

## 'What's the BIG IDEA' Competition

### **Date:**

Water Safety Week November 26<sup>th</sup> – December 4<sup>th</sup>, 2011

### **Event Name:**

**'What's the BIG idea?'**

Show us what you're doing!

### **Aims and Objective of the Event:**

- To provide organisations with a media tool to spread the key water safety message to their patrons and local community

### **How to be involved:**

In addition to undertaking your traditional water safety week activities, this year you have the option of photographing or recording your best Water Safety Activity or Display to win some fabulous prizes!

All you need to do is either photograph or video your best Water Safety Activity to showcase how you're helping increase people's awareness of water safety issues, develop their water safety skills and encourage them to always 'Play it Safe by the Water'.

You don't have to be Spielberg or an award winning photographer to enter this competition. All you need is your smart phone or stills camera, snap the picture or hit the record button, upload your photo or clip to the competition Facebook Page and bingo, you've just entered your facility!

There is also an exclusive opportunity for schools and facilities to design a free-standing Water Safety Banner or Display as part of their Water Safety Week promotion. The Top 2 facilities will be featured prominently on stage at Federation Square. The Top 3 schools will win some fantastic prizes and also be featured prominently on stage at Federation Square during the Water Safety Week competition winner's announcement on December 5, 2011.

All you need to do is upload a photograph of your banner or display to win.

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**\*\*IMPORTANT:** *Always make sure that you take all the necessary precautions and safety measures when you are undertaking any activity for Water Safety Week.*

### **Video clip or stills photograph-**

#### **What you have to do to:**

- Your video or photo is simply highlighting what you are doing at your facility during the week
- If you want to video your Water Safety Week activity, make sure your clip will be no longer than 30secs and has the official **Play It Safe By The Water** logo visible in it for at least 5-10 secs

- Encourage your local community and media to become involved in promoting your activity in the lead up to videoing your efforts
- When you are ready, get out your smart phone, hit the record button then upload your clip to the **'What's the BIG idea'** Facebook event page
- You can start uploading your video clip as soon as you're ready. You just need to have it on the 'What's the BIG Idea' Facebook Page by midnight Wednesday November 30, 2011
- Now get started and Good Luck!
- If you are taking a photograph of your Water Safety Activity, just upload your best shot to the **'What's the BIG idea'** Facebook event page to enter; it's that simple!

#### **Determining the winner:**

- After the uploading period has finished on midnight Wednesday 30 November, all participants and their friends and colleagues will be able to 'Like' their favourite clip or photo on the **'What's the BIG idea'** Facebook event page
- Everyone can 'like' your video clip or photo- the more friends, colleagues and general public who you can get to 'Like' your efforts, the better your chances of winning
- You have until 4.00pm Friday 2 December to get as many people to 'Like' your clip or photo as possible
- The top 3 entries will be chosen by a combination of most number of 'Likes' and a panel of industry judges
- These top 3 entries will then go into a knock out round from 4.30pm Friday 2 December to 3.59pm Monday 5 December
- The winner with the greatest number of 'Likes', along with the remaining place getters, will be announced live at 4.00pm and shown on the big screen at Federation Square, at a special media function on Monday 5 December

#### **Prizes:**

- every participant to receive a social media e-token

#### **FACILITIES**

- 1<sup>st</sup> prize – Toshiba Tablet PC + Dolphin Automatic Pool Cleaner
- 2<sup>nd</sup> prize – Pool Inflatable
- 3<sup>rd</sup> prize – Pro-Am Pace Clock

#### **Sponsors:**



## **Terms and Conditions**

Each organisation must manage its own privacy issues; the onus is upon the organisation to ensure that it complies with its own policies and procedures.

All participants that take part in the activity or event should comply with the organisation's policies and procedures regarding the obtaining of consent.

The organisation is at all times responsible for the health and safety of all its event or activity participants.

The organisation is to ensure it complies with all its own risk management and assessment plans and procedures.

Organisations can only enter the competition once.

No nudity, violence, profanity, offensive language or gestures, commercial advertising, gang symbols, political statements or any material or activities that may cause offense, are to be included as part of the video clip or photographs.

Any video clips or photographs that are deemed to be inappropriate by ARV will be taken down from the web page.

ARV will not be liable for any injury, damages, expenses, or loss whatsoever (whether direct or consequential) to persons or property as a result of any person entering into the Competition or accepting or using any prize.

All entries become the property of ARV.

The organisation consents to the assigning of all copyright in the video clips or photographs to ARV.

ARV may use the entry provided to the ARV for any promotional, marketing and publicity purposes of ARV in any form of media without notice and without any fee being paid to the organisation.

Prize winners will be notified by via the Facebook event page, email or telephone.

ARV reserves the right to disqualify any entries that do not adhere to these Terms and Conditions.

Entries must be submitted no later than midnight Wednesday, November 30, 2011.

## Water Safety Banner/Display Competition

### What you have to do to:

- Design a free-standing banner no larger than 1.5m wide x 2m high
- Let your inner artiste come out!
- Use the following key messages as your muses -

### The messages:

- ❖ **NEVER** swim alone
- ❖ **LOOK** before you leap
- ❖ **It takes 20 seconds**

- Make sure the official **Play It Safe By The Water** logo is visible on your banner or display
- After designing the banner or display, take a happy snap of it and submit to - [info@aquaticsandrecreation.org.au](mailto:info@aquaticsandrecreation.org.au). In the subject title put "PISBTW DISPLAY/BANNER COMP with your council, aquatic and recreation centre, school or organisation name".
- Entries close Tuesday November 29, 2011 5pm

### Determining the winner:

- Winners will be announced Wednesday November 30, 2011 10am
- A panel of industry judges will determine the best banners or displays
- If selected, you must be available on Monday December 5, 2011 to take your banner or display to Federation Square by 2.00pm for set up prior to the announcement of the winners for both the video clip/photo competition and best banner or display.

### Prizes:

#### **Council facilities**

The Top 2 council facility entries will be featured prominently on stage at Federation Square.

#### **Schools**

The Top 3 schools will win the following fantastic prizes and will also be featured prominently on stage at Federation Square:

- 1<sup>st</sup> Prize – 50" Panasonic HD Plasma TV + One Swim with Sharks experience
- 2<sup>nd</sup> Prize – 6 family passes to the Phillip Island Penguin Parade + A ranger talk at Phillip Island Nature Parks for a group of students
- 3<sup>rd</sup> Prize – A tour of Scienceworks for a group of students

### Winners Announcement:

Where: Federation Square

Date: Dec 5, 2011

Time: 4.00pm

### Sponsors:



**Inspiration:**



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ARV will not be liable for any injury, damages, expenses, or loss whatsoever (whether direct or consequential) to persons or property as a result of any person entering into the Competition.

ARV may use the entry and any personal details provided to the ARV for any promotional, marketing and publicity purposes of the ARV in any form of media without notice and without any fee being paid to the organisation.

Prize winners will be notified by email or telephone.

ARV reserves the right to disqualify any submissions that do not adhere to the guidelines above. Entries must be submitted no later than 5pm, Tuesday, November 29, 2011.