

ESA POLICY HACKATHON 2020 – GUIDANCE FOR PARTICIPANTS

1 WHAT – BRIEF MEMO AND PITCH

1.1 Memo

Draft a short 1-2 page policy memo that sets out a specific, actionable policy proposal on the topic you've been allocated to. The memo should:

- Summarise the proposal
- Outline the specific problem it seeks to address
- Explain how the solution will contribute to the health of the Australian economy in response to the COVID-19 pandemic
- Explain how the solution is cost effective and actionable

Submit your policy memo via email to admin@esacentral.org.au by 5pm on 8 August 2020.

Further detail on the policy memo format can be found at these links: [link 1](#), [link 2](#), [link 3](#). Judging criteria are set out below in Section 1.3.

1.2 Pitch

Prepare a 3-4 minute verbal pitch for your proposal (to be presented in our second call on 10 August). Additional materials to support your presentation beyond the memo (e.g. powerpoint slides) are not required but you are welcome to use them.

If you use additional materials, share these together with your policy memo to admin@esacentral.org.au by 5pm on 8 August 2020.

1.3 Judging criteria

Teams will be judged on the following aspects of their proposal:

- Specificity/actionability
- Relevance
- Innovativeness
- Cost
- Contribution to the health of the Australian economy (a deliberately vague criterion that allows for both contributions to efficiency and equity, along the political spectrum!)
- Communication (including accessibility to a broader public audience and including communication via the memo and pitch)

1.4 Note: submitting more than one memo per team

We're conscious that different individuals within the same team might be passionate about different ideas. Your team may submit more than one memo, but note that:

- You must remain within your allocated time for both your call with your mentor, and your pitch (and you may not be able to present more than one idea as fully)
- Each memo will be judged separately (i.e. your team won't receive more or less credit for one proposal on account of the other(s))
- You're encouraged to collaborate as much as possible with your other team members

2 HOW – CALLS WITH YOUR TEAM AND MENTOR

2.1 Call on 27 July, 6-7pm

We'll spend the first ~20 minutes introducing the Hackathon, the problems it addresses and what we're asking you to do.

We'll then move into break-out groups in which you'll brainstorm your idea and plan out your proposal with your team and with guidance from your mentor.

Some suggested ways for using your time:

1. Introductions – team members share their backgrounds and policy interests
2. Initial long list of ideas – individual team members suggest initial ideas to add to a starting long list
3. Discussion of initial list – discuss preferences and rationale, with mentor to provide input and answer any questions
4. Shortlist / preferred idea – narrow down your long list and if you're confident about which idea you prefer, vote for your favourite, or plan for how you'll make a decision as a team after the call
5. Logistics – exchange contact details and plan out how you will work together as a team to get the proposal done, and importantly, schedule time with your mentor (see Section 2.2)

2.2 Call(s) with your mentor, to be scheduled around individual mentor/team availability

Mentors have committed to providing an hour of their time between 27 July and 8 August:

- You can use your time with your mentor as you wish. For example, you could ask that they spend 30 mins reviewing a draft offline and providing comments via email, and then set up a 30 min call to discuss a subsequent draft
- Please be respectful of their time and try to provide them with some considered material and/or questions to react to

Your mentor is neither responsible nor accountable for your idea.

2.3 Call on 10 August, 6-7.30pm

Please note that due to the high numbers of registrations for this event, we'd ask that you plan for our second call to run for ~90 mins rather than 60 mins (6 to 7.30pm, rather than 6 to 7pm), and we may need to shorten the time limit on presentations to accommodate this.