

# PROPOSAL FOR A FUTURE DEVELOPMENT VISION PODCAST SERIES

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HOUSEHOLDERS' OPTIONS TO PROTECT THE ENVIRONMENT (HOPE) INC. (AUSTRALIA)

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*‘Remember that the future is not somewhere we are going, it is something we are creating.  
Everyday we do things that make some futures more probable and others less likely.’*

*Ian Lowe – Australian author - professor of science, technology, and society.*

Proposal summary (870 words) requires a 5 -minute read.  
Full proposal (5660 words) requires a 30 -minute read.

## Future vision podcast series proposal: SUMMARY

**PURPOSE OF THE PROJECT:** To produce a podcast series with the working title of a *preferred future by 2050: credible pathways toward a life-enhancing community in South East Queensland*. It is conjectured that such a series would have the potential to assist in the creation of a community supported, preferred future development vision for our region. The podcast series would help create, in the collective mind of its audience, a concrete and coherent picture of the life-enhancing environmental, social, and economic opportunities which might underpin such a future.

It is further conjectured that in the process the series could contribute to fostering a much-needed critical mass of assertive public interest to shape a better way forward. It is crucial that a greater number of citizens make stronger collective developmental demands of our lacklustre political and institutional leaders. Demands for timely assertive action which can genuinely help transition us toward a community envisioned, preferred future.

Research on the public engagement outcomes of the project would offer a case study example of what the podcast medium could offer in assisting a stronger community call for diversion away from South East Queensland's currently suboptimal, business as usual development path. Could such a podcast series contribute toward transitioning our communities to a more ecologically healthy, socially fair, and economically prosperous state over the next 25 years?

**BACKGROUND:** In this crucial decade of urgently needed development transitions we are not moving fast enough to halt accelerating damage to our life-sustaining planetary boundaries, let alone to enhance the health and well-being of human society and the natural world. This dire assessment applies as much to Southeast Queensland as many other places around the planet.

An equally significant assessment revealed by recent survey data is that many citizens around the world, who have basic understandings of the multiple future development crises we face, want to see bold, significant improvements on business-as-usual responses to climate breakdown and its suite of associated health, safety and economic impacts.

Those surveyed citizens see governments and the business sector, not themselves, as being primarily responsible for implementing the solutions required to ensure a better future for themselves and succeeding generations.

Many such solutions exist now and are ready to be deployed. From meaningful greenhouse gas reduction strategies to renewable energy expansion; from authentic restoration of nature to greatly reducing plastic waste. From provision of realistic amounts of social housing to trials of universal basic income schemes. More solutions are being developed all of the time. So why the stalemate on the required speed and scale of their implementation?

One explanation holds that current public calls for the changes required to take us toward a preferred, genuinely sustainable future are too passive. They lack critical mass of numbers and are often too focussed on reaction to the latest instance of destructive development impact.

There is a lack of citizen, bigger picture future vision and a seeming inability to consider and advocate for the system level transformations that could get us beyond our current situation of business-as-usual development and environmental death by a thousand cuts.

As it stands, and however well-reasoned and evidence based, existing public calls made to our vested interest captured governments and economic development systems are highly unlikely to achieve the speed and scale of transformations required.

What is essential now is the need to grow a critical mass of citizens who push for stronger, ongoing, deliberative democratic action and who assertively demand their right to a better, safer future. A future which they actively envision and help create.

We need more powerful, continuous citizen led advocacy pressure on governments, political representatives, and the business sector. Those pressures might be in the form of mass strategic protest, financial divestment, demanding the formation of citizen juries and assemblies, electing genuinely responsible and progressive politicians, amongst other means of mass advocacy.

In turn, all forms of civic demand for progressive change will be better informed, more inspired clearly focussed and mobilised as a result of widespread public engagement with credible, evidence-based, future development vision scenarios and narratives.

The vision of what a preferred, sustainable future is likely to look like has first to be created in the public mind before it can become a rallying point for progressive transformation. Helping to create such a vision is one primary objective of the proposed podcast series.

The proposed series will combine expert guest insights, real-world case studies and active audience participation to develop a verbalised citizen-shaped roadmap. A guide which could help operationalise a preferred future development vision.

That roadmap would outline possible steps that could be taken toward a regional future of greatly enhanced environmental protections, social equity, and genuine prosperity for all.

**FORMAT:**

- Aimed at a generic audience with no specialist knowledge
- An initial baseline series of six to eight episodes constructed around expert/knowledgeable guest interviews structured using a pair of interviewers.
- A diverse range of regional, interlinked, environmental, social, and economic challenges and their credible evidence-based solutions will be described.
- The source and nature of the constraints acting to prevent or slow solution adoption will be identified where possible.
- Citizen leverage points to help speed solution adoption will be identified where possible.
- As the series builds over several years, existing guests will be reinterviewed, and fresh episode content will also be added based on audience suggestions.

**DISTRIBUTION:** The series would hopefully be promoted widely across relevant online platforms and distribution networks, particularly across the regional NFP environment protection, community support sectors and those with deliberative democracy interests.

Other aspects of the production process for this proposed podcast series have been given fuller consideration in further guidance notes additional to this proposal.

## Future vision podcast series proposal: MORE DETAIL

**WORKING TITLE:** *A preferred future by 2050: credible pathways toward a life-enhancing community in South East Queensland.*

**PURPOSE:** This is a proposal for an experimental podcast series premised on researching the potential of the podcast medium to help build a credible, community supported future development vision. Could such a podcast facilitated vision contribute toward creating a much-needed critical mass of assertive public interest in shaping a better way forward for this place? Could such a proposed podcast series contribute to helping transition our South East Queensland communities toward a more ecologically healthy, socially fair, and economically prosperous state over the next 25 years?

### **HYPOTHETICAL OUTCOMES:**

The podcast series would attract a significant audience over its life with a majority of its listeners inspired to act in response to the visionary insights and practical information it provided. The audience would hear compelling stories about the initiatives, strategies and pathways which could help take the region forward to a preferred future by 2050.

Those same stories would build into a more comprehensive and concrete preferred future development vision over time. They would encourage and mobilise listeners, acting in their role as regional citizens, to demand more speedy, ambitious, and commensurate action from their governments and business sectors to help achieve that preferred future.

Where necessary the citizen audience would also be encouraged to counter, assertively, the identified vested interest constraints holding back the scale and pace of the new development transformations which are urgently needed.

### **POSSIBLE RESEARCH DIRECTIONS:**

A research element, on the capacity building potential of the podcast series, would be designed either as a formal or informal undertaking. In either case, reports on audience response to the series across time could offer insights related to a range of research questions relevant to community capacity building.

A primary question would be on whether the podcast series had had a noteworthy influence on audience behaviour over the lifetime of the series in line with its objectives. Could it be determined whether regional audience involvement in preferred future vision creation and advocacy had increased across the life of the series? Through such anticipated research findings it is possible that the podcast series might offer up useful case study insights and possibly become a template for other projects elsewhere.

### **FORMAT**

An initial baseline series of six to eight episodes would be produced, constructed around expert/knowledgeable guest interviews conducted using a pair of interviewers. A diverse range of regional environmental, social and economic challenges and credible evidence-based solutions to those challenges would be described. As would the source and nature of constraints acting to prevent or slow solution adoption. Citizen leverage points to help speed solution adoption would also be considered.

Sequenced extension of existing episodes and addition of new episode content in later iterations of the series would, in part, be shaped by ongoing podcast audience interest and responses. Such information would be collated and analysed through a companion website developed alongside the podcast series. Initial series life is envisaged as three years minimum with possible extension beyond that if sufficient audience interest is generated.

## **SCOPE**

The series would primarily focus on the SE Queensland region and its place-specific opportunities and challenges to create a preferred sustainable future. Inevitably some of the topics discussed would have relevance to related Australian regional and national as well as international development concerns. Where useful, the learning implications of this local to global framing within the series would be explored. For instance, guests might debate the opportunities presented by the linkage of challenges and solutions across our ever more globalised world; or, indeed, the pushback against attempted progressive reforms that have been frequently noted, particularly in this post COVID-19 pandemic period.

At commencement, a diverse range of expert and experienced podcast interview guests will outline a baseline perspective on why and how we should and could achieve far better levels of environmental protection, social fairness, and inclusive economic prosperity in this part of Australia.

Guest and case study selection for the series would be conditioned by the size of the expert and case study pool available across the SE Queensland region. It follows that selections may have to be drawn from national or even international sources. In those cases, guests would be asked to frame, where possible, their national or global oriented knowledge and commentary in the light of specific Southeast Queensland realities and would be briefed as such pre-interview.

## **BACKGROUND ISSUES:**

We are rapidly running out of time to enact the bold and assertive transformations necessary to protect the future health and well-being of human society and the natural world. In Southeast Queensland as in many other places around the planet the development choices we make over the next few years will be crucial to our long-term development trajectory.

Those choices will largely determine whether we follow paths toward creating a genuinely life-enhancing regional community in the decades ahead or whether we continue, passively, along the increasingly dangerous and destructive routes dictated by business-as-usual development models.

Plenty of objective research exists on the extent to which we are already exceeding the natural planetary boundaries which sustain all life on Earth. And equally, we have seen the massive toll this human inflicted damage is taking on our own and other species health and wellbeing. Whether that be through exacerbated weather events, toxic pollution, pandemic disease linked to the loss of nature and growing inequality, along with a myriad of other problems.

We have also witnessed credible solutions to many of our known problems which are available right now and ready to be deployed. From meaningful greenhouse gas reduction targets to renewable energy expansion; from authentic restoration of nature to greatly reducing plastic waste. From provision of adequate levels of social housing to trials of universal basic income.

Innovative solutions are being developed all of the time which leads to the conclusion that it is not a lack of solutions that is the prime cause of insufficient action across our multiple interlinked problems. So, what is the cause of the stalemate in achieving progressive transformation toward a safer, life-enhancing future?

The real problems we have in achieving the changes we need are, at base, financial and psychological. As with all of our other problems, these latter two drivers are interlinked. On the financial front, powerful, monied vested interests push back against innovatory solutions that would impact their bottom line of business-as-usual profitability.

Such profit seeking at all costs slows the required pace of progress on implementing the proper repair of our natural systems at scale. For instance, it supports continued fossil fuel extraction and massive tree clearances. It slows effective adoption of climate disruption adaptation strategies and sidelines the urgency of the crucial move toward a zero carbon, fossil fuel free future.

Whilst money and captured political power remain king, diverse vested interests will continue to support business as usual destructive development, whatever the long term environmental or social justice cost. Sadly, many governments around the world collude actively with such bad faith actors.

On the psychological front we have the public disempowering effects of environmental catastrophe and climate doomist narratives, and an associated belief that progressive transition to a better, preferred future is not possible, or even worth trying to attain. Doubts on the feasibility of achieving positive progressive change have also been bolstered by a continued widespread flow of distracting disinformation, propaganda and greenwash.

This cynical deluge is put out by many of the same bad faith, vested interest actors already mentioned. They use their diverse and well-funded propagandising techniques to cloak from public view the damage and destruction they are creating or colluding with. They distract and sow doubt in the minds of the public on the feasibility of effective remedies.

Whether motivated through self-serving quests for power, naked greed or delusional ideology, these 'merchants of doubt' are continuing to drive increasingly dangerous and irresponsible economic growth at all costs, using business as usual, discredited neoliberal economic approaches to guide development. Most distressingly, those 'merchants' include many of our governments and regulatory institutions.

The destructive self-serving tactics employed by business-as-usual entities, along with their collusive support squads, combine with the disempowering influence of propaganda to defend the status quo. These retrograde elements demonstrate the compelling need for a countervailing, progressive, evidence-based future development vision to be generated and pushed forward by civil society.

Sufficiently rapid progress toward creating preferred, genuinely sustainable future communities, whether regional or global, are highly unlikely to occur within the required timeframe without strong, ongoing, collective action by a critical mass of citizens. Citizens who demand the right to a preferred future over the endless power seeking, greed and delusion of vested-interest actors.

Could we envision a time when mass citizen demands for genuine and radical progressive changes are made to our governments, regulatory institutions and the business sector? It is the conjecture of this podcast project that such crucial civic activism is more likely to occur if it is grounded in credible, evidence-based narratives of alternative, preferred future development scenarios.

Visions of a better, more ecologically healthy, socially fair and economically prosperous society, one which is clearly superior to business-as-usual options, has first to be created in the public mind before it can be turned into reality. Helping to create some of those visions is a key objective of this podcast project proposal.

#### **- PODCASTING AS A PUBLIC ENGAGEMENT MEDIUM**

Globally, the digital media footprint of podcasting is now huge. The well-regarded SEO consultancy Backlinko estimates a collective global podcasting audience of over 500 million listeners worldwide in 2024. It is reported that listeners are now selecting from well over 200 million individual podcast episodes, and spending on average around seven hours a week using their favourite podcast app. Australia itself is within the top five rankings of national public consumption of podcasts.

Perhaps unsurprisingly, the biggest audiences for podcasting at present lie mainly with popular media topics such as current affairs, sport, and true crime. However, the HOPE organisation's foray into podcast production over the last few years has demonstrated that significant niche audiences could be reached on topics as specialist as post COVID-19 green recovery opportunities, the principles and promise of eco-social work practice and the value of biodynamic agriculture.

Podcasting is still a relatively new broadcast medium but has grown exponentially over the twenty years or so since its origins. This present proposal has been motivated by noting the benefits from past practical experience in podcast production, as well as the pressing search for new and better ways to engage public audiences on environmental protection imperatives.

Helping a community audience to envision and demand a better, safer, life-enhancing future for all would be a hugely important goal for podcasting to aim for.

#### **- OTHER FACTORS SHAPING THE PROPOSED PODCAST SERIES**

Recent international survey data shows that many citizens and communities around the world, including in Australia, want to see meaningful change in business-as-usual responses to climate breakdown and its associated problems. Furthermore, they see governments and the business sector, not individual citizens, as being primarily responsible for taking those more effective actions.



It is clear that many citizens and communities want a better future for themselves and for succeeding generations.

So, an assumption here is that a growing number, if not a majority of residents of SE Queensland, will already understand something of the scale and scope of the interlinked challenges we face. They may also have a growing awareness that business-as-usual development approaches can now only lead us toward increasing levels of environmental degradation, climate breakdown, social injustice, and, possibly, political instability.

Those same residents probably have more limited knowledge on the wide range of solutions, of new and evolving technologies, innovatory proof of concept case studies and new strategic thinking which could help us out of the interlinked environmental, social, and economic mess we have created for ourselves.

So, the public at large may be more knowledgeable about our interlinked problems and their practical solutions than is widely believed. They might well still benefit however by the opportunity to extend their existing knowledge base about what is possible, and to strengthen their belief and confidence in their own political agency to bring about a preferred life-enhancing future. That is where the proposed podcast series would come in.

#### **- THE COMMUNITY CAPACITY BUILDING ASPIRATION FOR THE PODCAST SERIES**

As already described the podcast series design will incorporate theory of change perspectives and the value of creating a comprehensive and concrete vision for a preferred future in the mind of the audience.

The series will also explore some psychological tools that could aid the sort of future public engagement needed to help envision and advocate for the development of a preferred regional society, albeit against the odds.

For instance, the concept of radical hope may help an audience frame and energise a collective vision for a preferred future development path and gain confidence in the valid citizen role to advocate strongly for that future. Radical hope might help sustain a growing progressive community of interest dedicated to envisioning and advocating for a preferred regional future in the face of powerful vested interests who could resist or oppose it.

And an understanding of radical hope might help the podcast audience retain activist energy as they navigate a middle way forward between the unhelpful extremes of doomist pessimism and false greenwash optimism.

As previously indicated, as the series builds it could offer up an actionable roadmap to help guide public advocacy for implementation of the innovative development ideas it describes. In conjunction with its dedicated website the podcast series could help combine citizen lived experience and aspiration with new community vision inspired beliefs in the feasibility of creating a better future.

The community capacity building uses of the podcast series could be diverse. The following benefits are envisaged at this point:

- Generic educative benefit on future vision processes for listeners who encounter the series from any location, in or out of the SE QLD region.
- Planned use of episode audio, text show notes and dedicated website resources to engage groups of individuals in learning circle type informal education, in or out of the region and either online or in-person.
- Promotion of the series to members of community organisations whose missions are aligned with series objectives.
- Encouraging the generic audience within the region to consider joining those same organisations to help develop greater common cause and advocacy voice.
- Production of online conference and webinar events linked to episode content and audience feedback as the series evolves.

## **CONCLUSION:**

The proposed podcast series would help gauge the potential of the podcast medium to assist in the creation of a community supported, preferred future development vision for our region. It would help create a more concrete and coherent picture of possible life-enhancing environmental, social, and economic pathways in the collective mind of its audience.

In that way the series could help in growing a much-needed critical mass of public interest in shaping a preferred future. It could help energise and support far stronger community demands for that preferred future to become a reality.

In this crucial decade of urgently needed development transitions we are not moving fast enough to halt accelerating damage to our life sustaining planetary boundaries, let alone to enhance the health and well-being of human society and the natural world. This dire assessment applies as much to Southeast Queensland as many other places around the planet.

Given that context the podcast series would aim to inspire and empower its audience by providing a set of clear, evidence-based visions of preferable, alternative futures to the destructive business-as-usual development trajectory we are on now.

By drawing on expert insights, real-world case studies, and active audience participation, the series would offer a roadmap to a future that prioritizes environmental protection, social justice, and genuine prosperity for all.

Podcasting is still a relatively new medium but has grown exponentially over the twenty years or so since its origin. This present proposal has been motivated by noting the benefits from past practical experience in podcast production, as well as the crying need to find new and better ways to engage with public audiences on environmental protection linked to future health and wellbeing imperatives.

Helping a community audience in Southeast Queensland to envision, demand and strive toward achieving a better, safer, life-enhancing future for all in this place would be a hugely important goal for podcasting to strive for.

## INITIAL EPISODE CONTENT SUGGESTIONS

These are rough draft episode suggestions for the initial batch of podcast episodes. It is envisaged that this core episode collection would be extended and expanded in second and subsequent iterations of the series over a period of up to three years - in part guided by audience feedback. These issues will be covered in more detail in additional notes on series planning.

### OVERVIEW/INTRODUCTION/SETTING THE SCENE

#### **Episode 1 : The Urgency of Now – Why SE Queensland Should Change its Current Development Path.**

*Overarching theme: the problem of stories of progress and development which are no longer fit for purpose.*

- **Key Themes:** Introduction to the series; overview of current challenges in SE Queensland; The need for urgent action.
- **Content:** Set the stage by discussing the current trajectory of the region, highlighting the environmental, social, and economic negative trends that demand immediate attention. Introduce the concept of a "preferred future" and why this series will focus on finding credible solutions.
- **Guest Interviews:** Environmental scientists, economists, and social justice advocates who will discuss the risks of maintaining the status quo and the potential benefits of alternative development pathways.

#### **Potential guests to approach in this space -**

#### **Episode 2: Learning from the Past, Planning for the Future**

*Overarching theme: how to progress a viable future for humanity – given that we have entered a new planetary boundaries phase requiring new development approaches.*

- **Key Themes:** Historical perspectives, future planning, and intergenerational equity.
- **Content:** Reflect on how historical trends and past decisions have shaped the present, and how learning from these can guide future planning. Discuss the importance of considering intergenerational equity in decision-making processes.
- **Case Study:** Highlight how successful long-term planning and proper risk assessment initiatives can/should prioritise sustainability and equity.
- **Guest Interviews:** Historians, futurists, and planners.

#### **Potential guests to approach in this space -**

## ECOLOGICAL AND ENVIRONMENTAL FUTURE VISION

#### **Episode 3: Building Resilience: Preparing for Climate Disruption**

*Overarching theme: the environmental future will not be like the past and we need commensurate, far better adaptive risk assessment and planning as a result*

- **Key Themes:** Climate adaptation, disaster preparedness, and community resilience.

- **Content:** Explore how SE Queensland must prepare for and adapt to the realities of climate disruption. Discuss the importance of building resilient communities that can withstand and recover from extreme weather events and other climate-related challenges.
- **Case Study:** Review regions that have successfully implemented climate resilience strategies.
- **Guest Interviews:** Disaster preparedness experts, climate adaptation specialists, and community leaders.

**Potential guests to approach in this space:**

**Episode 4: A Blueprint for better Environmental Protection by 2050**

*Overarching themes: we are a part of not apart from nature. We need to start behaving accordingly - to become responsible stewards of the natural world in our own survival interests.*

**Key Themes:** Climate action, conservation, and ecological restoration.

- **Content:** Explore a future where SE Queensland has drastically reduced greenhouse gas emissions, implemented robust climate adaptation strategies, and prioritized the protection and expansion of natural habitats. Discuss the roles and responsibilities of government, business, and community in achieving those goals.
- **Case Study:** Exploration/ tempered praise for existing GHG mitigation measures. Examine successful environmental initiatives from other regions that SE Queensland could emulate.
- **Guest Interviews:** Climate scientists, conservationists, and policymakers involved in forward-thinking environmental initiatives.

**Potential guests to approach in this space:**

**Episode 5 : Nature's Role in Our Future: Integrating Biodiversity into Urban Planning**

*Overarching themes: we are a part of not apart from nature. We need to start behaving accordingly - to become responsible stewards of the natural world in our own best survival interests.*

- **Key Themes:** Current urban planning and its flaws, biodiversity, and green infrastructure.
- **Content:** Imagine a future where urban and regional planning systems are fit for purpose and deeply integrated with the needs of the natural world, ensuring that development does not come at the cost of biodiversity and a proper place for nature. Explore the benefits of green infrastructure, protected areas, and rewilding efforts.
- **Case Study:** Review urban planning projects that have successfully balanced human needs with ecological preservation. Community level initiatives e.g., Micro-forests.
- **Guest Interviews:** Urban planners, ecologists, and landscape architects.

**Potential guests to approach in this space:**

**SOCIAL JUSTICE FUTURE VISION**

## **Episode 6 : Creating a Fairer Society: Social Inclusion and Equity in a Sustainable Future.**

*Overarching theme: growing inequality is both morally repugnant and damaging to the future peace and stability of regional, national and global society.*

- **Key Themes:** Social justice, community empowerment, and inclusive development. Future precarious employment and livelihoods, homelessness and unaffordable housing, gendered violence, youth perspectives from the 16 to 26 age group, the pernicious effects of social media and the growing implications of AI impacts across a range of social sectors.
- **Content:** Envision a future where social inclusion and fairness are at the heart of regional development. Discuss how equitable access to resources, education, and opportunities can drive a more just and cohesive society.
- **Case Study:** Highlight community-led projects that have successfully addressed social inequality and can serve as models for the region.
- **Guest Interviews:** Social policy experts, community leaders, and advocates for marginalized groups.

### **Potential guests to approach in this space**

## **Episode 7 : Power to the People: Deliberative Democracy and Citizen-Led Change**

*Overarching theme: around the world our modern democracies are either in decline or vulnerable. We must find better, more inclusive ways to reinvigorate them if we are to avoid growing populist political manipulation, civic revolt and chaos.*

- **Key Themes:** Political representation, citizen engagement, and participatory governance.
- **Content:** Discuss how a well-functioning deliberative democracy framework can empower citizens and community groups to take an active role in decision-making. Envision a future where citizen juries, panels, and other forms of participatory governance lead to better decisions for the community and environment.
- **Case Study:** Highlight examples of successful citizen-led initiatives in policy-making.
- **Guest Interviews:** Political scientists, activists, and representatives from successful citizen-led governance projects.

### **Potential guests to approach in this space:**

## **Episode 8: The Role of the Arts in Shaping a Sustainable Future**

*Overarching theme: the arts have a proven record in providing novel ways to inspire, educate and mobilise communities on interlinked environmental, social justice and economic problems.*

- **Key Themes:** Cultural transformation, creative expression, and social change.

- **Content:** Delve into how the arts can play a pivotal role in imagining and advocating for a sustainable future. Discuss the power of storytelling, visual arts, and performance in inspiring societal change and fostering a sense of connection to the environment.
- **Case Study:** Examine artistic projects that have successfully raised awareness and driven action on environmental and social issues.
- **Guest Interviews:** Artists, cultural theorists, and environmental activists.

**Potential guests to approach in this space:**

## **ECONOMIC PROSPERITY FUTURE VISION**

### **Episode 9: Reimagining the Economy: Prosperity Without Growth**

*Overarching theme: traditional neoliberal economic models of development are no longer fit for purpose. They can only lead to growing and increasingly dangerous levels of environmental devastation and socio-economic inequality. We need new forms of capitalism that work in harmony with nature and do not destroy the natural systems upon which all future human and other species health and wellbeing depend.*

- **Key Themes:** Circular economy, economic diversification, and genuine prosperity. Staying within planetary boundaries and their bioregional equivalents regionally.
- **Content:** Investigate how SE Queensland can transition to a sustainable economy that values long-term prosperity over short-term growth. Discuss the potential for circular economies and bioregionalism, local production, and economic policies that prioritize well-being.
- **Case Study:** Look at regions or cities that have successfully implemented circular economic practices.
- **Guest Interviews:** Economists, business leaders, and sustainability experts.

**Potential guests to approach in this space**

## DRAFT PRODUCTION SCHEDULE FOR THE SERIES – WITH APPROXIMATE TIMINGS FOR FIRST 24 MONTHS

- 1) **Draft proposal** – put out for consultation and review.

*(September - December 2024)*

Then if positive initial interest is shown.

- 2) **EOI sent out** – to potential funders, guest interviewees and other supporters

*(January - March 2025)*

- 3) **Commence interviews** for first tranche of 6 to 8 series episodes.

- **Develop companion website** to hold podcast series resources and audience feedback.

*(April to July 2025)*

- 4) **Launch of initial podcast** episodes in one complete batch (minimum of 4) with attendant project promotion across a wide range of relevant organisations, media platforms and potential supporters. *(July 2025)*

- 5) **Collection and analysis** of audience engagement with the initial series with possible influence on episode planning for future iterations of the series. *(August - September 2025)*

- 6) **New additional episode content** (up to a total of 8 episodes) published using any surplus interview material obtained in first round of production *(October to December 2025)*.

- 7) **Review and report on first 12 months** of project history with analysis reports to be fed back to audience funders and supporters *(January 2026)*.

- 8) **Follow-up to existing interview guests** for new interview additions to existing episodes. Approach new potential guests identified through podcast supporter/audience feedback.

- 9) **Production and launch** of all categories of revised extended and completely fresh episode content. *(June -July 2026)*

- 10) **Review and report on second year of project life.** With particular focus on audience response to the series to date and any early signs of citizen advocacy or political actions arising. *(December 2026 – January 2027)*



A mock up logo for the series

# Simple budget for a three-year future vision podcast project

## Podcast episode production costs

Production time per episode of approximately 8 hours to include:

Episode topic background research, recruitment of guests, interview of guests, editing of interviews, episode placement online with creation of show notes. Post production audience response analysis and reporting.

- Hourly rate for producer/  
researcher/ presenter.....\$80/hour  
Cost per hour of content produced.....\$640.00

Anticipated total podcast recorded content over three years – approximately 20 hours

Total Cost of 20 hours of content.....\$12,800

## Companion website creation (options)

- 1) Create from scratch – with low-cost use of volunteers or students (up to \$750.00)
- 2) Use existing pages from the HOPE (Inc) Australia website – no additional cost
- 3) Monitoring Hours: 1 to 2 hours per week - by volunteers/students – no cost
- 4) Use paid hourly rate for monitoring at about \$25/hour (up to \$50.00 weekly)

Podcast Production (20 hours of content).....\$12,800.00

Website creation.....up to \$750.00

Website Monitoring (2-hour week paid).....up to \$7,800.00

## Budget Final Summary (options):

**OPTION 1 (preferred)** using existing website pages and

With two hours weekly free monitoring.....**\$12,800.00**

**OPTION 2** Grand Total with paid website creation

and two hours a week paid monitoring.....**\$21,350.00**

## Conclusion:

This project could be funded for up to three years for a median estimated cost of about \$15,000.00. The use of existing website facilities and of volunteers to assist with monitoring of audience response to the series could bring that cost down to about \$13,000 across three years.

*‘If we don’t know where we want to go, it makes little difference that we make great progress.’  
Donella Meadows, American environmental scientist, educator, and writer (1994)*

*‘Helping a community audience to envision and demand a better, safer, life-enhancing future for all  
would be a hugely important goal for podcasting to aim for.’  
Andrew Nicholson, HOPE member (2024)*