

# Fresh Take

A SOUTHSIDE  
CREATIVE PROJECT

## INTRODUCING FRESH TAKE – A SOUTHSIDE CREATIVE PROJECT

### WORKSHOP SERIES

Learn how to create  
content, build a campaign  
& influence real change.

## LET'S TALK ABOUT VAPING

### THE WORKSHOPS

Over term 2 and 3, up to 100 students from the southside will come together to work on a creative project.

You'll work in groups to make mini local advertising campaigns around the subject of vaping. Projects will be supported by a Melbourne creative studio, given budgets and tools to turn ideas into posters, videos and art.

Fresh Take Festival will happen at the end of term 3. This will include a project exhibition where prizes will be awarded to the most creative teams.

Chat, create, and make change with the chance to win \$10k of creative prizes

Learn how to build a campaign, experiment with different content styles, and collaborate with industry creatives.

### WHY GET INVOLVED?

- ★ **Win prizes!** The most influential projects will receive creative awards (3 prizes).
- ★ **Have your voice heard** – lead change on an important issue!
- ★ **Free creative mentorship** – work with professional creatives & content creators to gain work experience & skills.
- ★ **Build your CV/portfolio** – create and refine a campaign for your portfolio.
- ★ **Meet new people & collaborate** with like-minded students.

**INTERESTED?**  
NOMINATE YOURSELF  
OR YOUR SCHOOL →



SCAN ME

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## THE LINE UP

### WORKSHOP 1

#### THE CREATIVE BRIEF

📅 THURSDAY 29TH MAY 2025

📍 GLEN EIRA TOWN HALL

What you'll do:

- ★ Icebreakers & brainstorming
- ★ Quick-hit facts & myth-busting
- ★ Role-play & storytelling sessions
- ★ Moodboarding & content planning
- ★ Pitch your idea & get expert feedback

### WORKSHOP 2

#### CREATION ZONES

📅 THURSDAY 7TH AUGUST 2025

📍 ST KILDA TOWN HALL

Make Your Vision a Reality!

What you'll do:

- ★ Get hands-on in a content creation session with expert support to bring your idea to life.
- ★ Work alongside industry professionals to design, film, record, or create your campaign.
- ★ Submit your project for the chance to win awards and prizes.

### BETWEEN WORKSHOPS

#### DIGITAL SUPPORT & MENTORSHIP

📅 JUNE–AUGUST 2025

- ★ **Hotdesk Support** – Get expert advice to refine your ideas.
- ★ **Check-ins with Mentors** – Stay on track & receive professional feedback.

#### CHOOSE YOUR CREATION ZONE

- ★ **Spoken Word & Music** – Write & record a powerful message.
- ★ **Video Content** – Storyboard, shoot & edit compelling visuals.
- ★ **Graphic Design** – Create posters, social media assets & campaign art.
- ★ **Physical Design** – Murals, installations & real-world impact projects.
- ★ **Fact-Check Station** – Ensure accuracy with health experts.

MAY–AUGUST 2025



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