

Design A Mascot - IDPWD 2026

Ideas Guide

Not sure where to start with your mascot idea? Here are some things to think about when coming up with your design.

What helps you feel safe?

Is there something that helps you feel safe? For example, a heavy blanket, a friend's voice, a pet, or a special memory.

What parts of that could you use in your mascot design?

When do you feel like you belong?

Think about things that help you feel included, like you are "at home", or like part of a team. Is there a special symbol, an activity or group, or a place?

How can your mascot help someone feel like they belong?

Make it unique

The mascot needs to be **recognisable**. When people see it, they should know it's not just any old soft toy.

How can you make your mascot unique?

Make it safe to use

The mascot will be made into soft toys. These soft toys will be used by people of all ages and all abilities.

Long dangly bits on your mascot might get ripped off! On the other hand, small plastic pieces can break and be a choking hazard.

Think about how you can make your design strong and safe.

Who the mascot is for

Think about who the mascot is meant to help: people living in supported accommodation, people who go to disability support schools, and people who are at Ashley Youth Detention Centre.

How will your design be a good fit for them?