Viewpoint 2009

The Monash Economics Debate for secondary school students

The Department of Economics in the Faculty of Business and Economics at Monash University, in conjunction with the Debaters Association of Victoria, is staging an economics debate open to all Victorian secondary schools. The debate topics will focus on current economic issues that impact upon people and society at local and global levels.

The purpose of this contest is to:

- increase understanding among secondary students of economic issues that affect us all
- promote social, economic and moral awareness among our youth
- present an opportunity for participating students to develop their public speaking and debating skills
- develop expertise in our future leaders that will benefit the whole community
- provide a forum for discussion of serious issues in a fun environment.

MONASH University
Business and Economics

Debaters Association of Victoria
Overview

The competition, to be conducted during May this year, will comprise preliminary, quarter-final and semi-final rounds, culminating in the Grand Final to be held on 28 May 2009 at BMW Edge, Federation Square in Melbourne. In addition to the students themselves, we have invited luminaries from government, academia, education and industry to participate in the event.

It is envisaged that this will be an annual event to foster the development of future leaders and to promote an informed and intelligent exchange of ideas.

www.viewpoint.monash.edu.au

Economics at Monash University

Economics provides training in logical thought and analysis which prepares students for a wide range of career options. Its unifying theme is that a rapidly changing world requires adaptable analytical skills that are readily applied to the issues of the day.

Monash has achieved notable success in business education and economics research. Many of its economics graduates have forged prominent careers in Australia and overseas in the public and corporate sectors.

Our distinguished alumni include:

- The Honourable Simon Crean MP, Federal Minister for Trade
- Mr Ian McFarlane, former Governor, Reserve Bank of Australia
- Ms Tracey Fellows, Managing Director – Australia and New Zealand, Microsoft
- Mr Michael Luscombe, CEO, Woolworths Ltd.
- Professor Pasuk Phongpaichit, Economist, author, anti-corruption campaigner
- Ms Margaret Jackson, Company Director
- Dato’ Dr Michael Yeoh, CEO, Asian Strategy and Leadership Institute (ASLI)

The Department of Economics is one of the six departments in the Faculty of Business and Economics at Monash and is making a significant contribution to business and the professions through its teaching, research and connections with the business world.

Debaters Association of Victoria, Inc.

The Debaters Association of Victoria, Inc. (DAV) is a non-profit organisation that exists to promote debate. It is the peak debating society in Victoria and runs large competitions for adults and for more than 250 schools across Victoria. DAV also provides training and resources for debaters, teachers and adjudicators.

Partnership opportunities

Viewpoint competitors will be secondary students in the 15–18 years age bracket. By its nature, debating attracts confident and articulate individuals, many of whom will go on to develop their skills during their future university studies and indeed, in their careers. This competition provides an important avenue to reach this large group of high achieving potential leaders. The competition will also involve teachers, university academics, and business people from the public and private sectors.

Monash University and Victorian schools have a strong historical connection and involvement in debating. By supporting this debate, sponsors will be provided with an opportunity to gain access to top students from Victoria’s finest secondary schools and to interact with the wider university community.

Throughout the preliminary rounds, quarter-finals and semi-finals there will be numerous opportunities for sponsorship exposure, ranging from the competition website and program advertisements, to speaking rights at the Grand Final, social events and the press launch. Access to the debating students goes far beyond the participants in the competition, as each team is only a small part of the entire school’s debating society. Over 60 schools will be actively watching the progress of the championship and checking the website for updates, guaranteeing exposure to students throughout Victoria.

In order to best explain the opportunities available we have prepared two sponsorship packages that may appeal to your organisation. We are flexible and would be happy to work with you to develop a customised solution that meets your needs.
Major Sponsor: [$15,000] – Two available

Event profile
> Option to host a preliminary or quarter-final. Access to a captive audience of around 400 students, their families, teachers, and supporters.
> Verbal recognition at all events.
> Speech at the Grand Final event and press launch
> Logo and branding displayed on key official tournament material including:
  > T-shirts (provided to all participants – 400 approx.); publicity material distributed to Victorian schools
  > Invitations to Grand Final
  > Grand Final VIP Seating: 4 tickets
  > Press Launch: 4 tickets (lunch included)
  > Presentation of the awards to winners at the Grand Final
  > Professional photographs with Grand Final winners, MC, guest panel, CD footage of the Grand Final

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Advertising
> Major sponsors will be acknowledged in major newspaper advertisement; sponsors will be recognised on Monash radio for their support, and in competing schools as a major sponsor

Website
> Prominent display of your logo and brand on all pages of the Viewpoint website
> Sponsor profile page
> Link to your website
> Business and Economics homepage

External media
> Education section of The Age
> ABC radio
> ABC television
> Leader Newspapers in locations close to finalist schools
> YouTube

Monash internal media
> Faculty BusEco Bulletin
> Monash Memo
> Alumni e-News
> Careers Update (x2)
> Targeted schools – newsletters through the school’s career advisors
> Radio Monash

Promotional materials:
> Full page advertisement in tournament program, distributed to all participants at the Grand Final
> Corporate signage to be displayed at the Grand Final, and on audio visual presentations throughout the competition (signage to be self-provided and approved by the Organising Committee)
> Promotional material displayed at preliminary and quarter-finals as well as Grand Final

Championship Supporters: [$5,000 or in kind] – Two available

Event profile
> Logo and branding display
> Verbal recognition at all events
> T-shirts provided to each participant (expecting 400)
> Invitations to Grand Final
> Grand Final VIP Seating: 2 tickets
> Press Launch: 2 tickets (lunch included)

Website
> Expected to receive hundreds of hits before the tournament
> Prominent display of your logo on sponsors’ page
> Link to your website

Internal media
> Monash internal/limited external

Promotional materials
> Logo printed in the tournament program, distributed to all participants before the Grand Final
> Distribution of corporate promotional material in packs to participants
> Promotional material displayed at preliminary and quarter-final events
> Publicity material distributed to Victorian schools
Events schedule

The aim is to engage students by fostering an interest in topics of broad economic interest in a fun environment, thereby encouraging them to further their knowledge of economics and business in the future.

3 May 2009 (Sunday)
Preliminary Round Competition
Venue: Caulfield Campus, Monash University
This is the opening event where Professor Russell Smyth, Head, Department of Economics, will officially welcome participants, including students, teachers, parents and adjudicators. The first round of debates begins at 10:30 a.m.

10 May 2009 (Sunday)
Quarter and Semi-Finals Competition
Venue: Caulfield Campus, Monash University
Competition continues with the quarter-finals and semi-finals. Announcement of successful teams who will compete in the Grand Final will be made by the major sponsors.

22 May 2009 (Friday)
Presentation of Finalists and Press Launch
Venue: Monash Conference Centre, 30 Collins Street, Melbourne
The press will be introduced to the grand finalists, schools, and main sponsors. This event offers the ideal speaking opportunity for sponsors, and can be preceded by a range of promotional opportunities.

28 May 2009 (Thursday)
Viewpoint Grand Final
Venue: BMW Edge, Federation Square
The Viewpoint Website provides the most updated information on this debate as it develops. Sponsors will have the opportunity to add their company logo and other promotional activities on the website when they join to further support this prestigious economics debate.

The Grand Final will be the most prestigious debate held in Melbourne for secondary student participation in 2009, featuring:

- an opening address presented by the Honourable Bronwyn Pike MP, Minister for Education in the State Government of Victoria;
- Master of Ceremonies, Mr Red Symons, ABC Radio presenter;
- the adjudicating panel including Mrs Lisa Gropp from the Productivity Commission, Professor Russell Smyth, Head of the Department of Economics at Monash University, and a leading economics journalist/commentator;
- a Q&A session between the audience and a panel of economics experts, comprising representatives from the public and private sectors and academia. This will be a chance for students to find out more about career opportunities in economics through interaction with leaders in the field.

The 300-strong audience will include the grand finalists and their supporters, Monash University staff and students, the media and members of the public. Our sponsors will present the prizes, and formally congratulate the winning teams. There will also be an opportunity for our major sponsors to address the assembled group and distribute corporate promotional material.

Trophy and Awards

The grand finalists will be presented with awards and the name of the winning school will be engraved on the specially commissioned perpetual trophy. The school will retain the trophy for one year. There will also be prizes for the top speaker and the best contributors throughout the competition.

Further information and contacts:

Faculty of Business and Economics
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Debaters Association of Victoria Inc.
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