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# Creative Brief

QUO Pty Limited  
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## **Who We Are**

From volunteerism to social media activism, many are already engaged in reimagining the status quo. But are these disparate efforts enough, or do we need an aggregator encouraging them to work in unison?

**The QUO is a young online platform and publisher connecting community members to the grassroots initiatives and organisations at the forefront of change.**

We aim to amplify the voices of those at the intersections of racism, sexism, ableism and homophobia. Using the collective power of community, empathy and storytelling, we challenge the status quo.

## What We Want

Our contributors are the driving force of The QUO, so thank you for lending us your time and creative energy. Your submission should fall into one (or more) but not be limited to the following topics:

First Australians



Power & Policy



Identity



Refugee Rights



Mental Health



Art as Activism



Grassroots  
Initiatives



Environment

We want your submissions to reflect community journalism at its most daring. Cover new ground, interview those we rarely hear from and don't be afraid to explore the topics ignored by traditional 24-hour news cycles. We are looking for contributors who are fully engaged in the stories they are telling, and who are willing to seek out those at the heart of the issues including experts, professionals and people with lived experiences.



## **What We Want (continued)**

We want your dynamism and passion for reform to be expressed in your work, so do not be afraid of bold, unconventional or iconoclastic ideas. We aim to inspire the community to commit to change through action, and your submissions should reflect this.

Above all, we ask that your work engages in or opens up the possibility of critical or creative dialogue with other community members. If possible, try to link your work with the initiative of a relevant community organisation, grassroots movement, activist or public figure. Alternatively, do not hesitate to suggest starting a new initiative. We want our community to feel empowered as change-makers after reading your submission.

All written submissions need to be accompanied with at least one of your own images, or images that you have sourced with permission.

## **What We Don't Want**

- Secondary opinions from magazines, books, documentaries, movies or other forms of popular culture.
- Pure opinion pieces. We want researched journalism. This can include your own lived experiences but we need you to also reach out to additional sources.
- Work that is not yours or work that doesn't acknowledge ideas appropriated from other sources. We have a zero tolerance policy regarding plagiarism.
- If you have any commercial interests in the story that you wish to pitch, these need to be disclosed.
- We won't publish images or videos unless we have been given explicit consent to share these.

# How To Pitch

**In your pitch email to The QUO, please include the following 5 prerequisites:**

- 1** A draft title of your piece.
- 2** Give us a short summary of your piece including your angle in 4 dot points (or max 100 words).
- 3** Sources - who are the independent voices that you will incorporate in your story? Each story should have at least two independent sources, however there are exceptions to this.
- 4** Why do you want to cover this story? In one sentence, please explain what attracted you to this story.
- 5** Your proposed word count.

**To submit your contribution, please send to:**

[submissions@thequo.com.au](mailto:submissions@thequo.com.au)

**For further assistance, please contact:**

[ally@thequo.com.au](mailto:ally@thequo.com.au)

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