



Project Outline

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Objective & Mission:

To create a youth oriented magazine to promote progressive activism and awareness of local and global issues through the publication of objective, engaging articles and the promotion of youth-initiated/centred projects in Australia. The magazine will be non-profit.

Ipisi magazine is designed to fill a niche that currently exists in the community sector. There are many fantastic initiatives and projects being undertaken, and many young people eager to become involved. Currently, it is noted that the networks linking these groups are ineffective in reaching new target markets, failing to bring young people easily into contact with the projects they are looking for.

From the magazine, young people will have centrally available material on issues that are important to them, and how they can get active in these areas. For organisations, this provides a new group of potential volunteers and supporters with the energy to implement and drive their current and future projects. From this, the public at large can benefit from a better informed, better directed and more active youth sector.

Provisional Timeline & Scope:

The full extent of this project will be determined by the feedback from a pilot edition of the magazine, due to be ready for distribution in late April/early May. A three-week response and feedback period following the first edition will be allowed before subsequent decisions regarding magazine size and regularity are finalised.

A single copy of the initial pilot edition will be distributed to a wide range of non- and extra-governmental agencies in Australia, including schools, community and church groups. Further copies will be made available in *pdf* format on the internet or upon contact with the publishers.

Content:

The magazine will be based around the three core tenants of takingITglobal and ipisi; to inspire, inform, and involve.

The pilot edition is planned to include;

- **1 Feature issue-based article** – will be based around providing a balanced assessment of current *major* issues, covering both sides of the debate, with extensive information about possible actions and groups involved in the issue.
- **1 Feature organisation-based article** – an in-depth and objective exploration of the operations and aims of an NGO or community organisation. Included in this article will be contact details and opportunities for young people to become involved in this organisation.
- **2 Project articles** – an examination of a project being undertaken by, or involving young people.
- **2 issue-based articles** – Concise examination of current issues concerning young people and how they can get involved.

The above outline is designed to provide a balance between large and small issues, informing and involving. *This pilot edition is not expected to exceed 16 A4 pages cover to cover.* Subsequent editions may increase in size, and come to include some of the following;

- **Project updates** - reports on the progress and success of initiatives and projects relevant to issues covered, especially highlighting the success of youth.
- **Project noticeboards** - opportunity for groups and individuals to advertise their current projects and upcoming events.
- **Youth profiles** – stories and information about inspirational young people who have made a difference in their community and the world.
- **Letters/feedback** – publication of feedback and submissions from readers.
- **Readers' articles** – essays and commentary on issues from readers.

Organisational details:

Finance

- The magazine will be a non-profit enterprise.
- The magazine will be distributed free of cost, where possible through electronic download.
- Funding will initially be provided by a core group of social entrepreneurs.
- Further funding will be sought from organisations wishing to publicise and advertise.
- The magazine will also seek to establish financial partnerships with like-minded organisations.
- Costs will be minimised through the electronic posting of the magazine for download by interested parties via the TakingITglobal.org website.
- A full financial budget will be determined following the response to the pilot edition.

Staffing & Offices

- The magazine will initially be a part-time, voluntary enterprise for core staff. Any interested organisations with experience in the coordination of such projects are asked to contact the magazine.
- It is envisaged that initial core staff will need to include;

<i>Editor</i>	Oversees production, articles, contributions and financing
<i>Marketing Liason</i>	Promote distribution/contributions to/from students, attract partners and NGO involvement.
<i>Lead Writer</i>	Writes and edits most features and articles
<i>Graphic Designer</i>	Compile and coordinate overall design of magazine and website.
<i>Project Researcher</i>	Research and liase with project coordinators, gaining regular updates, event timetables and information, ensure legality.

- Contributions and article submission will be unpaid. Costs to contributors/authors will be covered.
- As most work will be decentralised and done electronically, there is no initial plan to establish physical office space. Dependent upon response to the first edition, such accommodation may be sought with a partnering organisation.

Partnerships

- The magazine wishes to maintain an objective position in the sector, where possible, but will pursue partnerships with like-minded groups and organisations where the opportunity arises.
- Ipsi magazine has been and continues to be supported by TakingITglobal in areas of logistical and technical issues.
- Official partnerships and funding opportunities will be considered as part of the feedback process following the pilot edition.