

MYKI DESIGN COMP



cards for a **cause**

**TACKLING YOUTH INEQUALITIES IN MELBOURNE,
ONE MYKI STICKER AT A TIME**

www.cardsforacause.com.au

CARDS FOR A CAUSE

What are we about?

We are a Melbourne-based social enterprise with the mission to lower barriers brought about by wealth inequality for disadvantaged high-school students.

We offer Myki stickers with beautiful printed designs; customers choose from either one of our pre-made designs or they upload their own designs.

We're affiliated with Enactus - a global not-for-profit organisation committed to using the power of entrepreneurial action to transform our world for the better.

In this next phase, we plan to increase our direct impact by providing disadvantaged Melbournians with access to transport services. **All our profit goes towards funding free travel passes for the vulnerable students.**





OUR MISSION

To beautify our dull Melbourne Mykis whilst making life more accessible for the disadvantaged here in Melbourne.

Since our inception, we have sold over 1000 stickers to date. We are expected to sponsor 120+ months of free travel passes to Gateway school next year, impacting the lives of 20+ students.

Our 2019 target is raising \$10,000 to directly impact and empower disadvantaged students in Victoria, enabling equal education opportunities for them!

We would love to invite our community's most talented designers to showcase your talents and make a difference!



GATEWAY SCHOOL

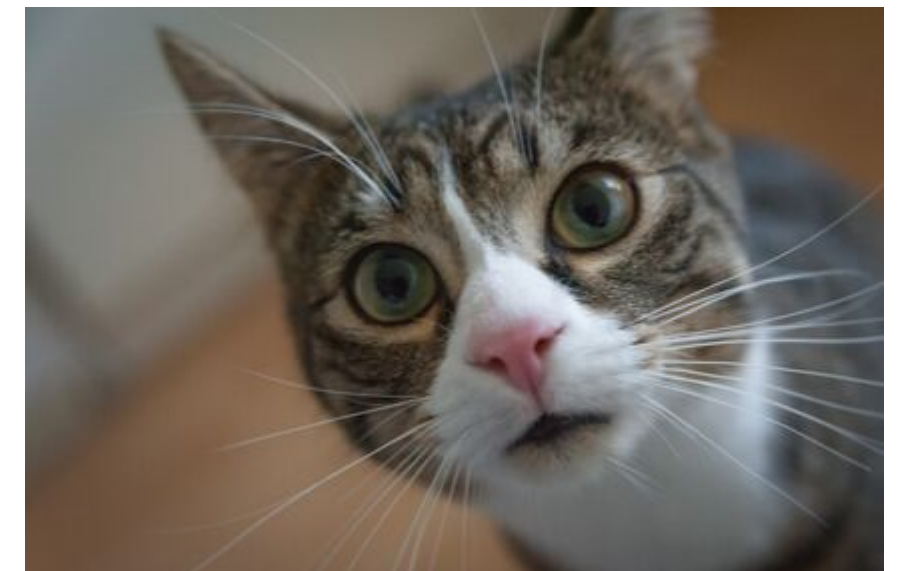
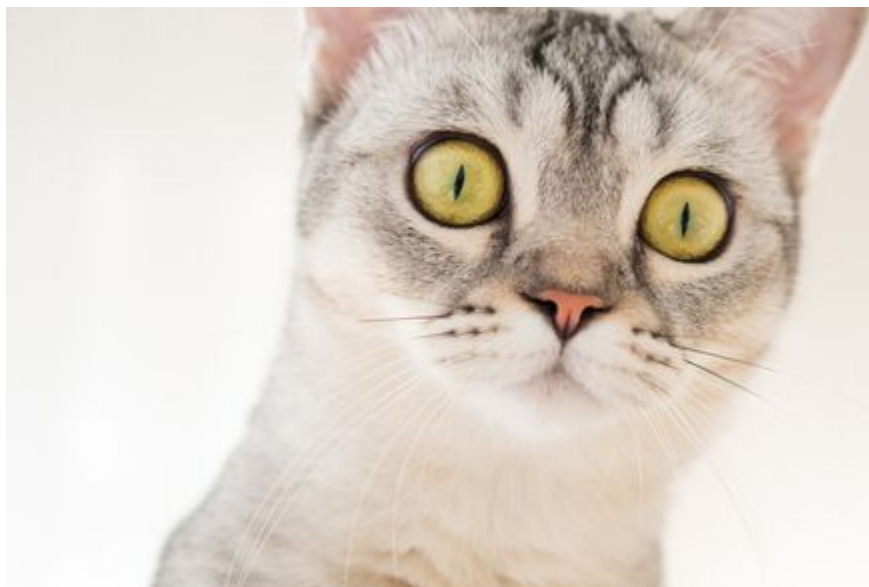
THE COMPETITION

Purpose:

To showcase the vibrant culture and talent of university students by providing a platform to express your creativity.

The Theme: Our Daily Life

It can range from any domestic items, tidbits of university/work life, First World problem, little things you want to bring to life on a myki card to cat memes. Afterall, we want you to have fun creating something that is close to your heart. It's up to you!



TIMELINE

2nd of Oct:

Design Submission Deadline

8th of Oct:

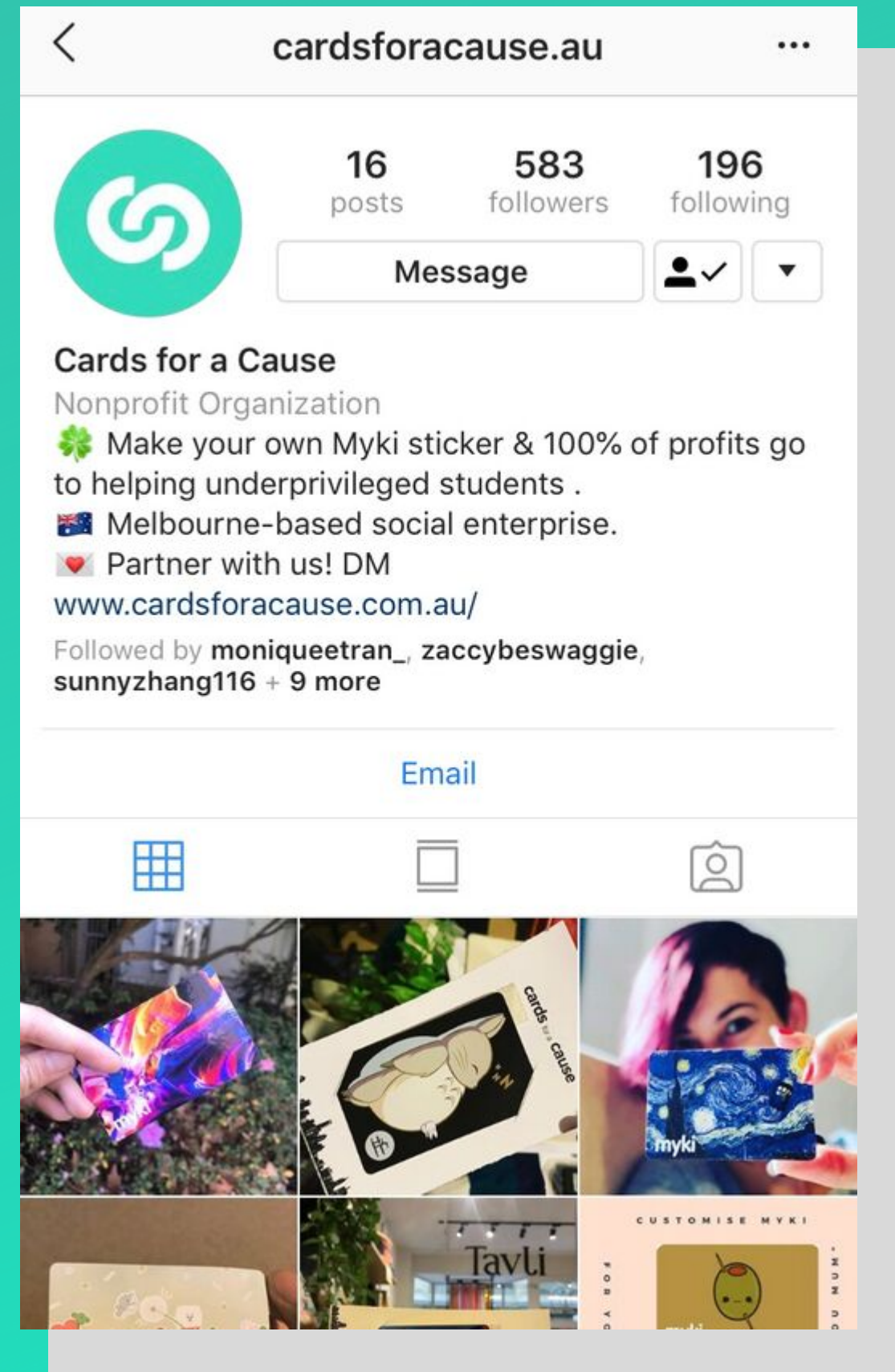
Pop-up store on South Lawn at the University of Melbourne from 12-2pm to publicly showcase your designs

15th of Oct:

Announcement of winners

22nd of Oct:

The launch of "Behind the Cards" blog series to feature your design and story. Your portfolio will be featured on our website



GIVING BACK TO THE DESIGNERS:

Competition Awards:

It is important that you are awarded for sharing your talents.

Winners:

On top of getting featured and having your story featured on our websites for a month,

You will receive 20% commission for every sticker sold with your design.

1st
Place



X3



X1



X1

2nd
Place



X1



X2



X1

3rd
Place



X2



X1

4th
Place



X1



X1

5th
Place



X1

BENEFITS FOR YOU

REACH



Allow your artistry, name and creativity to reach more people

IMPACT



Make a significant social impact with every design

PORTFOLIO



Kickstart your career in design by participating in a professional project



BE A CHANGE YOU WISH TO SEE IN THE WORLD

Competition submissions close on 2nd October, 2019

cards for a **cause**



CONTACT US

Email address

contact@cardsforacause.com.au

Website

www.cardsforacause.com.au

Instagram

[@cardsforacause.au](https://www.instagram.com/cardsforacause.au)

Facebook

[.com/cardsforacausemelbourne/](https://www.facebook.com/cardsforacausemelbourne/)