandates	Should health insurance providers be required to offer free birth control?
BLINDSIDED	Parent's do not know what is happening in their children's life at all times. When the young ones head out for a fun time with friends, their parents may not be aware of the activities that their children have planned. This may include the individuals' friends purchasing and/or supplying alcohol for the individual without the consent of the underage person's parental figures.
An alcoholic life	Alcohol addiction can bring many serious consequences. We often see in the news that excessive drinking leads to domestic violence or Serious traffic accidents are caused by people drinking and driving. These people have one thing in common. When they drink, they find it difficult to stop after just a glass. After that, they would drink one after another glass. Furthermore, excessive drinking can also seriously damage your body's organs. This has been confirmed in the medical community.
Safe sex?	One of the most common social problem is 'safe sex'. During night outs, drinking is common then it leads to having sex. The issue is using pre-cautionary measures for safe sex which is not practiced regularly because of excessive alcohol intake. This leads to unsafe sex which might affect our health whilst not knowing if your partner is sound and healthy and might result to unwanted pregnancy.
Kids and Alcohol Don't Mix	Australia's youth is now experimenting with alcohol at earlier ages than ever before. Underage drinkers can consume less alcohol, yet get drunk quicker than an adult. This lack of judgement can lead to excessive risk taking, unwanted sexual assaults, teen depression, late adulthood development and other problems. Children who drink between the ages of 12-18 are interfering with their brains development, and can lead to a wide range of social problems later in life.
Abstraction of currency in the late night alcohol culture	In todays modern society, due to the financial challenges faced especially by millennials, many young individuals struggle to achieve basic financial needs buying a house etc. due to this hardship individuals must figure out a way to save money and decrease expenses, all while trying to enjoy and experience the greater things that come with being young. The issue with most young individuals when enjoying a night out is the careless spending of money on alcohol. This is due to easy access to money such as credit cards, apple pay, tap and go, which does not let the individuals feel the loss of money as it is electronically transferred, unlike the feeling of physically handing money in cash form, which is proved to have a greater impact on the spender.
Alcohol does not Discriminate!	"Ben is an addict and an alcoholic. Most of my grandparents are alcoholics. My father is an alcoholic... Alcoholism has a huge impact on not just the person, but also their family. So, I think for his kids' sake and for their mom, and for himself, he's trying to do the work and get it together" (Casey Affleck). Ben Affleck is but just one example of a movie star who has had a long running problem with alcohol. This just goes to show that no matter who you are or what you do, alcohol addiction can affect you.
bad behaviours after consuming alcohol	There are many problems related to alcohol not only for our bodies but also for our spirits. Such as violence, drunk driving, lost your mind, spend the rest of the night with someone by "accident."
fun Fridays and safe Saturdays	Alcohol induced risk taking behaviours that occur during or after nights out in the effected areas of St kilda, prahan and CBD. These behaviours include unsafe sex, walking the streets alone, alcohol induced violence and general well being.
Lack of affordable and healthy contraceptive	Lack of affordable and healthy contraceptive available to women. We would like to bring awareness to the fact that women have to pay up to \$100 on a good quality and healthy contraceptive.
Our Solution to binge drinking	The issue surrounding bars, hotels, and clubs and why they should supply free breathalyzing kits for all drinkers to prevent drink driving or unsafe behavior.

Late night drinking culture	The social problem that we will be tackling is the issues around late night drinking culture and lifestyle and this problem is important because it can ensure safety. We believe we are right because we have taken a proactive approach to the problem of late night culture. We plan to make an impact on this problem by introducing a volunteer program that ensure young people feel safe and have help. The purpose of a clubbing volunteer program would be to ensure that the late night culture is safe and young adults have assistance if need be. We believe that the best locations for these volunteers to help out is the key nightlife areas of melbourne such as king st, chapel st, brunswick st and the cbd of melbourne. We believe that this will work due to the success of the red frogs during schoolies time and around music festivals but our goal is to tackle the late night culture of melbourne clubs and ensure young people feel safe and have assistance if need be from dedicated volunteers.
Build a Better Environment	Many students between at the age of 18 and 24 years old, have the habit of over drinking and do not manage to control themselves while hanging out with friends at late night. As a result, this lead to financial problem, drop out studies, violence and drink driving.
How to help 18-24 year olds have a great night out and reduce alcohol-related harms.	we chose this as a group to work on as it relates to our groups age, as well as it is an ongoing problem and our putting out ideas is the most realistic way as we know what could make our night a better night out since we've all gone out multiple times and I'm sure you've all encountered a problem once or twice
Student Safety Services	We recognised that all schools across Australia should conduct programs from Year 9 and above, educating students on how to drink safely in order to try and change their attitude towards excessive handlings within unsafe environments.
THE MOST IMPORTANT DRINK	Young people are binge drinking on nights out and ending up in extremely intoxicated states without taking necessary precautions. Standing in long lines for water or paying excessive amounts for safe bottled water is off putting and not encouraging to staying hydrated. Water is recommended to be consumed alongside alcohol by health professionals and is key to helping your brain cope with the dehydration alcohol causes and can help an individuals state of intoxication by spacing out their drinks.

Appendix E2: BUS10012 Semester 2 2018 Crowdicity – Solutions Jam posting by Students

TITLE	DESCRIPTION
Drunken Violence Needs to Stop	Making the public aware of the seriousness of violence under the influence of alcohol.
Evolution In Education, The Key To Brighter Society	For our solution we've looked at the Social Impact Theory. Resources will be consumed by the activities undertaken. We propose that state government funding is re-allocated from existing programs to a new program. The Activities that our team will under go to address the issue is a two part education program.
Week 7 The idea pitch	Serving alcohol in glasses clearly marked with the amount of standard drinks served will better help consumers know the amount of alcohol they have consumed. This will better help social drinkers become more aware of the alcohol they are putting into their bodies. Introducing an intoxication tax also makes people aware. By blowing in a breathalyzer before purchasing drinks makes people aware. If I knew I was .1 I would definitely think twice before purchasing another drink - whether the drink cost more or not.
One punch deaths solution pitch	graphic ads to shock viewers into changing their ways
The Drug Detecting Straw	A straw that is coated in a chemical compound that drastically changes colour when drugs are detected in a drink. According to Alcoholthinkagain.com.au: 4/5 cases of drink spiking happen to females, 1/2 happen to 18-24 year olds and 20-30% of cases result in sexual assault. We believe a straw is a perfect device for this due to females using straws more often when drinking alcohol as well as it being a simple cost effective and sublime way for people to test their drink for drugs
I straw you slip that in there - drink spiking in Australian night life	Our solution to drink spiking is the use of a drug testing, bio-degradable straw. The straws have a section at the bottom that turns a fluorescent colour when in the presence of the most common drugs used to spike drinks. A similar idea has been previously prototyped in USA and Israel, and gives the user the discretion of checking their drink for illicit drugs while also supporting the sustainability around using straws, addressing two social issues in one. (Reference: https://www.miamiherald.com/news/business/business-plan-challenge/article148821294.html & https://www.sciencedaily.com/releases/2011/08/110809111818.htm)
Drug testing strips	Our solution to drink spiking is the introduction of drug testing strips that will change colour once dipped into the drink based on the type of drug used. We believe these test strips are perfect way for people to test their drinks in order to prevent drink spiking.
Binge Drinking Solution	To educate 18 to 24 year olds on the effects of Binge Drinking. Our solution involves educating young adults on the potential negative effects of Binge Drinking in the community through mandatory RSA training and relevant alcohol education.
"Safety In Numbers"	Our solution contains two key elements, including - 1. The installation of street lamps in ALL areas of Melbourne. This includes parks, dim-lit areas and side streets in both the metropolitan areas and suburban areas. 2. The installation of surveillance cameras in ALL of these street lamps, allowing 24 hour monitoring of all streets, not just the high risk areas in Melbourne. From there a strong police presence may be developed. Allowing a proactive approach to the safety of women, rather than a reactive approach. We believe that taking these measures may reduce the number of assaults at night, and may also allow vulnerable citizens, including women, to feel that they are safe.
What is the alcohol limit?	As a way to decrease alcohol related incidents outside controlled areas, we proposed the idea of solving the problem from the source. Strengthening the security and safety of patrons in licensed venues, as well as initiating preventions even before they enter the venue.
Clubs employ socialites !	The problem is how dull night life space is, which encourages a heavy drinking mentality. We have come up with the solution to create a more engaging space within clubs or bar environments that promotes and encourages more socialising, for example: through interactive games. Clubs may employ a small group of people to be socialites and to entertain by stimulating conversation and facilitating interactions between people This will in turn build more confidence for others in social situations and therefore, they will not feel the need to turn to drinking.
alcohol fuels violence	week 8 idea pitch video

Board Games to End Binge Drinking	<p>Binge drinking in the young people of Australia is a huge problem. According to the awareness program 'Reach out', at least 1 in 5 Australians over the age of 14 drink a risky amount of alcohol at least once a year. Young people aged between 15-24 also account for 52% of all serious alcohol related injuries.</p> <p>https://au.reachout.com/articles/what-is-binge-drinking</p> <p>Our solution is simple: the introduction of board game cafés around Australia to provide an alcohol-free space for young people to relax. These cafés would be an ideal place for young people to spend free time with their peers, while being an environment free from the pressure or temptation to drink.</p>
Experience It	<p>Our idea is to create a virtual stimulation system that can be tested throughout universities, workplaces or even government events. The aim is to target 18-24 year olds who may have experienced a night out or not. The stimulator would have 3 different settings of a night out and would allow you to sit in with headphones and glasses containing blurry vision allowing the person to feel drunk and alone at night, depending on the settings the person taking part would be able to witness the horrific events of someone assaulting you or even a drug overdose. Statistics would also be played at the start of the video to aware the viewer of how serious this problem is. The stimulator would allow you to experience how badly a night out can end in the result of too much alcohol consumption and drug use, and educating them on how high the statistics are on deaths in Australia.</p>
Selfish Drinking - impact on emergency services	<p>To promote responsible drinking so emergency services can be used more effectively for patience in need.</p>
Creating more amazing spaces for 18-24 year olds	<p>To create more activity based nights for 18-24 year olds to enjoy, that do not revolve around getting drunk and going out. This can include evenings such a night markets, mini golf, trivia nights and more so that there is no emphasis on drinking a lot. Creating more activity-based evenings additionally will distract people from the urge to drink.</p>
Drunk and alone, we'll provide a safe way home	<p>Our innovative business idea to help 18-24 year olds keep safe on a great night out is providing the city of Melbourne with 24/7 public transport with reduced nights rates, which also including a free shuttle service that stops across popular destinations throughout Melbourne.</p>
Social problem- Alcohol awareness	<p>Our group decided on spreading awareness for alcohol consumption, as we believe many 18-24 year olds suffer with addiction.</p>
Social Problem Idea Pitch	<p>The social problem we decided to address is "alcohol is poison" which was posted by Franziska B, which focuses on the negative impacts of alcohol</p>
Interesting places besides bars	<p>18 to 24 is the age when you like to hang out with your friends. The first place to go is the bar. However, a series of violent problems or criminal behaviors associated with drunkenness threaten the safety of people in this age group. And not everyone likes the bar atmosphere. Therefore, our group would like to have some interesting places besides bars.</p>
Developing meaningful connections on a great night out	<p>In this internet age we live in, young adults are struggling to create meaningful connections with one another. Through developing a festival-like event, that doesn't completely remove alcohol out of the event, encourages young adults to participate in icebreaking activities and hopefully develop meaningful connections.</p>
Safe Spot - A meeting center keeping youths safe on nights out	<p>Our solution is Safe Spot. A council and/or state government funded initiative that provides a safe meeting place for youths on a night out.</p> <p>We hope to gain volunteers to work at the center who will help visitors find their friends and organize safe transport home. The center will provide: water, snacks, entertainment (TV/games) and a taxi pick up area. We hope to gain a partnership with a ride sharing company so that people can order a safe ride home paid for by the company and/or Safe Spot center. This should be a good incentive for youths, ensuring safe transport home.</p> <p>We hope to have agreements with police or ambulance if required to make sure we're prepared for extreme situations.</p>
Safe Space	<p>Creating a safe space for 18-24 year olds to feel safe and enjoy themselves</p>
Idea Pitch- "Drink Buddies application"	<p>Our aim is to develop an online platform to socialize with each other. It is our goal to make others feel safer by being in bigger groups and develop people with mutual interests. By developing this online platform it allow people to get to know each other before they go out partying and makes individuals feel safer.</p>
Non-drinking music event	<p>My team idea pitch for putting up a non-drug/drinking music event where people can have a good time and meet new people.</p>
An event business	<p>Our solution is to create a pop up business that runs events for 18-24 year olds and provides a safe environment for people to socialise, relax and have fun.</p>

Meaningful connection and safety in the palm of your hands	<p>Here at team M.I.T.C.H we have come up with a solution to some problems of late night culture in Melbourne. The idea is an app that promotes meaningful connection with people, spaces and places. Also aims to promote safety.</p> <p>Its main function is a 'check in' that encourages users to check in to venues. The more a user checks in to a place, the more points they collect to be rewarded with a free drink/food. The app will specify a particular staff member/bar tender to approach for the reward encouraging conversation and connections to people within the venue. It will also provide notifications and suggestions to drink water and check on your friends.</p>
Extinction to drink spiking	<p>Our innovative business idea is to help those aged 18-24 keep safe when going out at night time. In order to help young adolescents from anything harmful, we must eliminate the number of drinks being spiked at bars or clubs. We have decided that by providing cups that have closed off lids rather than open lidded glasses, we will eliminate the number of spiking incidents dramatically.</p>
Solution Jams - 18 - 24 year old and late night culture	<p>LED lights to brighten up the street surrounding clubs, pub and sporting arenas'.</p>
IS IT ALL WORTH IT?	<p>A campaign called 'Know Your Worth' will be established which gives women opportunity to volunteer at night to look out for other women, making sure of their safety.</p> <p>The movement will include appointing social influencers to share their experiences with drinking irresponsibly and how it negatively impacts them when they did what they did relating to the pressure placed in society on the need to fit in. This is targeted at young women who are unaware of the risk they've put themselves in while trying to prove that the social stigma does not apply on them.</p>
Us for Us	<p>We would like to create a website called "US FOR US" where personal stories can be shared through videos.</p>
Transition Consistency	<p>Our solution to the problem of late-night culture is to provide alternative communities. These communities will start in high school and remain consistent as people transition out. They can range from sporting clubs to theatre groups to volunteer programs with the main purpose being to provide social consistency for 18-24 year olds as they transition to young adulthood, alleviating the pressure of having to participate in late-night culture.</p>
Microchip doing a Massive bit	<p>Install microchips onto ID cards to track alcohol consumption and location. This encourages venue staff to comply with RSA laws, thus reducing the risk of alcohol poisoning. This should also reduce alcohol intake and therefore reduce intoxicated violence.</p>
All Together - Alcohol Reduction Campaign	<p>We will operate alcohol reduction Campaign in order to reduce alcohol consumption. The second point is to create a meaningful connections among alcoholic and they will able to share their stories and experiences with others in the campaign. Believe that will help to reduce Family violence caused by alcohol.</p>
Education is Key to Combatting Binge Drinking	<p>We want to promote young Australians being educated and aware of the risks associated with binge-drinking. Our solution is to provide a government issued card to people who are qualified with their RSA and first aid certificate. When presenting this card at a venue they can receive half-price entry, to promote having more patrons who are trained to identify and help friends who are in need.</p>
Awareness - The key to prevention!	<p>Our solution is a consultancy service, where we go to universities and schools to conduct workshops and presentations to raise awareness and educate 18-24 year olds on the effects of alcoholism. Additionally we provide a supportive online community that follows up the consultation where people can seek further information or talk to people that have battled and overcome alcohol addiction. Our aim is prevent people from experiencing all the negative factors associated with alcohol when having a fun night out. Our vision is to ensure all people have a fun yet safe night out.</p>
The idea Pitch	<p>We believe that there needs to be more action taken place to provide support and security for young adults.</p>
Weekly Sober Nights	<p>Weekly Sober nights, were young adults aged 18-24 year olds can gather and participate in fun activities such as Karaoke and trivia; and not feel pressured to drink.</p>
JOINING PEOPLE WITH PLACES!!!	<p>Our group has an innovative business solution to combat binge drinking while also helping young people aged 18-24 create more amazing spaces to socialize and make meaningful connections. We plan to design an online platform where venue owners and managers can connect with event organizers and the public to help coordinate non-alcohol based events. Both parties would negotiate how the profit would be shared and our business would take a small surcharge from the ticket sale. Many venues across the Melbourne CBD and other high traffic areas struggle to get business during the week or even on weekends with the majority of restaurants closing down after a year of opening. This platform could open up avenues to new revenue sources to failing hospitality businesses. And because venues would be taking a cut of the ticket sales there would be less incentive to push alcohol purchases. Trivia nights? Speed Dating? Billiards Tournament? Poker nights? maybe even a Computer LAN or Dungeons and Dragons meet up? We plan to join people with places to create fun and unique experiences for all interests...and make a profit</p>

DrinkSmart App	<p>Our solution addresses the effects of the aftermath of binge drinking on productivity and society in general. Specifically, our idea addresses the financial and bodily effects of excessive drinking. We've come up with an idea for an app which helps to educate young people about alcohol and drinking. Our app will include an information section which educates people about what a standard drink looks like in different forms, as well as a calculator to see how quickly their body can process a standard drink based on their height, weight, whether they've eaten that day etc. and the calculator will also tell users how many standard drinks they can safely have without getting drunk, so that they can void a hangover the next day and can stay productive.</p> <p>Our app will also have built in features that users can choose to activate to make their night out more safe and to feel more in control. It will contain an option to set reminders to drink water throughout the night, and an option to link your bank account to the app so that users can be given a warning once they've reached the limit that they've set for how much they wanted to spend that night.</p>
PartyBuddy - A creative solution to alcohol related issues	Our solution involves the use of a programable wristband. The wristband can be used in many ways by bouncers at the door and bartenders serving drinks. Bars and clubs can implement our technology in order to increase safety in many different ways and to increase compliance with RSA laws.
Build a Better Environment	Build a community clubhouse for all students from different Universities where student can enjoy their days and nights with their friends and family members. Besides from drinking, the community club also provides students a better environment where they could do many activities such as sports activities, arcades games, shopping mall, movies, bars, hostel, bbq, events and many more.
POP UP MEDICAL TENT & ON HAND NURSES	<p>Our solution is to:</p> <p>have a nurse or first aid personal present at all clubs and parties.</p> <p>or have first aid pop-ups in party districts.</p> <p>providing a first point of call for the intoxicated, to filter out the unnecessary calls to emergency services.</p>
Creating Safe and Engaging Spaces for Young People	<p>Our group has chosen to focus on binge drinking.</p> <p>The aim of our strategy is to provide more amazing spaces for youth aged 18 to 24, to reduce high risk or long term alcohol abuse and the potentially harmful consequences.</p> <p>Alcohol is a neurotoxin which means it can poison the brain. One of the effects of excessive long-term alcohol abuse may lead to alcohol related brain injuries including difficulties with learning and memory. Excessive drinking can cause a decline in cognitive ability and can therefore hinder academic performance in important educational years which may effect results and further progression into further study or career development. This could result in limiting job opportunities and future income levels.</p>
Day Life	We looked into ways of solving some of the dangers that young adults face in night life culture. Our solution was to remove the night element and replace it with the day. Find out more in our video!
Idea Pitch - "Negatives of Alcohol"	<p>We decided to address the issue of alcohol poisoning, while also touching on alcohol related violence. Our idea was to create an app which is used to purchase alcohol rather than at the bar. This app is therefore not only going to make it more streamlined to order alcohol but also allows for the tracking of alcohol consumption. With this tracking the app is able to block people for gaining access to any more alcohol, reducing the chances of over drinking to the point of excess.</p>
Decreasing the impact of drink driving	To address the problem of drink driving our team has proposed that more security be placed on public transport stations and have more regular trains leaving late at night especially between hours 12am-4am on weekends. We would also like to create a new way to get from wherever you are to the train station in safely and at an affordable price. Finally we would like to spread awareness for the problem in learner driver and probationary driving tests.
The Idea Pitch	The social problem we have seen is there is a lack of areas for people age 18-24 to come together and build meaningful relationships and their being a lack of ways for people to start talking to each other. We will build a place where people can meet before they have a night out.
THE BREAKFAST CLUB	<p>As a team, we have identified that a really big issue facing young people is the lack of safety and security on our streets once nightclubs close and crowds of people all with different levels of intoxication flood onto our streets with the potential to cause danger and havoc.</p> <p>Our idea is "The Breakfast Club" which is an all night long night club, with DJs, alcoholic beverages, and a fun, safe environment for all patrons alike. As nightclubs start to close, we then transform into a cafe, where we serve breakfast foods and other snacks until patrons are able to go home safely.</p> <p>We hope through the growth of our business that we would also have the ability to provide overnight accommodation.</p>
Our Idea Pitch	Train people to prevent violence.
Workshops & Experience talking	We want to offer workshops at schools, where the students can experience how it is to be drunk using "drunk glasses". Additionally, some people talk about their experiences with alcohol and what happened. The workshop itself should supported the students with being more self-confident in saying "NO" to alcohol.
Idea Pitch	As a team, we want to tackle the social problem of keeping young people (18-24 year olds) safe during a night out. We want to introduce product solutions that we believe would help alleviate the problem and contribute to a more enjoyable, worry-free drinking culture.

Prevention of Strong Depressant Drugs on Nights Out	Our solution to the planting of strong depressant drugs and the sexual assault that may follow, is the use of a cosmetics line which help with the detection of different strong depressant drugs. The use of items such as nail polish which changes colour when it detects strong depressant drugs, such as rohypnol or GHB. This allows people to be aware of what they are drinking and intern may prevent sexual assaults from happening.
Building meaningful relationships through the introduction of quiet spaces	Nowadays in clubs and other nightlife environments, the obsession with loud music and abrasive entertainment makes it difficult to engage in conversation and build relationships or make friends. We believe as a team that the introduction of dedicated quiet spaces will not only help young adults enjoy the nightlife more, but also make more friends. This solution will also help reduce other issues that come along with night culture.
Gaming as a substitute for alcohol	Instead of going out drinking to socialise and have fun, we came up with the idea to create a Net Bar for young adults to get together and play games, providing a fun, relaxing, social and safe environment without the need for any hangovers
Our Group's Idea Pitch Video	Our solution to drinking problems with young people is basically to create an app with several features that helps ensure a fun and safe night out for all.
Idea Pitch ~ towards sober	An app that helps and rewards sober drivers.
Safety in numbers app	Our solution to this problem is introducing an app, which promotes and facilitates individuals who go for a night out to stay in groups.
Gaming Bar	Gaming bar serves as an alternative to the usual bar, providing activities serving to entertain and distract customers from heavier drinking. Gaming such as computer games, table games and more and social with friends which will distract from alcohol. The bar serves to limit alcohol per customer. A card that allows punching for record alcohol consumption. Create a healthy and safe environment to allow 18 to 24 years old people to enjoy their late nightlife. Provide other drinks such as soft drinks, juice, water, beverage and food.
Sober Shelters	We are going to propose a safe space solution with a variety of health and over-night services in the CBD called 'Sober shelters' for 18-24-year-old intoxicated individuals. We shall provide transport to and from the shelter, food, water, medical assistance and a place to stay.
It's Wise Night	We think education is the key for young people to truly have a stress free night out. It's not about avoiding risk altogether, knowing clinical, biological facts or practicing abstinence; it's about understanding where Melbourne's diverse young people are coming from, and preemptively providing realistically applicable and easily accessible education resources: be it in person or online. Our business will be hireable to education/young-adult institutions to give presentations about safety and risk when engaging in sex, drugs, alcohol and nightlife featuring additional online resources and guest speakers. Topics will include: Drugs - Exposure, use/addiction, risk, legality, violence etc. Sex - Consent, sexuality, risk (STI/pregnancy), protection and more Alcohol - Driving, age, exposure, risk, violence etc. Nightlife - Transport, peer pressure, venues/events, dangers etc.
Event Hosters	We have decided to organize open social events for young people aged 18-24 where they would be required to actively participate in the activities and get to know each other, thus building upon their social confidence.
Solutions Jam Week 8 Idea Pitch	Our Solution to king hits and violence in late night culture. The idea in essence is a business which provides staff to nightclubs or police, who purely look out for the safety of people leaving late night venues, and ensure that they are safe in nearby areas when leaving the venue. This will be useful as often security guards neglect everyone not specifically at the venue, raising the levels of danger for people coming/going. The business could function by the street, police, or a fee each venue could pay for extra trained guards to look after civilians and keep the peace.
INVISIBLE TECHNOLOGY LEADS TO A SAFER SOCIETY	The issue of alcohol-related sexual assault/abuse can be drastically minimised through the invention of an app, which makes nearby officials aware of where the assault has taken place. In turn, law enforcement can intervene and prevent the incident from occurring in a timely manner. The data collected from the app will also provide people with statistics and will raise the awareness of alcohol-related sexual assault, thus minimising the risk of it ever occurring again.
Our Idea Pitch	Create more social awareness programs and increase police recognition
lounge.	Set up a place for young people to get involved, education how they can properly drink or give up. Communicate with each other and boost their social confidence.
Pub Club: Going out for a Reason	Young Melburnians are going out to binge drink with their friends. They haven't and aren't building meaningful connections, and are leading eachother towards bad decision making, and regrettable choices. To fix this, the amount of activities young Melburnians can do on a night out must be increased; giving people the opportunity to hang out and focus on something other than drinking. Drinking will be present, but getting intoxicated will no longer be the main focus of going out.

Idea Pitch	To reduce drink spiking our solution involves using a drug detecting straw to detect drugs in drinks prior to drinking to help avoid consuming dangerous drugs on a night out.
Ultra Gaming Bar & Billiards club	Serves as an alternative to drinking focused establishments such as your traditional bars and nightclubs, where drinking is part of the social experience rather than main attraction.
Idea Pitch	We are proposing to create a safer environment for late night activities for people aged between 18-24 years old. We shall introduce an app that allows individuals to meet up with other people and form a social connection and preventing any danger to people who usually go out by themselves by giving them more people to go with who would not only allow them to connect with others but also watch over them if they become irresponsible or violent.
Idea Pitch	Our solution addresses the issue of safety on a night out through a free app that provides information regarding the safety of venues and key late-night culture hot-spots, helping people make informed decisions about their nights out. The app does this through a safety evaluation system for venues and locations, which makes use of customer experience reviews, policy analysis, real time incident reports, and statistics.
Saturday Night Alternative	Our solution is to provide young people with a safe place to be social and have fun on the weekend, minus the alcohol. It will have a similar sort of vibe to a night club, but have lounges and game areas as forms of entertainment. Our objective to to keep people safe while still providing the opportunity to have an amazing time.
Safety promotion through building alliances	<p>Melbourne is a 24-hour city with a strong live music culture, a thriving bar and restaurant scene and an all-night weekend public transport service. Alcohol-fuelled violence in the CBD and surrounding areas is also something that particularly comes alive in the late-night hours. We are passionate about helping 18-24 years olds feel safe during a great night in our city. The idea behind our solution to do this is:</p> <ul style="list-style-type: none"> - Registered venues displaying "Safe Place" endorsed stickers at entry approx.. size 20cm x 20cm - Victorian Police & City of Melbourne Endorsement of the program - Exposure through social media and online presence (City of Melb/VicPol Website) - Endorsement through promotional entities - Venue registration means; <p>Zero tolerance of violence and/or anti-social behaviour on premises Strengthened relationship with VicPol Reporting responsibilities of violence, and/or anti-social behaviour Commitment to creating a safe and enjoyable venue Registered with Uber/Taxi companies for at-venue collection, can be booked by venue staff</p> <ul style="list-style-type: none"> - Online presence to include a listing of registered venues by location & venue type (e.g. Nightclub/Bar/Pub, etc.) – increasing advertising opportunities of venues, additional link to venue website - Responsibilities/Actions from Venue not to take away from core business models, e.g. Limiting Drink Sales, Alteration of Operating Hours & etc.
Plan Your Night Out Pitch	Our app 'plan your night out' lets you plan your night from start to finish, giving you tips and notifications on safe drinking and sends out alerts to your top 3 favourite contacts on your location during the night.
A Night To Remember	Have a great night out, without a headache the next morning. A Night To Remember is a company partnered with Headspace to combat social anxiety through the creation of low to nonalcoholic beverages. The range of drinks includes beers, cider, and mocktails in cans. Through the partnering with Headspace, A Night To Remember endeavors to educate people about the harm drinking can have on one's self, as well as others. Because every so often, everyone wants, and sometimes needs A Night To Remember.
Stay Safe and Drink with your App... I mean Friends...	Our group's problem with late-night drinking is individuals being left alone on a night out with friends. We find it's a common occurrence that one person in a group is left alone during a night out which can leave them in dangerous situations. We have proposed an app which links you to all members of the group that you go out with which you can provide updates and send locations to your friends.
Having a safe night out	How 18-24 year olds can have a safe night out, and the things which they can do
Stopping Drink Driving in its tracks	We have a few ideas in the works to tackle this idea. One is a government run car/van service that works like public transport that operates in conjunction with popular clubs and bars all over Melbourne. Another idea our group has come up with is a community centre for young people to stay and sober up instead of risking the drive home.
Italian Stallions - Idea Pitch	Our group has come up with the idea of a BAC tracker that is similar to a Fitbit. It would track how much alcohol you have consumed. When entering a bar or attempting to buy drinks, the tracker must be presented to show how much the individual has already bought/consumed in order to determine whether or not they are eligible to continue drinking in a safe way.
PITCH!!	Reducing alcohol related harm in 18-24 year olds.

Safety App	An app that alerts emergency services when triggered. Audio and video is automatically recorded to assist police in their investigations. Our main target is young people going into the city to party and drink.
Stay safe and build meaningful connections	Our mobile app Clink Up offers 18 to 24 year old a safe platform to connect and meet with each other in real place and time. How it works: Users check-in to the venue they are at and see who else is also there. They then can "clink" with other users to meet up and socialise at the venue. Users are screened, rated and monitored to ensure a safe and engaging community. Our app is free to use with profit made through affiliated programs and in-app purchases.
'Fingerscan' system	In recent years, the number of underage patrons entering nightclubs has largely increased, mostly credited to peer pressure and societal norms. This places minors at extreme risk for impairing the growth of their underdeveloped adolescent brain, as exposure to alcohol and drug use is overwhelming, contributing to brain damage in later life. Therefore, we have developed a powerful system that helps detect minors entering adult nightclubs, by combining the current use of facial recognition with fingerprint scanning.
Stay safe and build meaningful connections	Our app Clink Up offers 18 to 24 year old a safe platform to connect and meet with each other in real place and time. How it works: Users are to check-in to the venue they are at and see who else is also there. They then can "clink" with other users to meet up and socialise at the venue. Users are screened, rated and monitored to ensure a safe and engaging community. Our app is free to use and profit is made through affiliated programs and in-app purchases.
Subscription bus to get you home safe and fast from a night out	Subscription bus service that gets you home faster than public transport and cheaper than ubers or taxis.
Night-Out Station	Our solution is to provide a service at clubs and major bars in the CBD area by having teams stationed to provide water bottles to leaving patrons as well as aid and care to those that need them. Including: Signalling/calling taxis/ubers and first aid etc
'Redline' - a solution to alcohol related violence	We believe that the to lower levels of alcohol related violence among young Australians in a non-disruptive way we need to lower the amount of alcohol purchased indirectly. Our solution is an application that digitally assesses the level on intoxication of a customer prior to purchase of alcohol. It tests how drunk a person is through motor skill mini-games and cognition tests upon successful completion of the test they can purchase alcohol, if they fail 3 times there is a mandatory "wait" period of 30 minutes. We believe that is the best and most sustainable solution as it is a way to control alcohol consumption indirectly and thus is going to have more support and less backlash when compared to solutions such as increasing tax or lockout laws. It also allows for more flexibility and doesn't leave participants feeling like "someone is telling them what to do" more like "they are currently illegible", similar to the feeling of not being allowed into bars and clubs because of lack of id.
Higher Female Security	Girls and women safety after and during night out is the social problem that our team want to address. Night clubs environment are typically dangerous for women between the ages of 18-25 but become more aggravating with the presence of alcohol.
Anti Theft Locker	We have chosen the topic of theft surrounding alcohol and late night culture. And will be exploring the association alcohol and crimes. It is proven that alcohol can intensify a robber's feeling of desperation and cause them to steal someone's money or property, thus proving the increasing dangers surrounding drinking in a public atmosphere. Our idea is to work together with venues (such as nightclubs, bars, etc) to install a security locker where people can keep their belongings. Those who puts their items in the locker will be stamped by the staff and to retrieve the item, their stamps should be scanned using a specific scanner designed for this security system only.
Multi-Function app that prevents wandering off or the night getting bland	Our solution is an app that has various functions such as Randomly selecting a designated driver/caretaker out of the group of friends Randomly selecting a new location for the group as many people are indecisive on where to go especially in a group (pool of locations added by group members) Sends everyone's locations at midnight or a set time so that everyone can get home and find each other safely Displays ads relating to drinking safely The idea is for an app to fairly decide roles and places for a great night out while providing a way for everyone to connect with one another if needed.
Drink less, Spend less	The idea focuses on one of the few things that limit our decision making in most aspects of life, money. We're developing an app that keeps track of the money everyone wants to forget about while you're partying, and it notifies the user. Everyone checks their phones on a night out, and a lot of us already get financial information about our spending through notifications already, but in a night out they become irrelevant since we don't care and don't want to care. The difference in our idea/app is not just the amount you've spent. but we will compare the amounts of money spent with valuable needs for money we have daily. For example, if you want to have fun and you get a

	notification saying u spent \$10 on alcohol, theres a good chance you might not care about \$10, however, if the app directly notifies the user and informs it saying "you've spent \$10, there is \$20 remaining in your account" and you still haven't payed for Uber, you would care more to make the decision to moderate your spending, and effectively your alcohol consumption, since you are now informed about your finances more efficiently.
the app to party with	our idea is basically about creating an app to increase the safety at a night out. when people get an entry ticket via the app they get free discount voucher for public transport or Uber. with the app they can also get to know who are they safety workers for the night and also the people who patrol for safety get your contact details to ensure they reach you if u get in trouble.
THE FINANCIAL BURDEN OF LATE NIGHT CULTURE	Drinking has become more popular within todays society and adolescents are getting affected because of it. It has been researched that sociometric popularity has been negatively reflected. Most studies have explored that users derive from conforming to the peer norms to therefor be "fun" on a night out, which has led to the increase of "weekend teen catastrophe". Ultimately, this has also lead to the increase of expenses on a night out, leaving a financial burden of late night culture.
Solving Problems with a Swipe of a Card!	When people enter the club, bar or drinking venue , the security guard gives each individual a paper strip to place on their tongue, from this a colour will appear on the strip and will indicate how much alcohol is in the person's system, if it is above the limit of .05, the person is not allowed in the club. This will prevent young adults from pre drinking and already being under the influence before entering the venue, reducing the chances of alcohol-related harm. When a person enters a venue that provides alcohol they will receive a card. This card is used throughout the individual's night to purchase alcohol beverages. This card will allow bartenders to monitor how many standard drinks the individual has had, to allow them to make the correct decision of whether it is it suitable to give an alcoholic beverage to the customer.
Idea Pitch	Our Idea pitch to solving binge drinking issues by contacting and working in collaboration with brewery's to reducing the concentration of alcohol in beverages. Also including Quinn Higgins
Tackling the Lack Meaningful Connections	The lack of meaningful connection in late night culture in 18-24 year olds.
Party Drugs in Late Night Culture	Party drugs such as MDMA/ecstasy, cocaine and ketamine have been popular drugs for young adults and teens to use when out clubbing, at events or concerts. It allows them to feel a rush and disassociate themselves from their current environment, allowing them to feel a "rush". Young adults and teens have died from overdosing with these drugs and has continued to be an epidemic in late night culture.
Ideas Pitch / Mine App	Our solution is creating an app targeted at 18-23 year olds. This app allows users to make a selection on things they're interested in, our algorithm then connects the users to locations where they can find other people will the same interests. Thus making youths feel more comfortable when going out and hopefully destroying any societal pressures.
Late night Culture and Underage Drinking	We are addressing about how to make it harder for young people access night clubs and providing a way to tackle unsocial behavior.
Our Idea Pitch - Stay Safe on a Night out	To create a government supplied designated assistance at each venue to help the18-24 year olds get home safely on a night out, This could be hailing transportation such as Ubers and taxis.

THE BUDDIE SYSTEM	<p>We are planning to develop an App on a social media platform called the "Buddie System" where we would have a calendar schedule Monday-Sunday.</p> <p>This would be the time during the week you would enter how many people you would be going out with for the night, which would then use their phone's GPS as a communicator and locator incase someone ever gets lost in your group. this would in turn link to phone charging stations and wifi hotspots incase someones phone runs out of data.</p> <p>It also links to the PTV system and traffic routes in Victoria where group members can have the option of finding the safest and most convenient way home.</p> <p>Members for a particular group outing would enter their personal information such as</p> <ul style="list-style-type: none"> -Age -Height -Weight -Gender <p>where the app will inform you how much standard drinks you should be able to safely consume as many young people do not know their own limit.</p> <p>it will also have a section where it lets the group make a meeting space so no matter where you are you will always have a pre-organised meeting location. It allows messages to be sent to group members either to one select person or a group so safety is always the number one priority the main goal of this app is to give knowledge to young people who might not know their limits for alcohol consumption. the Buddie system also gives information about the different alcohols and their concentration so a group member can asses what would be the right alcohol consumption for their BMI it also gives warnings for those with a gluten or yeast allergies.</p> <p>An app that works to make a night out safer with just one click of a button.</p>
Late Night Safety	Our solution is to work with companies such as Uber and Lyft to provide students discounted rates during the hours of 11pm and 3am to improve overall safety and make sure people get home safe
Drink Spiking	We've decided to tackle the issue of drink spiking by implementing the use of drug detecting cups and by that we mean that if your drink is tampered with or is spiked, the cup itself with have a reaction with the additional substance put into your drink and it will proceed to change colour.
Keeping Women safe	An uber type app, specifically for bouncers to take intoxicated individuals home safely. Bouncers should also stay close to the individual to ensure they remain safe.
Student Safety Services	We recognised that all schools across Australia should conduct programs from Year 9 and above, educating students on how to drink safely in order to try and change their attitude towards excessive handlings within unsafe environments.
Facial Recognition software	<p>The glasses contain in-built facial recognition AI software that allows police/ security/ bartender to scan customers' facial expression and behaviour before/after entering the club. Specifically designed for security/health purposes, the smart spectacles are connected to a tablet-like device that allows security to detect if the person is drunk, (reaching a certain level). He or she will be told to go home/ stop drinking etc.</p> <p>Furthermore, a software can be predicted if the person is a threat by facial expression and behaviour before the bad incidents could happens.</p>
The Ghost Cup	Our solution to eliminate drink spiking is 'The Ghost Cup'. This cup is a recycled reusable plastic cup with numerous designs that is completed with a lid. The lid prevents people from slipping in unwanted substances, plus it avoids drinks spilling everywhere - a bonus that many young adults would be pleased with, plenty of us have experienced those annoying moments before.
Substitution a music festival	A monthly drug & alcohol music festival
School Safety Solution - Verbal Pitch	Providing higher levels of education throughout educational institutions that's provided through a not-for-profit organisation.

Appendix G: Project Deliverables Statement of Completion

Contract Deliverable	Statement of Completion
<p>1. Stimulating new stories of youth social entrepreneurship in changing youth drinking culture through a design workshop with social entrepreneurship mentors, advisors and licensees. The focus and delivery of projects must be on reducing alcohol related harm for men and women aged between 18-24 years, who frequent late night entertainment precincts in the City of Melbourne, City of Port Phillip and City of Stonnington local government areas.</p>	<p>This has been completed as discussed in the report. (See Report Section “Stimulating new stories through Social Entrepreneurship)</p>
<p>2. Hosting Swinburne Business School Youth Social Entrepreneurship Bootcamps across the 3 municipalities focusing on changing drinking culture in entertainment precincts. Recruitment to bootcamps will be encouraged through other project components such as the Story Collection brief, however Swinburne shares responsibility for encouraging participation. 50 participants in total over the 2 years is required to fulfil the requirements of this brief. A maximum of 10 projects will be considered for seed funding of \$5000 from VicHealth.</p>	<p>This deliverable was adapted and changed along the way to be responsive to project circumstances and has been completed as discussed in the report. (See Report Section “Stimulating new stories through Social Entrepreneurship).</p>
<p>3. Collecting and Sharing Stories from young social entrepreneurs.</p>	<p>Completed. See “Reflecting on the creation of new stories through social entrepreneurship” section of the report.</p>
<p>4. Literature review regarding application of social entrepreneurship to social change (including ACC) in Australia and elsewhere.</p>	<p>Completed. See “Literature Review” section of the report.</p>
<p>5. To contribute to the collection (guided peer collection encouraged) of stories from men and women aged between 18-24 years, who frequent late night entertainment precincts drink in the City of Melbourne, City of Port Phillip and City of Stonnington local government areas. A minimum of 30 stories to be collected and shared.</p>	<p>The team promoted about various Story Pod activities as well enabling Human Kind Enterprises to have a Story Pod at the Semester 1 2018 Orientation week to collect stories from students.</p>
<p>6. To provide guidance and advice towards the What’s Your Story? alcohol culture change initiative.</p>	<p>Andrew Rixon was an active member of the project team providing guidance and advice where applicable.</p>
<p>7. To support the evaluation of What’s Your Story? alcohol culture change initiative through liaison with Michael Savic (Turning Point and Monash University) who is contracted as project research partner. This includes the collection of agreed evaluation data from the Social Entrepreneurship Bootcamps.</p>	<p>The project team supported Michael Savic in any data requests.</p>
<p>8. Participate in the What’s Your Story? Steering Committee three times a year for two years.</p>	<p>Andrew Rixon and Rosemary Fisher attended committee meetings as well as helping bring a number of young people into the “Most Significant Change” story review processes.</p>
<p>9. To monitor the Creating New Stories: Alcohol Culture Change Through Social Entrepreneurship project component to ensure compliance with the VicHealth funding agreement, particularly the conflict of interest stipulations.</p>	<p>The project was monitored to ensure compliance through checking in with key project leads and also with Karen Turner from Vic Health.</p>

