

PITCH DAY

The last lesson of the year, and the room should feel it: an event, not a class. Everything is pre-built — Dossiers, Blueprints, trained judges — so your job today is master of ceremonies, timekeeper, and the person who says the final words well.

WE ARE LEARNING

To communicate a designed solution persuasively and honestly — and to evaluate others' designs with criteria, as an audience that works.

CURRICULUM • VERBATIM

“The concept of innovation and the ways businesses identify and respond to business opportunities” and “The characteristics of entrepreneurs, including the behaviours and skills they bring to their businesses” — Y7 HASS Economics (SCSA, implementation 2026) • plus Career Learning.

SETUP

ASSEMBLY + THE STAGE RULE

- **Return everything:** Dossiers and Blueprints to studios — the poster is three-fifths built before the lesson starts, whatever the medium. State the stage rule plainly: **any technology, judges never mark the medium, the five panels are the law.** Tech triage: queue projector users in the running order, test in the first five minutes, and every digital pitch names its paper fallback (screenshots of slides count).
- **Recording (optional, powerful):** where school policy and consents allow, record pitches for industry feedback — the program's partner loop. Policy first, always; an unrecorded Pitch Day is still a complete Pitch Day.

RUN

THE RUNNING ORDER — DO THE MATHS FIRST

- **Budget six minutes per studio:** three-minute pitch (hard-timed, warning at 2:30), two floor questions under hearing rules, changeover. Six studios fits one lesson tightly; more than six, split across two lessons and tell the second-day studios today — rehearsal time is a gift, not a delay.
- **The floor is trained:** judge cards out for every pitch, one exact quote per card (press corps rules), questions Google-proof. “We don't know yet, but here's how we'd find out” gets named from the front as a full answer — once, early, so every studio hears it before their turn.

AWARD

FIVE WAYS TO WIN

- **Judges' Pick (your call, rubric-based) • People's Choice (card stars tallied) • The Honest Five (best what's-next candour) • The Steal Award (best credited improvement) • Best Question From the Floor.** Five awards means most studios — and one audience member — leave holding something. Announce like it matters; it does.

CLOSE

CLASS OF 2040 + THE YEAR'S LAST WORDS

- **The wall:** every student signs their name and their 2040 job title — from their Job Reality Profile or invented outright. The wall stays up.
- **Then the year's last words, roughly these:** “In February you drew your own street. Since then you've followed iron ore to the world, judged a mine like a court, interviewed the industry, and today you pitched its future — with evidence, with honesty, and without fear of hard questions. That's not a Year 7 skill set. That's a designer's. Class of 2040 — dismissed.”

■ MARKING DAY — WHAT YOU ACTUALLY ASSESS

The Assessment Pack's rubric marks five criteria on the PITCH — the poster panels (any medium), the spine, the honesty, the evidence, the team. Judge cards are peer feedback and award fuel, not marks. Photograph or file every studio's five panels before they leave the room; digital media gets exported or filmed on the spot — “it was on Riley's laptop” is not an archive.

■ NERVES — THE PRE-LOADED RESCUES

A frozen speaker: their panel's first line is already written on the poster — point at it; reading one line aloud restarts almost everyone. A studio that blanks in Q&A: hand them the program's sentence — “we don't know yet, but here's how we'd find out” — and let them finish it. A tech death: paper fallback, zero fuss, and say what the room needs to hear: “real launches break too; watch how professionals recover.”

■ JUDGE CALIBRATION — THIRTY SECONDS BEFORE PITCH ONE

Read the judge's law from the card aloud: stars go to evidence and honesty, never to the fanciest technology. Then one calibration question to the room: “a hand-drawn paper poster with a devastating so-that chain versus a slick video that dodges panel five — who's winning stars?” They'll answer correctly. They've been trained all year.

■ INVITE AN AUDIENCE — THE MULTIPLIER

Where logistics allow, fill some chairs: another class, a deputy principal, parents at the door. Studios pitch differently to strangers — sharper, prouder — and a leader who watches Year 7 run a timed pitch day with trained judges has seen the program's whole argument in one lesson.

■ THE ARCHIVE — THE YEAR'S PORTFOLIO, BANKED

Before the room empties: photograph every studio's five panels, the CLASS OF 2040 wall, and the sprint wall behind it. That folder is the term's evidence for leadership, the artefact bank for reports, and — with consents — the industry-feedback package. Ten minutes with a phone; a year of proof.

■ DIFFERENTIATION

Support: speaking parts can be one rehearsed sentence; the spine's timings are targets, not tripwires; a nervous studio may pitch to camera at recess and screen it — the stage rule covers it. **Extend:** a real ask — draft the one-paragraph email that would send this pitch to an actual WA company's community team (teacher sends it only with school sign-off; writing it is the learning).

■ RUNNING SHORT — THE CUT LINE

Awards can compress to three (keep The Honest Five — it's the program's values with a trophy). The Q&A can drop to one question per pitch. The pitches, the judge cards and CLASS OF 2040 are untouchable — the wall is the year's full stop.

■ MISCONCEPTIONS TO WATCH

“Flashier medium = better mark” (the rubric never asks; the judge's law says it twice) · “Q&A is an attack” (hearing rules: hard questions are a gift, and the room learned that in Term 3) · “the pitch ends the project” (panel five is literally titled WHAT'S NEXT — the best pitches end with a beginning).

