WELCOME TO OUR JOURNEY ■

THE **NAME**

When choosing the name of our team, we wanted something that would fit our team's philosophy of simplicity, innovation and presence (see page 3 for Brand Identification). We jumped straight to the most basic and abundant item in our universe - the hydrogen atom. As 'Hydrogen' was bland and unoriginal, we decided to go smaller, looking on the ionic level. Our team settled on the name for the Cation form of hydrogen; 'Hydron'. Different molecular level names were also considered, such as 'Hadron', 'Tri-Vector' and others; however, those names were discarded for being considered unoriginal or receiving mixed reactions from the team. 'Hydron' was a good choice as the name for our team as it indicated the simplicity and presence of our brand whilst also being unique and memorable.

THE **COLOUR SCHEME**

Colours are an important asset in brand awareness, as they are an instantly recognisable feature which assist in creating mood associations with their audience. We chose green and blue for their light and positive connotations, representing our modern brand. Our choice of green also relates to the basis for the branding of our sustainability sub-brand, Hydron Green (see page 9). Pantone colours were chosen for extra prominence and print compatibility for different deliverables.

HYDRON GREEN #6AAB3D Pantone 154-8 C	**HYDRON BLUE** #00AFD7 Pantone 638 C	**HYDRON GRADIENT** Hydron Green to Hydron Blue
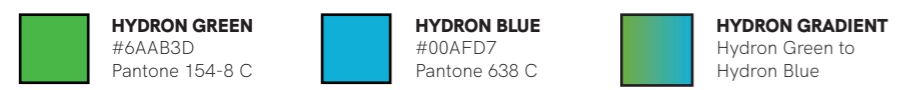
THE **LOGO**

Our logo is the apogee in our simplistic branding philosophy. It is geometrically concise, featuring a roundel, separated by a gap and connected by a horizontal bar through the middle. Our logo provides a sense of stability and presence, critical to our philosophy.

Additionally, our logo pays homage to our team's functionality. The two sides represent the two areas of the competition that work together to form Hydron - Engineering and Enterprise. The bar through the middle connects both sides and represents an alliance of the two areas, working as one. One side without the other is a dysfunctional lump, but together, is a unified whole. The whole logo takes the shape of a circle, representing the forward-thinking, simplistic and smooth-rolling nature of Hydron, like that of a car wheel.

We added our team name to the side of our logo to emphasise our brand and to make it more recognisable. The font was also an important area of consideration. A well-fitting font was important to retain brand presence. To compliment our light and modern round logo, we chose a light and modern rounded font to go along with it.


✖ *Our logo on a white and black background. Credit: Hydron*

Throughout many developmental iterations, the basis of our logo remained the same; a geometrically concise roundel separated by a tilted gap. Our most recent logo iteration for the 2020/21 season was our largest change to date. The roundel was remodelled based on defined geometrical numbers, the colours were altered to be more prominent and print compatible, the font was modified, and the icon/text/divider proportions were re-constrained. We created a two-minute marketing video to explain and visualise these changes, titled 'A Refined Hydron' available on our YouTube channel.

VIEW OUR VIDEO AT TEAMHYDRON.COM /REBRAND

THE **BRAND FEATURES**

The design and implementation of graphical elements to complement our logo proved vital in increasing our brand presence. We took inspiration from the utility and simplicity of engineering drawings - the foundation of our team's work. We adapted fundamental structures of engineering design to develop six key features that could be applied to project elements, applying a simplistic, yet bold graphics suite. Paired with our colour scheme, these became our trademark brand assets, which in many instances were sufficient in identifying that we were Hydron without the use of our logo.
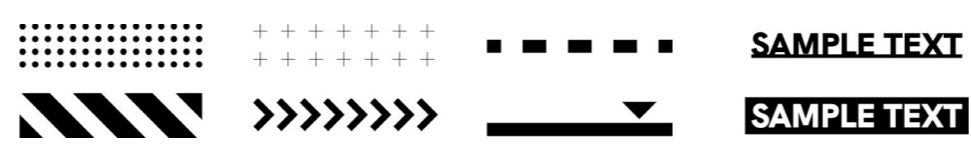
✖ *The six graphical elements within our branding suite plus header text options. Credit: Hydron*

THE **UNIFORM**

Uniforms at the competition serve as a snapshot of each team, so it was imperative that our design was attractive, recognisable and professional to create a good first impression. Factors considered by our team when designing our uniform were:

» Accurate and memorable branding of our team
» Sponsorship ROI through the positioning of our partners' logos
» Maintaining a professional identity within the competition
» Suitability for the UK Summer climate

Our uniform consists of two branded pieces: a travel tee and a competition polo. Developed in partnership with S-Trend, an international sportswear company, both shirts feature our logo and distinctive brand features. The competition polos include individual member's names and roles so that our audience, as well as competition officials, are easily able to distinguish the different members of our team.

✖ *Left: Our travel tees Right: Our competition polos. Credit: Hydron*

Chinos were our choice of pants, favoured for their versatile casual-business style. Each member was given matching Converse shoes, which complement both our travel and competition uniform's colour schemes, and use eco-friendly materials including organic, recycled cotton and polyester.

BRAND **GUIDELINES**

Consistency can make or break a brand identity. Our team kept our graphics consistently simple and prominent, so that they could be interpreted by the widest range of people. To avoid the manipulation of our graphics in any way except as intended, we created a Brand Guidelines booklet. This booklet is a six-page A4 document that lays out clear standards and guidelines for the team's graphic design. It includes information on the fonts, logos and colours plus guidelines on our different graphical features and their applications. The creation of this booklet ensured that all graphics within our team were used appropriately across all marketing platforms for the competition.

APPLICATION TO **KEY PROJECT DELIVERABLES**

Car   Uniform   Documents   Pit Display   Digital Media

✖ *Credit: Hydron*

BRAND **IDENTIFICATION**

Before we could market our team, we needed to clearly define our brand in order to remain consistent across our various channels, making ourselves unmistakably Hydron. To begin, we created a Mission and Vision statement.

» **Our Mission:** To push the boundaries of the competition; to remain sustainable, to embody our culture of friendship and results.

» **Our Vision:** To stand on the top podium step at the World Finals, knowing that we had given our all; innovating and collaborating to our fullest potential.

Our slogan 'Innovation through Simplicity' pays tribute to our brand philosophy of simplicity, presence and innovation. Our team wanted our image to be straightforward and easy to understand while still retaining its effectiveness. Simplicity is our team's way of appealing to a wide range of audiences. The simpler something is, the more people can understand it; widening our reach and accessibility to the public.

Our philosophy of simplicity was carried throughout our entire project. We were simple with our sponsors; providing them with leverage opportunities in return for support, simple with our marketing; maintaining a consistent and strong brand presence to engage our target audience, and simple with our car; abandoning inefficient designs to ensure the best performance possible.

Innovation meanwhile, made our team interesting - it made our team exciting. With a pioneering spirit, our team strived to be creative in our thinking. We weren't afraid to take calculated risks, learning and growing from setbacks. We knew that we had to constantly innovate to stay ahead of the competition.

With a strong identity, graphic suite, and tone, we could begin to translate our brand to our marketing channels.

STRATEGY

NATIONAL FINALS **IMPROVEMENT ACTIONS**

Our team reflected on our National Finals marketing strategy to understand how we could improve for the World Finals. Analysis from last year identified a lack of traditional marketing channels, which limited our reach and impact. Going forward, our team sought to balance digital and traditional channels to reach the widest audience.

Another shortcoming was a lack of collaboration with our school community; a potential inbuilt audience for the team. For the World Finals, our team sought to interact with students, teachers and parents at our school to share the Hydron brand as well as the brands of our sponsors.

MARKETING **GOALS**

1 Expose our team and team member talents
Six teenagers taking on the globe, three years in the making

2 Provide sponsor return on investment
Meaningful, exciting and distinct leverage opportunities

3 Create awareness of F1 in Schools and STEM
Promoting a competition which inspires the workforce of tomorrow

4 Give back to our supporters
Our journey wouldn't be possible without them - we say thanks

TARGET **AUDIENCE**

TARGET SEGMENT:	GROUP CHARACTERISTICS:	UNIQUE MARKETING CHARACTERISTICS:	TARGET OUTCOMES:
Students	» Age: 12-19 » Male & Female » Local community	» Digital focus » Market our team as fellow students	» Increase student involvement in the competition » Promote sponsors to audience
F1 in Schools competitors	» Age: 12-19 » Male & Female » Worldwide audience	» Information can be more technical » Progress focussed content	» Gain respect for Hydron on an international scale » Become an example of high performance
General public	» All ages » Male & Female » Local & National	» Updates to be less technical and more informational » Tradition marketing channels	» Raise awareness of the competition and our team's past successes » Promote sponsors to audience
Sponsors	» Age: 35+ » Male & Female » Management Position » National & International	» Progress and ROI updates » Direct and formal communication	» Increased investment in team » Form business connections that last beyond F1 in Schools

✖ Credit: Hydron

MARKETING **BUDGET**

We maintained a strict budget for our marketing campaigns to save money wherever possible, opting for collaborations with agencies and sponsors to achieve our goals. This meant that we could reserve our marketing budget for digital promotions on our social media platforms. Our marketing budget is located on the right.
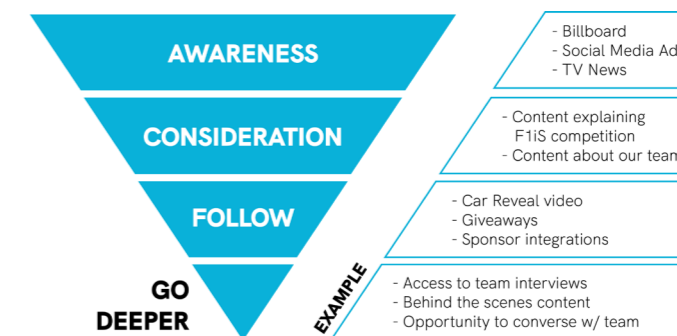
✖ Credit: Hydron

MARKETING **FUNNEL**

A marketing funnel is a visualisation tool for understanding the process of turning a business's leads into customers. As we were not seeking sales from our marketing efforts, we adapted this tool to describe a supporter's journey with our team: from unware, to aware, to enagaged, subscribing to our various digital media channels or attending outreach events.

Phase one of our funnel, Awareness, describes the initial stage of the public in their journey with our team. At this point, they would have seen the Hydron name via a social media post, an advertisement or through our PR campaigns. In this uppermost stage, content strategies that appealed to our target audience needed to make them receptive to future interactions, creating a positive first impression.

The Consideration phase and Follow phases would shortly follow. After initially hearing about our team and being directed towards our digital media platforms, we provided a plethora of content to drive further engagement; to educate about our team and subsequently encourage follows. For this reason, on each platform there was substantial content which explained the competition, as well as engaging marketing campaigns like our Car Reveal video and sponsor integrations.

Finally, we sought deep involvement from these new supporters of our team; subscribing to our Supporters Newsletter, joining our Discord Server, or attending an event. These channels offered increased engagement with our audience, as we could easily target content towards individual supporters. To encourage opting in to either of these digital platforms, our team needed to continue to engage people online, leaving them wanting more content that was only available on these top-tier platforms.

- AWARENESS
  - Billboard
  - Social Media Ad
  - TV News
- CONSIDERATION
  - Content explaining F1iS competition
  - Content about our team
- FOLLOW
  - Car Reveal video
  - Giveaways
  - Sponsor integrations
- GO DEEPER
  - Access to team interviews
  - Behind the scenes content
  - Opportunity to converse w/ team

✖ Our adapted marketing funnel, with case studies. Credit: Hydron

TAKING ACTION

A **BILLBOARD**

GOAL ALIGNMENT 1 2 3

TARGET AUDIENCE Primary: General public
Secondary: Students, Sponsors

Our team had made it to the World Finals - we believed that a big competition deserved a big campaign; 22m^2 to be exact. We collaborated with QMS, one of Australia's leading advertising companies to rent a digital billboard for a week leading up to the World Finals event. Located in a nearby suburb to our school, we sought to drive awareness of our team, the competition, and our journey to the UK. We chose the specific Glenhuntly site as it offered high dwelling times, relatively long viewing for passing cars, and was competitively priced. In the span of a week, we reached approximately 63,000 vehicles.

The billboard featured the slogan "Small Car, Big Ambitions" which was brainstormed in partnership with our marketing mentors. After conducting a survey of supporters, we believed that this would be effective in grabbing the attention of viewers. Secondary information included was the text, "From Melbourne to London with F1 in Schools," and a shout-out of our social media platforms. This provided interested passers by with avenues to connect with our team to learn more. Featuring a render of our car, we designed our livery to include the logos of our major sponsors, providing them with a high-profile return on investment opportunity.

✖ *Our 22m² billboard. Credit: Hydron*

PR & **MEDIA**

GOAL ALIGNMENT 👤1 ↻2 🔍3

TARGET AUDIENCE *Primary: General public*
Secondary: Students, F1 in Schools Competitors, Sponsors

Our team collaborated with the Australian Grand Prix Corporation (AGPC) as our Media Partner for the World Finals. Through online meetings, their PR team trained us for media events, discussing different angles that our team could pitch to outlets and how to conduct ourselves in interviews. The AGPC assisted us in creating a Press Release focussed on three different stories which we could share with relevant contacts interested in each particular angle. The first of these was centred on the interest and push from the Australian Government to engage more students in STEM education, promoting F1 in Schools and the importance of STEM skills. Next, we pitched a more patriotic angle, focussing on our team as Australian National Champions competing on the global stage. Finally, we linked the Australian Grand Prix with our own team, depicting the strong pathway for Australian students to get involved in the sport. Within this Release, we also promoted the backing of our various corporate sponsors, providing them with direct ROI through media attention and publicity.

Our Press Release was recently shared with various print, television and radio media outlets. The AGPC is yet to hear back but is confident in securing media attention due to its extensive connections to different media organisations.

LAUNCH NIGHT **EVENT**

GOAL ALIGNMENT 👤1 ↻2 🔍3 ♥4

TARGET AUDIENCE *Primary: Students, F1 in Schools Competitors, Sponsors*
Secondary: General Public

With the opportunity to finally gather in person after two years, our team held a Launch Night at our school in late June to kick off our trip to the UK. We measured attendance of approximately one hundred people including our sponsors, school executives, previous competitors and the wider community, to increase awareness around the F1 in Schools competition as well as to market Hydron's project to the community.

Throughout the evening we held live racing demonstrations and invited our guests to race against the team. We also conducted speeches; where our team was able to share our F1 in Schools journey, and heard from VIPs from Ford Australia and our school. The event was a great success, providing an opportunity to educate our guests about the intricacies of the competition and share our hard work in the lead up to the World Finals.

STUDENT **PRESENTATION**

GOAL ALIGNMENT 👤1 🔍3

TARGET AUDIENCE *Primary: Students*
Secondary: F1 in Schools Competitors

We were able to market ourselves to the students at our school, expanding the reach of the Hydron brand. We presented to the Year 7 cohort, explaining the F1 in Schools competition and the unique opportunities which have come from our team's involvement. Through this, we sought to share the benefits of STEM and encourage greater student participation from younger year levels in the competition, later mentoring these new students. During our presentation, we were also able to market our social media channels, increasing our online following.

✖ *Left: About to present to the Year 7's. Right: mentoring other teams. Credit: Hydron*

CINEMA **ADVERTISEMENT**

GOAL ALIGNMENT 👤1 ↻2 🔍3

TARGET AUDIENCE *Primary: General Public*
Secondary: Students, F1 in Schools Competitors, Sponsors

Our team booked an advertisement to play before every screening, in every cinema at a local movie theatre. Working with the cinema's marketing department, we ran our campaign during the release of a new Marvel film to drive engagement from predominately young people (57%

male); our target audience. An area of consideration was the locality of the cinema, as we aimed to raise awareness of our team within the local community, as they had a greater interest in our journey.

This campaign saw great results, with many of our supporters reporting via social media that they had booked tickets to the cinema to see our ad onscreen - driving success for both our team's image as well as the operations of the movie theatre.
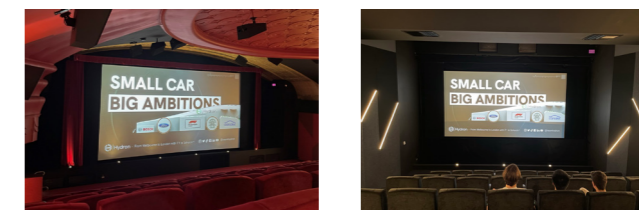
✖ *Our name up in lights at the cinema. Credit: Hydron*

SUSTAINABILITY **MARKETING**

GOAL ALIGNMENT 👤1 🔍3

TARGET AUDIENCE *Primary: Students, General Public*
Secondary: F1 in Schools Competitors, Sponsors

We sought to market our sustainability sub-brand, Hydron Green, as a separate venture of our team (read more on page 9). Specific marketing campaigns for Hydron Green included a social media launch and subsequent Instagram stories where we shared the intiative's goals, and ways that we were remaining sustainable; be it planting trees, having a dilligent waste management plan or team bonding activities. We encouraged our supporters to "go (Hydron) Green" too, sharing details of our charity partner, Carbon Positive Australia.

SPONSOR **GIVEAWAY**

GOAL ALIGNMENT ↻2 ♥4

TARGET AUDIENCE *Primary: Students, General Public*
Secondary: F1 in Schools Competitors

Our team partnered with Logitech and its PR agency, UMM, to give our followers the opportunity to win a premium G915 TKL Keyboard. This was our fourth giveaway with the company following the overwhelming success of previous campaigns.

Via a social media competition, we successfully promoted the Logitech brand and created awareness of their high quality products. Through launching this campaign on our social media channels, we increased engagement; encouraging follows, comments and likes in order for participants to win.

This campaign provided a ROI for Logitech of $0.02 per person reached (15,826 total impressions including Instagram Advertising).

SPONSORSHIP

Hydron WORLD FINALS

AT A GLANCE

9 MONETARY SPONSORS, ~$41,300 RAISED

Ford · carsales · BOSCH · ZAGAME AUTOBODY · Jellis Craig · FLETCHERS · moores · MARANO · baumgartner super

& 8 IN-KIND SPONSORS

logitech · leap australia · OBJECTIVE 3D · X-TREND · Ansys · CG3 · Rocket digital · Carbon Positive Australia

SPONSORSHIP STRATEGY

Competing at the World Finals requires a sizeable amount of funds; we estimated our total project cost to be $34,650 AUD. In the lead-up to the competition, we strived to receive funding completely through sponsor partnerships; a goal which we achieved. To reach this goal, we set three sub-targets: to develop a comprehensive Sponsorship Prospectus, to alleviate fundraising pressure through securing in-kind partnerships, and to secure the remaining capital from monetary-based sponsors.

SPONSOR AQUISITION

At the beginning of the project, we created a uniform procedure to initiate and maintain engagement for the sponsors of our team. We outlined a measurable plan for obtaining new sponsors and for maintaining the strong connections we had with existing partners. The initial stage of sponsorship acquisition involved the sharing of our Sponsorship Prospectus with relevant contacts via email. Our prospectus is a comprehensive document which explains the F1 in Schools competition and introduces our team. It presents potential sponsors with an outline of return on investment opportunities and how their funds would be spent.

VIEW OUR PROSPECTUS AT TEAMHYDRON.COM /PROSPECTUS

✖ 3 of the 28 pages in our Sponsorship Prospectus. Credit: Hydron

Our team recognised the importance of networking to obtain new partnerships. Ashley Pow, from Ford Australia, wrote a valuable testimonial for our team that we could share with prospective sponsors:

For the past few years, Ford Motor Company of Australia (and myself personally) have had the pleasure of working with and supporting Team Hydron in the F1 in Schools competition. We have been repeatedly impressed by the team's professionalism and dedication. They have been the most engaged of any F1 in Schools team we support, actively seeking out mentoring and even organised an onsite tour of our facilities. Their engagement in the industry has been impressive, really encompassing the spirit of the competition. We wish Team Hydron every success in their endeavours and strongly recommend any firm considering backing them to get behind the team.

BRAND ALIGNMENT

For the World Finals, sponsors of our team weren't just donors - they were strategic partners. It was important to our team that we partnered with companies that were relevant to our brand. Before contacting a potential sponsor, we considered how supporting our team could be beneficial to them, as well as what they could offer us in return. We conducted an analysis of each sponsor before approaching them to ensure we had similar values; that they were youthful, innovative, community-minded and forward-thinking. Any connection to F1 or motorsport were also key alignment factors. By establishing mutual values, we could collaborate with our sponsors knowing that our end goals were aligned.
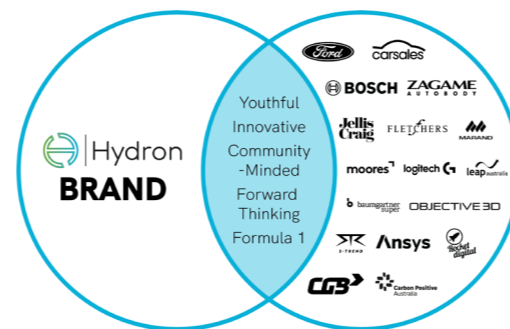
✖ Brand alignment with the 17 sponsors of our team for the World Finals. Credit: Hydron

RETURN ON INVESTMENT

When inviting prospective partners onboard, our team asserted that at Hydron, sponsorship isn't a one-way street. Return on Investment (ROI) underpinned our entire sponsorship strategy; from acquisition, to management, to service.

Our team developed a new, innovative ROI strategy to provide our sponsors with distinct, unique and engaging leverage opportunities. Rather than the concrete 'tiers of sponsorship' that many F1 in Schools teams use, we provided each of our partners with a bespoke ROI package. This strategy involved developing attractive benefits which sponsors could then select from, to ensure they achieved their sponsorship goals. We focussed on what each partner wanted to achieve from the relationship rather than just offering simple logo placement.

Apart from publicity-focussed ROI benefits, our team recognised the importance of supporting STEM for many businesses. Under the slogan in our prospectus, "Support Hydron. Empower Tomorrow." we sought to provide our partners with a platform for their environmental, social and governance (ESG) reporting and corporate social responsibility. We updated our sponsors on the skills we developed through our participation in the competition, allowing them to share their empowerment of STEM development in their company reporting.

A unique leverage opportunity our team offered was the brand recognition of Formula 1. Through partnering with our team, sponsors could utilise the avenue of Formula 1, creating relevance for them

as a business in the rapidly growing sport. Essentially, by aligning with an F1 in Schools team, we could provide our sponsors with the unique opportunity of connecting with the excitement and innovation associated with Formula 1.

We understood that different sponsors had different goals for supporting our team, requiring adaptability in the leverage opportunities we could offer. For example, for local brands, community events provided the most value as they reached a local audience. Meanwhile, for multinational companies, social media and digital mediums provided the most value as these channels had a larger and broader reach which was more favourable than a niche local audience.

To ensure that the ROI benefits we provided were truly meaningful, we researched and unpacked each one to fully maximize their potential. For example, to maximise the exposure of our sponsors who chose to have their logo placed on our car, we researched the camera angles of the livestream at the previous World Finals. This meant we could position each logo so that they were able to reach the audience at the event and on the broadcast. This widened the reach of our sponsors' brands, particularly those of larger contributors.
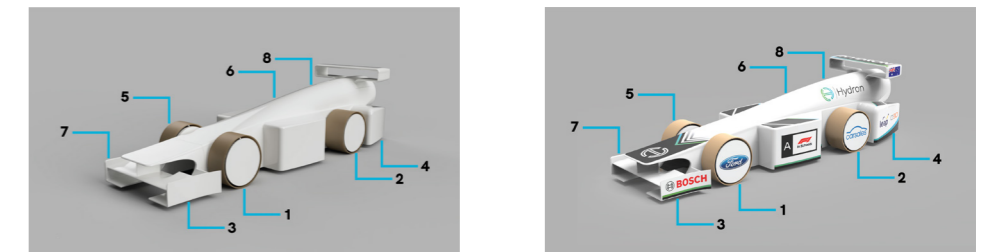
✖ Ranked logo positions according to our research (left) vs final logo placement on our World Finals car (right). Credit: Hydron

MAINTAINING ENGAGEMENT

After sponsors were secured, it was essential that they remained engaged and excited about the Hydron brand and our progress in the competition, providing additional ROI. Our stakeholder engagement plan was largely centered around consistency and frequency. Communication between our team and our sponsors needed to be relevant, timely and concise from the initiation of our project through to its completion. We set up a spreadsheet to track this and to ensure that communication was effective and continuous. Maintaining ongoing communication kept our sponsors up to date with how we were progressing and ensured that they could see the value they were getting for their sponsorship dollars. Tools used to engage our sponsors included emails, phone calls, Zoom Meetings and the Hydron Supporters Newsletter.

LEVERAGE OPPORTUNITIES

When servicing our sponsors, we provided a creative range of ROI activities from which they could select, fulfilling their individual sponsorship goals. The next page outlines examples of this execution strategy.

LEVERAGE OPPORTUNITY **EXECUTION**

» Logo placement on cars, pit display, team uniform and project elements.

   Taking Action: Our team placed Carsales' logo in prime positions on our car, pit display and uniform.

✖ *Carsales logo on project deliverables. Credit: Hydron*

» Bring us in to speak about our partnership with staff or clients.

   Taking Action: We presented to the staff at Marand about our team's collaboration with their brand for the World Finals.

✖ *At Marand, about to present to industry. Credit: Hydron*

» Digital activations via social media and EDM to engage target audiences.

   Taking Action: Our team posted many renders on our social media channels utilising the KeyShot software provided to us by Leap Australia, displaying its technical capabilities.


✖ *Made-to-post renders using Leap Australia's KeyShot. Credit: Hydron*

» Sponsorship recognition at outreach events (radio, school events, news articles).

   Taking Action: Within our media events, we promoted our partnership with Zagame Autobody, spreading their brand and their sponsorship of our team.

» Opportunity to include brand merchandise on our trade display.

   Taking Action: Logitech G's Pro X Headphones were a major part of our pit display; where we organically integrated them into our booth and demonstrated their capabilities to our audience.
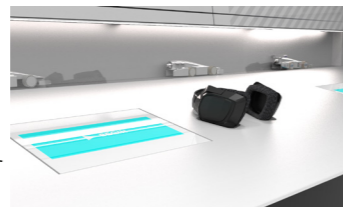
✖ *Audible feedback available on our Pit Display, powered by Logitech G. Credit: Hydron*

SPONSOR **HIERARCHY**

As our team opted for bespoke sponsorships rather than a tiered approach, we required a new way to measure the hierarchy of our partners and their associated return on investment packages. To track this, we created a spreadsheet.

The document recorded the monetary value of each sponsor's contribution; capital, materials and/or mentoring, and then divided this value by the total amount we had raised. This provided each sponsor with a "Stakeholder Percentage" in our team.

Next, we assigned each leverage opportunity as outlined in our Prospectus with a point value, with more points allocated to campaigns associated with more valuable returns (for example, logo on portfolio = 1 point, sponsor presentation = 7 points). Providing each sponsor with a bespoke package of leverage opportunities, we then divided the total of each individual sponsor's points with the total number of points allocated to all sponsors, calculating a "Leverage Opportunity Percentage."

The final step was to balance both sides of the spreadsheet; ensuring that the stake of each sponsor's contribution (Stakeholder Percentage) equated to the value of their return on investment package (Leverage Opportunity Percentage). To do this, we collaborated with each sponsor to ensure they received the exact amount of publicity which aligned with their contribution to our team, whilst fulfilling their initial sponsorship goals.

By conducting this process, we ensured that larger contributors appropriately received additional returns on their investment, as well as greater exposure, in a more mathematical approach compared to assigning simple tiers of sponsorship.

ROI CALCULATIONS & HIERACHY CONSOLIDATON

STAKEHOLDER PERCENTAGE:
$3,500 of Printing (In-Kind)
/ $52,665 (Monetary + In-Kind) Raised
= 6.6%

LEVERAGE OPPORTUNITIES:
Logo on Car (Low-exposure placement = 5)
Logo on Uniform (Medium-exposure placement =2)
Social Media Integration (=4)
Logo on Portfolio (=1)
Logo on Trade Display (Medium-exposure placement=2)
Logo on Website (=2)

LEVERAGE OPPORTUNITY PERCENTAGE:
16 points
/ 232 total points allocated
= 6.9%

ROI DISPARITY:
0.3% over performed

ROI CALCULATIONS & HIERACHY CONSOLIDATON

STAKEHOLDER PERCENTAGE:
$1,000 Monetary Donation
/ $52,665 (Monetary + In-Kind) Raised
= 1.9%

LEVERAGE OPPORTUNITIES:
Logo on Uniform (Low-exposure placement = 1)
Logo on Portfolio (= 1)
Logo on Trade Display (Low-exposure placement =1)
Logo on Website (= 1)

LEVERAGE OPPORTUNITY PERCENTAGE:
4 points
/ 232 total points allocated
= 1.7%

ROI DISPARITY:
0.2% under performed

✖ *Two examples of balancing sponsors' ROI packages to consolidate a sponsor hierachy. Credit: Hydron*

STRATEGIC PARTNERSHIP CASE STUDIES

» *Brand Alignment:* Engineering, Motorsport, Innovation

» *Business Benefit Goals:* Corporate Social Responsibility, Empowering STEM Education

» *Team Benefit:* $10,000 AUD Monetary Support + Mentoring

Ford has been a partner of our team since our inception in 2019. For the World Finals, on top of monetary support, they provided us with mentoring in marketing and engineering; assisting our team in redesigning our innovative wheel system and providing advice on marketing campaigns. In return, our team organised a photoshoot with a Ford Mustang; marketing its performance and comparing its size to our own car (a 23,000:1 ratio) on our digital media platforms. We also presented to Ford staff about our partnership in an online forum, and featured their logo heavily on project deliverables.

» *Brand Alignment:* Sustainability, Engineering

» *Business Benefit Goals:* Empowering STEM Education, Publicity

» *Team Benefit:* $2,500 AUD Monetary Support + Mentoring

As an industry leader in corporate sustainability, we focussed Bosch's ROI package on sustainability-focussed deliverables. They became the title partner of Hydron Green, our sustainability sub-brand, and provided extensive mentoring on ways to implement socially, economically and environmentally sustainable practices into the competition. This opportunity enabled heavy brand publicity, as well as the associated good-will of supporting an eco-friendly campaign.

» *Brand Alignment:* STEM, Education

» *Business Benefit Goals:* Publicity, Empowering STEM Education

» *Team Benefit:* Provision of two Ansys licenses for engineering CFD simulations

Ansys provided access to its industry-leading software, Ansys discovery AIM, which was integral to our engineering endeavours. In return, we were invited to write an article on their blog, promoting both Ansys products and our team. The blog created a link with industry, spreading awareness about Hydron and the broader F1 in Schools competition amongst professionals. We also wrote articles about their software on our LinkedIn and featured their logo on engineering deliverables such as our car.

DIGITAL MEDIA

Hydron WORLD **FINALS**

AT A GLANCE

IN 12 MONTHS

289,719

ONLINE IMPRESSIONS ACROSS 9 PLATFORMS

STRATEGY

Having competed at State and National competitions, our team already had a strong presence online. We sought to build upon the organic growth of these platforms as we took on the globe.

At the initiation of our World Finals campaign, a three-stage process was implemented to ensure we optimised our digital media. Stage one involved gaining a greater insight into our target audience, stage two saw us select suitable platforms to access this target audience, and stage three involved understanding audience interests to maintain engagement and retention.

STAGE 1: **TARGET AUDIENCE**

Establishing a key target audience was crucial for the success of our digital media. Our team decided that the target audience for our digital media should look like us: young, English-speaking students with an interest in STEM, Formula 1 and sustainability. Through the use of business insight tools on Instagram, TikTok and Twitter, our team was able to understand the specific age range, gender and geographic locations of our pre-existing follower base.

AGE		GENDER		LOCATION	
18-24	**41.5%**	Male	**68%**	Australia	**47%**
13-17	**31.2%**	Female	**32%**	UK, India & Brazil	**36%**

This insight provided a strength and an opportunity for our team's digital media presence. With insight into these key categories, we tailored our content towards the interests of our audience. For example, as 47% of our followers were based in Australia, we launched various campaigns where we would visit various destinations in Melbourne, driving greater engagement online.

STAGE 2: **PLATFORM CONSIDERATIONS**

REACH

KEY AUDIENCE

TIKTOK B2C	›› Video content - short and engaging ›› Views driven through algorithm not follows ›› Inconsistent algorithm popularity
TWITTER B2C	›› Concise updates ›› Link sharing available ›› Fast turn around time on content
FACEBOOK B2C	›› Diverse content options ›› Older target audience ›› Difficult to drive organic growth
INSTAGRAM B2C	›› Visual emphasis (photo + video options) ›› Targets younger students ›› Link sharing available through stories
YOUTUBE B2C	›› Long form video content ›› Difficult to drive growth with little content ›› Long turn around time on content
LINKEDIN B2B	›› Targets B2B: professionals and sponsors ›› More in depth articles and explainers ›› Relatively smaller audience

✘ *Social media channels (digital media not included: Google Search, Newsletter, Discord Server)*
Credit: Hydron

Once we had established a clear target audience, we could harness specific platforms to reach it. Considerations for choosing social media platforms involved: type of content, organic growth potential and business insight tools. We split our digital media into two categories: B2B (Business-to-Business) and B2C (Business-to-Consumer). B2C channels would target our key target audience (outlined in stage 1), whilst B2B channels would target our sponsors, mentors and other industry professionals.

STAGE 3: **PLANNING FOR ENGAGEMENT**

When strategising for our digital media, our plans were largely focussed on engagement. After all, our teams marketing goals (page 3) relied on creating an impact. Before we could engage our audience, we set benchmarks against past teams and competitors: creating goals to strive towards and ultimately overcome. We asked three questions of each team - what they have that we don't, how they position themselves, and their social media enagagement figures.

✘ *Competitor Social Media Analysis. Credit: Hydron*

With social media platforms having such a high concentration of content, it was essential that our team's campaigns were not lost in the crowd. To ensure this, we used Meta Business Insights to understand the times that our followers were most engaged on particular apps, and used this data to schedule posts. To optimise engagement and ensure that we had a continual online presence, we required a strict content schedule; where visuals, captions, and post targets were outlined at least two weeks before going live.

PLAN **CHANGES**

Our plan change protocol ensured a measured approach was taken to digital media strategy pivots. Each change followed a developmental progression, from trigger to planning to implementing. Poor engagement was the most common trigger for a plan change. In the scheme phase, potential alternatives were devised. Finally, in the implementation phase the chosen change of plan path was executed.

DIGITAL MEDIA PLATFORMS

INSTAGRAM

NATIONAL FINALS KPIS

21,892 Impressions	920 Followers	98 Posts/Stories	2,621 Likes	382 Comments

WORLD FINALS KPIS

38,139 Impressions	1,160 Followers	102 Posts/Stories	3,793 Likes	251 Comments

With a B2C focus, our Instagram content strategy was heavily influenced by audience insights. The campaigns our team launched were generally costly and time-consuming. For this reason, it was essential that we

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were able to efficiently track each campaign's effectiveness so that we could understand which efforts had a higher return and warranted further investment. Our focus was on engagement ratios, likes, and supporter growth.

We found that video content, sponsor integrations, and engineering-based updates achieved the most engagement within our supporter base and the wider community. With this in mind, our team tailored content to achieve the highest amount of engagement.

TOP **POSTS**

✘ Logitech G Keyboard Giveaway
KPI: 98 comments

✘ Hydron Green Launch Video
KPI: 497 views

✘ Visiting collaborator, Monash Motorsport
KPI: 157 likes

TIKTOK

NATIONAL FINALS KPIS

24,079 Views	203 Followers	12 Posts	916 Likes	40 Comments

WORLD FINALS KPIS

140,764 Views	1,280 Followers	17 Posts	14,517 Likes	740 Comments

In early 2021, our team was one of the first F1 in Schools adopters of TikTok - the social media platform with the greatest reach potential. Driven by an algorithm, not followers, our team sought to create "viral" content rather than videos that required prior knowledge about our team or the competition.

Through experimenting with different types of videos - car-based, team member-focussed, and competition-based content, we found that videos featuring our team and explainers about F1 in Schools were most popular. With this in mind, our team had a good idea of the campaigns we should launch to consolidate our engaging, relevant and organic brand online. We participated in viral trends, bringing an F1iS spin to trending sounds on the app, harnessing the popularity of the attached sound within the algorithm. We also created videos about our sponsors, many of whom did not have company TikTok accounts. This meant that we were able to bring a unique, youthful approach to the publicity of their company online, through a channel formally outside of their toolkit.

TOP **POSTS**

✘ Being announced National Champions
KPI: 40,100 views

✘ "Welcome to F1 in Schools TikTok"
KPI: 5,400 likes

✘ 2021 Year in Review photo reel
KPI: 23 saves to favourite

TWITTER

NATIONAL FINALS KPIS

| 👁 19,517 Impressions | 👤 156 Followers | 💬 48 Tweets | ♥ 248 Likes | 🔁 12 Retweets/ Comments |

WORLD FINALS KPIS

| 👁 26,657 Impressions | 👤 247 Followers | 💬 62 Tweets | ♥ 262 Likes | 🔁 27 Retweets/ Comments |

With a text-based focus, Twitter allowed our team to diversify our content from primarily visual campaigns. We utilised the unique features of the platform like retweets. To grow our account, we invested in Twitter ads, sharing giveaway and Car Reveal related tweets to widen our reach and expand our follower base. When strategising these ads, we targeted our key B2C target audience to expand on that follower group rather than diversify the group further. This resulted in the growth of our account by 7% over the course of one week.

TOP POSTS
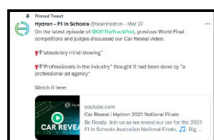
❌ Media review of Car Reveal video
KPI: 297 Impressions

❌ Meet our New Team Member
KPI: 18 Direct Engagements

❌ Logitech G Keyboard Giveaway
KPI: 14 Retweets

LINKEDIN

NATIONAL FINALS KPIS

| 👁 562 Impressions | 👤 23 Followers | 📷 4 Posts | ♥ 12 Reactions | 💬 2 Comments |

WORLD FINALS KPIS

| 👁 14,133 Impressions | 👤 122 Followers | 📷 33 Posts | ♥ 328 Reactions | 💬 33 Comments |

Our team utilised LinkedIn to connect with our B2B audience. Our LinkedIn strategy was focussed upon more in-depth insights into our team - marketing the more technical side of the competition to industry professionals who practise these skills on a day-to-day basis. Through the creation of longer articles and interactions with our sponsors, we were able to target our B2B audience in an organic way, becoming the most followed F1iS team on the platform, as well as recording the highest engagement.

We had a holistic approach to LinkedIn, focussing on the small details, like our comment section. This attention to detail, where we would respond to every comment, created a stronger connection between our team and our audience, and displayed our commitment to supporters.

TOP POSTS

❌ Ford becoming Principle Partner Announcement
KPI: 602 Impressions
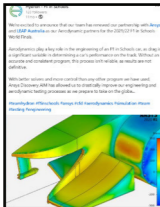
❌ Engineering CFD explainer with Ansys
KPI: 21 Reactions

❌ Billboard Advertisement Announcement
KPI: 11 Comments

FACEBOOK

WORLD FINALS KPIS

| 👁 1,962 Impressions | 👤 47 Followers | 📷 17 Posts | ♥ 158 Reactions | 💬 10 Shares/ Comments |

To diversify our B2C audience and improve the online accessibility of our team, we created a Facebook account for the World Finals. With an older userbase, Facebook was the ideal channel to target parents and our school community. Facebook presented the unique option to publish both text-based and visual content, with our team's experimentation discovering that visual-based content measured higher engagement from our audience.

TOP POSTS
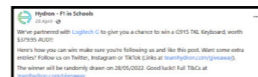
❌ Logitech G Keyboard Giveaway
KPI: 12 Likes

❌ National Champions Throwback
KPI: 3 Shares

❌ Billboard site photographs
KPI: 97 Impressions

YOUTUBE

OVERALL KPIS

| 👁 9,290 Views | 👤 53 Subscribers |

Our team's mindset for YouTube was one of quality over quantity. For each major stage of the competition (State, National and World Finals), our team produced one feature video. Content included a rebrand launch as well as car reveal videos. Our National Finals Car Reveal video was exceptionally successful, premiering with a live audience of ~100 and subsequently measuring ~7,000 views. To achieve this level of engagement, our team relied on cross-platform promotion, advertising our YouTube account on Instagram, Twitter and TikTok, rather than solely relying on organic growth within YouTube.

❌ The final shot of our Car Reveal video. Credit: Hydron

WEBSITE

WORLD FINALS KPIS

| 👁 41,330 Views |

Serving as a hub for key team information and for linking other digital media platforms, our website (https://teamhydron.com) is a tool for introducing, educating and informing our target audience about the Hydron brand. Built in WordPress, the front page is visuals-focused, aiming to attract and retain viewers. Beyond the front page, the website serves as a backend to host public files and data for stakeholders to access. We opted to host our website locally in order to reach our key target audience of local viewers and Australian corporate representatives faster, resulting in a load time decrease of more than 3 seconds compared to our previous international hosting provider.

❌ Landing page of our website. Credit: Hydron

NEWSLETTER

NATIONAL FINALS KPIS

| 👁 196 Opens | 👤 54 Subscribers | ✈ 5 Editions |

WORLD FINALS KPIS

| 👁 321 Opens | 👤 120 Subscribers | ✈ 6 Editions |

To provide monthly updates on our team's progress, we created the Hydron Supporters Newsletter - an electronic direct mail (EDM) series for both our B2C and B2B audiences. In this Newsletter, we shared campaigns that our team had recently launched, and provided links for further engagement. After seeking feedback from a select group of subscribers, we focussed our efforts on publishing team interviews, sponsor spotlights and engineering updates as they achieved the highest engagement and were deemed most relevant to our audience. Another source of data for strategising content came through embedded code in each EDM, where we were able to accurately track the interactions our audience had on each newsletter; seeing where they decided to read, what they clicked on, and if they forwarded it onto anyone else.

GOOGLE SEARCH

NATIONAL FINALS KPIS

| 👁 124 Direct Impressions | 👁 327 Discovery Impressions |

WORLD FINALS KPIS

| 👁 5,137 Direct Impressions | 👁 11,986 Discovery Impressions |

Google is a powerful tool - one which our team utilised for our World Finals campaign. A quick search of "Hydron F1" or "Team Hydron," results in our team occupying the entire first search-page. From our website, to news articles, to our social media channels - the Hydron brand is one with a strong online presence. Of the ~4,200 quarterly impressions our team measured on Google, only 30% were direct searches. The remaining 70% came through discovery - people who found our Business Profile by searching for a category, product, or service. This was a testament to our committed approach to SEO strategies. We used a variety of SEO best practises, seeking to use keywords relevant to engineering, education, and the F1 in Schools competition, so that a Google search of any of those categories would result in Hydron-focussed results

DISCORD SERVER

NATIONAL FINALS KPIS

| 👤 86 Members |

WORLD FINALS KPIS

| 👤 132 Members |

A unique way to engage our audience online was via the creation of the Hydron Supporters Discord Server - the first, and subsequent largest team server of its kind. Of all of our online followers, these ~130 members were the most directly engaged with our team. The Discord Server served as a unique way to humanise our team, encouraging interaction between members and supporters. We sought to build a sense of community; developing custom team emojis, sharing Hydron-themed memes and promoting online interaction within a Hydron-branded forum.

Our team figured that if we're taking on the globe, we should protect it too. We developed our sub-brand, Hydron Green, to embrace the challenge of being a truly sustainable team environmentally, socially and economically; seeking to embrace sustainable practises in everything that we did for our World Finals journey.

Front of mind is the ever growing threat of climate change on communities around the world, particularly in our home country, Australia; the driest inhabited continent globally. The predicted 2°C average temperature rise this century will be catastrophic on future generations. Our team wanted to ensure that we were part of the solution, not the problem.

To achieve this goal, we collaborated with Bosch and the charity Carbon Positive Australia (CPA). When looking at CPA's mission statement, "We have a vision where we have not only reduced our current emissions but where our climate is stable, and we are all thriving" - we knew that they were the perfect fit.
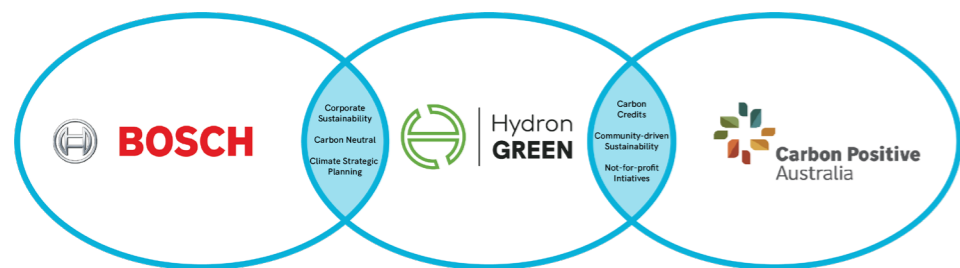

Sustainability driven brand alignment between Bosch, Hydron Green and Carbon Positive Australia. Credit: Hydron

We strived to be ambitious: developing an entirely new brand, appointing a Sustainability Officer, and investing large amounts of time and money into making a meaningful difference. We decided to align ourselves with the blueprint for global sustainability, the United Nations Sustainable Development Goals, specifically focussing on:

MATERIALITY **MATRIX**
Our team used a materiality analysis survey to determine which aspects of sustainability within our chosen UN Sustainable Development Goals to concentrate our activities on. We surveyed relevant stakeholders, including sponsors, our school, supporters and the wider community on the perceived relevance of sustainability issues. The fields of action identified as being of importance for Hydron and our stakeholders are shown in the matrix to the right. The survey confirmed the high relevance of climate action, energy efficiency, environmental standards of suppliers, and sustainability awareness. From this research, we were able to set the goals of Hydron Green and set out action plans to make a difference.
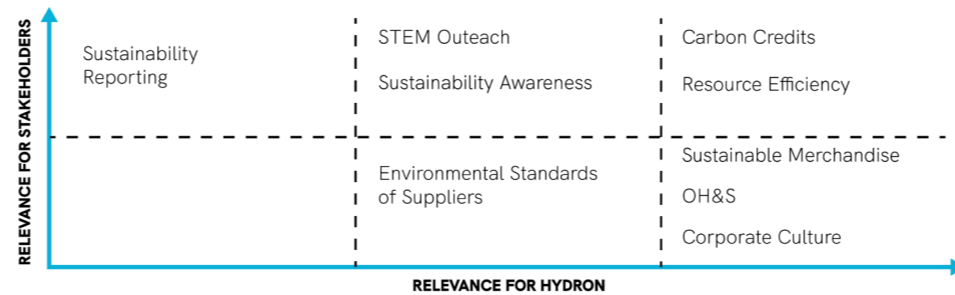
Our Materiality Matrix. Credit: Hydron

CLEAR **RESPONSIBILITIES**
To efficiently manage our sustainability strategy, it was necessary to establish a hierarchy of responsibilities. We started by appointing Ben, our Head of Enterprise, to the position of Sustainability Officer.

The responsibilities of the rest of the team were delegated by our Sustainability Officer with a RACI matrix. A RACI matrix visually classifies team members in accordance with the acronym; people are designated as either Responsible, Accountable, Consulted or Informed (RACI) on any given task. With clearly defined responsibilities for our sustainability initiatives, we could assign members of our Enterprise team to specific initiatives within Hydron Green. See our sustainability RACI matrix below:

	SUSTAIN-ABILITY OFFICER	TEAM PRINCIPAL	DIGITAL
Sustainable Partner Aquisition	R	A	
Strategy	R	A	C
Energy & Resource Efficiency	I	C	R
Carbon Credits	R		C
Social Sustainability	C	R	
Economic Sustainability	C		R
Reporting	R	C	

KEY
- Responsible
- Accountable
- Consulted
- Informed

Credit: Hydron

ENVIRONMENTAL SUSTAINABILITY
Our team took inspiration from the ISO 14001:2015 standard, which outlines the requirements for an organisation's environmental management systems. We set the ambitious goal of becoming carbon negative - emitting less carbon dioxide (CO_2) than what we would put back into the atmosphere. Before we could do this, we established our current environmental position by means of a review. In this review, we considered the environmental aspects within the scope of our project, taking into account the inputs and outputs (both intended and unintended) associated with our activities. With each aspect, we then measured its associated impact on the environment; adverse or beneficial, producing an Aspects and Impact Register. We partnered with the experts at CPA to determine the exact carbon emissions each action would generate.

NAME OF ACTIVITY	ENVIRONMENTAL ASPECT	CO₂ IMPACT (TONNES)	CONSE-QUENCE	PROBA-BILITY	RISK SCORE & RANKING
International Return Flights	Resource user (transport fuel)	31.66	10	10	100
Train Rides within UK	Resource user (transport fuel)	0.0096	2	7	14
Bus Rides within UK	Resource user (transport fuel)	0.81	4	7	28
Accommodation	Resource use (energy - electricity)	0.04	3	9	27
Food within UK	Resource use (agriculture)	1.89	6	7	42
Electricity used at school (1,109.5 kWh)	Resource use (energy - electricity)	1.11	5	5	25
Material Consumption	Resource use (manufacturing processes)	1.04	5	8	40
Resource Waste	Waste Production	0.19	2	4	8
Car Transport to UK	Resource use (transport fuel)	0.04	3	9	27
Bearings Transport	Resource user (transport fuel)	1.53	6	6	36
3D Printing Transport	Resource user (transport fuel)	0.55	4	6	24
Wheel Transport	Resource user (transport fuel)	0.38	3	6	18
Foam Block Transport	Resource user (transport fuel)	0.30	3	6	18
Uniform Transport	Resource user (transport fuel)	0.55	4	6	24
Canister Discharge during testing	Direct CO_2 emissions	0.001	1	3	3

Aspects amd Impact Register for the World Finals. Credit: Hydron and Carbon Positive

To become carbon negative, our team used two levers: increasing energy and resource efficiency, and offsetting unavoidable CO_2 emissions with carbon credits.

ENERGY & **RESOURCE EFFICIENCY**
The first lever was increasing energy and resource efficiency. As well as using our Aspects and Impact Register, we conducted an Environmental Assessment; investigating all resources our team would use, from paper, to paint, to electricity usage at school; understanding how much of each the project required, and where we could minimise waste. Our team adopted the principle "avoid, then reuse, then dispose" with respect to our waste management. We sought to implement a circle economy strategy, utilising reused materials from previous competitions, such as acrylic scrutineering tools and the xanita structure of our trade display. Where possible, we used sustainable alternatives for unavoidable materials, like sourcing paper and cardboard from FSC certified plantations. As a final resort, our team would seek recycling options when materials were disposed of. To track our waste management system, we created a ratio of general waste to recycling, endeavouring for a target of 1:2.

CARBON **CREDITS**
The second lever was offsetting our CO_2 emissions with carbon credits. To offset the 40.01 tonnes of unavoidable emissions our team would produce, plus more to be carbon negative, around 2,937.29m² of natural habitat needed to be restored - roughly the same size as twelve tennis courts, and equating to 230 trees. Adhering to the standards and methodologies set out by the Australian Emissions Reduction Fund and planned in line with ecological restoration techniques, our partnership with CPA saw our team become carbon negative through planting these trees.

ENVIRONMENTAL GOALS & **GOAL ACHIEVEMENT**

| DIMENSION	GOALS	STATUS	UN SDG
Resource Efficiency & Waste Management	» Appropriate purchasing volumes - reducing waste » Purchasing from local suppliers » Favouring sustainable modes of transport to carry goods » Selecting waste-friendly suppliers	» Circular economy mindset - reduce, reuse, recycle » Reduce: the use of resources » Reuse: previous competitions resources and upcycle them » Recycle: collaborate with school sustainability team to appropriately dispose of resources, favouring recycling methods	9 INDUSTRY, INNOVATION & INFRASTRUCTURE 12 RESPONSIBLE CONSUMPTION & PRODUCTION
Carbon Credits	» Operating carbon negative for entire World Finals campaign » Lowering CO_2 emissions wherever possible	» Carbon credits » *Goods and services purchased:* identifying sustainable suppliers to purchase from » *Logistics:* opting for local suppliers lowering emissions by ~70%	13 CLIMATE ACTION 15 LIFE ON LAND

✖ *Credit: Hydron*

SOCIAL SUSTAINABILITY

Social sustainability refers to Hydron's impact on people; including our team members, supporters and the wider community. We looked to the ISO 26000:2010 standard for guidance on what was required to remain socially responsible. To determine our areas of focus, we examined the spheres of influence that we had on each of these stakeholders groups, and ultimately, how we could improve their relationship with our team.

TEAM **MEMBERS**

The first stakeholder group was our team members. Despite being a team of students, it was essential that we fostered a positive Corporate Culture. It was important that we valued comradery over results. We held team building activities like a bowling night and team lunches to develop our friendship - the ultimate driver of working towards a common goal.
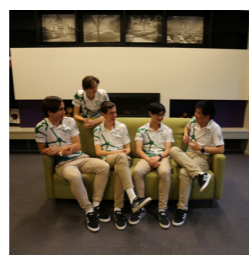
✖ *One Competition - One Team. Credit: Hydron*

Based on the principle that strong safety and health standards are paramount, we developed, implemented and maintained thorough occupational health and safety policies. We endeavoured to record and investigate all health and safety incidents and problems in order to minimize or eliminate them to positively impact our fellow team members. To execute this, we needed to understand and apply principles of health and safety management, including the Hierarchy of Controls: elimination, substitution, engineering controls, administrative controls, work procedures and personal protective equipment.

TEAM **SUPPORTERS**

The next stakeholder group was our supporters - split into our followers and our sponsors. For our followers, we strove to generate a sense of community online, building a group of likeminded people, bound by Hydron. Avenues to achieve this goal included the creation of the Hydron Supporters Discord Server (see page 8), where we promoted positive online interactions and united people from around the world with common interests in engineering and Formula 1.

For our sponsors, we only partnered with companies that implement ethical practises in their production processes and do not overtly harm the environment. We sought to associate ourselves with industry leaders in social, economic and environmental sustainability, and which had a strong sense of CSR (Corporate Social Responsibility). On top of this, we conducted research on retailers before purchasing materials, ensuring that their production processes were in line with the UN's Global Compact principles.

WIDER **COMMUNITY**

Our final stakeholder group was the wider community. Our team's main goal for this group was to promote F1 in Schools and the competition's associated STEM skills. We presented to the Year 7 cohort at our school to maintain healthy relationships within the community, and to encourage greater uptake in the competition. Additionally, we mentored various teams from our school and around the world, acting as role models and teaching the next generation of F1 in Schools. We committed to donating any excess funds from the World Finals to our school's Design & Technology Department, providing resources that will help many students in years to come.

✖ *About to present to the Year 7's. Credit: Hydron*

SOCIAL GOALS & **GOAL ACHIEVEMENT**

DIMENSION	GOALS	STATUS	UN SDG
Team Members	» Promote a positive Corporate Culture » Implement a comprehensives OH&S policy to foster a safe environment	» Team building activities » Implementation of Hierachy of Controls	8 QUALITY WORK & ECONOMIC GROWTH
Supporters	» Encourage positive online interactions in COVID times » Partner with sponsors and retailers who share sustainability values	» Creation of Hydron Supporters Discord Server » Extensive research conducted on each business before collaboration intiation » Condition and pay of workers » Ethical sourcing of materials	9 INDUSTRY, INNOVATION & INFRASTRUCTURE
Wider Community	» Promote student uptake in F1 in Schools to develop STEM skills and encourage learning	» Student presentations and mentoring » Donating excess funds to school Design & Technology trust	4 QUALITY EDUCATION

✖ *Credit: Hydron*

ECONOMIC SUSTAINABILITY

Our team defined economic sustainability as conserving finite resources and supporting the local business sector.

CONSERVING FINITE **RESOURCES**

With limited funds, our team needed to be sensible in how we would allocate them. We sought to reduce costs wherever possible, investigating different suppliers and options of quality, to ensure that we were not wasting precious sponsorship dollars. To reduce our costs, we were able to secure many materials from our school and past competitors, which had the additional benefit of reducing the associated carbon emissions of new resource purchases.

SUPPORTING **LOCAL BUSINESS**

We realised the many benefits of supporting local businesses when sourcing resources for the competition. These included reducing carbon emissions through eliminating the need for freight, reducing delivery times, and greater accessibility to industry experts. On top of this, we valued giving back to our local community and supporting the Australian manufacturing industry, which in turn, will be able to continue to innovate.

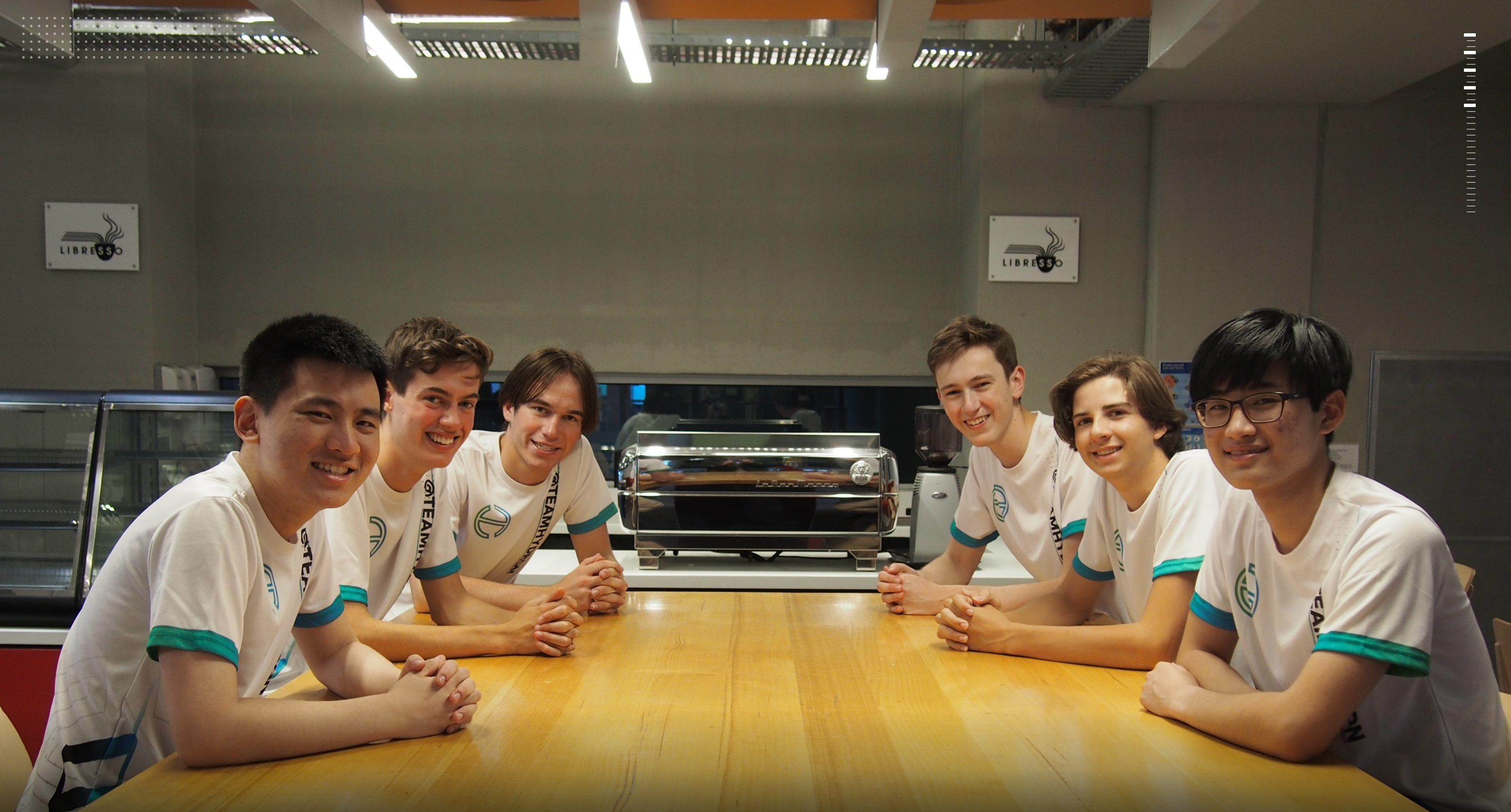✖ *Sourcing our printing from a local business. Credit: Hydron*

MERCHANDISE DEVELOPMENT

Within our marketing meetings, our team discussed the possibility of launching a merchandise line. After extensive research into paraphernalia like wrist bands and pens, eco-friendly merchandise like drink bottles and tote bags, and even digital memorabilia like NFTs, our team came to the conclusion that it wouldn't be worth the economic cost. After all, Hydron would only be around for one year - this merchandise would be around for far longer, an ineffective allocation of resources with negative environmental impacts.

ECONOMIC GOALS & **GOAL ACHIEVEMENT**

DIMENSION	GOALS	STATUS	UN SDG
Resource Allocation	» Reducing material use and its associated costs	» Extensive research into purchasing options » Use of recycled materials	12 RESPONSIBLE CONSUMPTION & PRODUCTION
Supporting Local Business	» Purchasing from local suppliers » Reduce associated impacts of sourcing internationally	» Research into local alternatives when sourcing materials and equipment	9 INDUSTRY, INNOVATION & INFRASTRUCTURE
Merchandise	» Launch a merch line if economically and sustainably viable	» Merchandise options not worth the overall associated costs	12 RESPONSIBLE CONSUMPTION & PRODUCTION

✖ *Credit: Hydron*