

Media Release – embargoed to 12.01am Friday 25 November

Solved.org.au enlists ‘spotters’ to help find social good across Australia
– ‘Spotters’ prizes plus a \$5000 prize for the most promising social venture

25 November 2011 – Keep an eye out for social good being done in your neighbourhood, because the new Solved.org.au campaign wants to help you kick in some funding to keep that good work going!

Solved.org.au, a new, crowdsourced search for solutions to Australia’s social problems will reward “solutions that work” as well as the spotters who find and share them online.

Solved.org.au, a campaign by The Australian Centre for Social Innovation (TACSI), aims to unearth working social solutions by encouraging the people behind those ventures - or people who've noticed something working in their neighbourhood - to share them on the map at www.solved.org.au.

“Maybe you noticed a scheme to help local kids eat a healthy breakfast in Broome, and someone in Newcastle is searching for a way to do just that. By sharing what works, we hope these social solutions can help more people across Australia,” said TACSI CEO Brenton Caffin.

Through Solved.org.au, TACSI will award a grand prize of \$5000 in cash support and a mentoring package to the most promising social solution uploaded to the Solved website by December 16.

Solved.org.au is also providing \$500 weekly incentives for 'spotters' who share something they saw working in their neighbourhood, which will be donated to the social venture of their choice.

"To get the most comprehensive list of working solutions, we need 'spotters' across Australia to help us fill out the Solved.org.au map," said Caffin. "So we're offering an incentive - each week if you've spotted a solution and upload it to Solved.org.au, you'll have a chance to win a \$500 donation to your favourite Australian social solution."

Each new solution added to Solved gives the spotter another chance in the draw, so the more social solutions they add to Solved, the more chance they have of winning.

The \$5000 grand prize will be awarded to the most promising social solution, as judged by a panel of expert judges from TACSI. Selection will be on merit, based on the winner’s capacity to best use the investment and mentoring support to improve and keep doing good.

“Now people have three great reasons to support Solved - they can nominate their favourite local solution and put it in the running for the \$5000 grand prize, they can give a shoutout to all the local solutions they spotted which are working to solve a social problem in their neighbourhood, and each time they participate, they increase their chance to win a \$500 donation to support their favourite solution.”

The Solved campaign runs until 16 December.

MEDIA CONTACT: Sarah Stokely, Mobile: 0403 800 991. Email: sarah.stokely@tacsi.org.au

PHOTO of Brenton Caffin or Solved.org.au logo available upon request.

About The Australian Centre for Social Innovation (TACSI) – www.tacsi.org.au

The Australian Centre for Social Innovation (TACSI) is a national non-profit organisation which exists to identify and support the innovative ideas, methods and people that will contribute to and accelerate positive social change.

Terms and conditions for Solved.org.au can be found online at: www.tacsi.org.au/solved/terms-and-conditions.