



Callout for submissions

Germinate Winter Edition 2013

“The Hoax”

We're all being had.

Governments and resources companies have taken us for a ride, but now more and more people are getting nervous in their seats. Germinate wants to pull the emergency break, jump off and sit in the middle of the road. But to do that, we need your submissions.

The theme of the upcoming Germinate is ‘The Hoax’ and we are inviting you to respond in three different ways:

1. **Economy/Industry Myths** - Every day the media landscape in Australia is flooded with myths that allow, and even insist on, the business as usual model which is ruining our environment, our climate and our communities. They exclaim the need for growth and competitive economies, and insist that destructive mining, logging, and agribusiness are the only way to do it. They say the profits will trickle down. That Aussie jobs and ‘mum and dad investors’ rely on these industries. We have an inkling that they are taking us down the garden path, and we want you to tell us why!
2. **'Solutions' Hoaxes** - But should we despair? Government and the finance industry have collaborated to bring us carbon offsets. A whole heap of green products have hit the shelves. We're awash with green options. So, it looks like we just need to keep shopping... or could this be Greenwash? Germs, we want your thoughts on false and misleading solutions to environmental problems.
3. **Fighting Back** - Earlier this year Jono Moylan and Frontline Action on Coal (FLAC) made headlines for hoaxing back. We want more stories of brave actions, people and groups that have pulled the wool up from over our eyes. We need your analysis and ideas because something's got to give, and we want to be the ones ripping off the Scooby Doo masks and pulling the punches.

Submission Guidelines

What: Research articles, infographics, photos, poems, comics, strategic campaign reflections etc. focused around the theme of ‘The Hoax’ as outlined above. If your idea doesn't fit with the current theme, drop us an email at germinate@asen.org.au to chat about it!

Size: Articles should be less than 1000 words and four pages (A5) maximum for other submission types.

Deadline: The submission deadline is Sunday, 12th May 2013, via germinate@asen.org.au. Please include any graphic/photo source references otherwise they may be left out!

*Questions? Send us an email at germinate@asen.org.au.
Looking forward to some great submissions!*