



## GetReel - Design a Drug Ad Competition - Terms and Conditions

1. By submitting an entry into the GetReel: Design a Drug Ad competition, you agree to comply with the following terms and conditions of the competition.
2. Definitions
  - a. The competition means the GetReel: Design a drug ad competition.
  - b. The entry means a design for a thirty second television advertisement about youth drug use or a related youth issue.
  - c. The entrant means anyone between the ages of 10 and 16 years (as at 26/9/08) who submits an entry into the competition. The entrant may be an individual person, school or community group with a maximum of six group members.
  - d. Entry form means the document titled "EntryForm.pdf" that can be downloaded from the GetReel website at <http://www.youthoffthestreets.com.au/getreel>.
  - e. The competition website is at <http://www.youthoffthestreets.com.au/getreel>.
  - f. The promoter means Youth Off The Streets (ABN 29 100 388 412), of 74-98 Kenyons Road, Merrylands NSW 2160.
  - g. Divisional winning entrant means an entrant chosen to be a winner in the competition, one from each of the following two divisions: Middle School (students in grade 5-8, or aged between 10-13 years as at 26/9/08) and Secondary School (students in grade 9-10, or aged 14-16 years as at 26/9/08). Where members of a group span the two age divisions, the group will be judged in the secondary school division.
  - h. Divisional winning team means the school or organisation named on the entry form of a divisional winning entry. The winning team or entrant from each division will be the recipient of the major prize. The winning team or entrant from each division cannot be a runner up.
  - i. Divisional runner up entrant means an entrant chosen to be runner up in the competition, one from each of the following two divisions: Middle School (students in grade 5-8, or aged between 10-13 years as at 26/9/08) and Secondary School (students in grade 9-10, or aged 14-16 years as at 26/9/08). Where members of a group span the two age divisions, the group will be judged in the secondary school division.

- j. Divisional runner up team means the individual, school or community group named on the entry form of a divisional runner up entry. The runner up team or entrant from each division will be the recipient of a runner up prize.
3. Entry in the competition does not have a charge.
4. An entrant(s) may submit multiple entries in the competition.
5. The Competition commences at 9.00am Eastern Standard Time ("EST") on Monday May 26<sup>th</sup> 2008 and closes at 5.00pm EST on Friday September 26<sup>th</sup> 2008.
6. The entry is to be sent to *Get Reel: Design a drug ad competition*, C/- Youth Off The Streets, PO Box 6025, Alexandria NSW 2015 by the close of the Competition.
7. Each entry MUST be accompanied by a completed entry form. Entries without an entry form will not be considered.
8. Each entry form should clearly state the name of the teacher/team leader and the school/youth organisation. Each team entry form should clearly state the name and age (as at 26/9/08) of each individual within the entry.
9. The entry may be submitted in various formats. One format will not be considered advantageously over the other.
10. The entry may be constructed from any medium, which can include paper, cardboard, collage, computer disk, video, or any other medium chosen by the entrant.
11. The entry will be judged by a panel of judges selected by Youth Off The Streets. The decisions of the judges will be final and no correspondence will be entered into.
12. Entries will be judged on the following criteria:
  - a. How effectively the entry will attract the audience's attention;
  - b. The clarity of the message communicated in the entry;
  - c. How appropriate the message is to the target audience identified in the entry;
  - d. How effectively the commercial will influence the beliefs, attitudes and behaviours of the target audience identified in the entry;
  - e. How well a television advertisement, produced from the entry will stand out and the message be remembered by the audience.
13. The entry must comply with the Commercial Television Code of Practice guidelines for program material receiving a Parental Guidance (PG) rating. The PG rating permits mild visual depiction of and restrained verbal reference to illegal drug use, if justified by the story line or program context, but the program must not promote or encourage illegal drug use. The use of legal drugs in advertisements must be handled with care (section 2.13.4). Details about the PG rating can be found at

[http://www.aba.gov.au/tv/content/codes/commercial/facts\\_code2.htm#can\\_dP](http://www.aba.gov.au/tv/content/codes/commercial/facts_code2.htm#can_dP). An entry that does not comply with the Commercial Television Code of Practice will be deemed ineligible for judging.

14. Each entrant, or each individual within an entrant team shall receive a certificate of participation from Youth Off The Streets and the Sony Foundation Australia.
15. Each divisional runner up team (School/youth organisation) shall receive a Sony Entry Handycam Camcorder.
16. Each individual divisional runner up team member shall receive Sony packs containing a selection of Sony CDs and DVDs.
17. Each divisional winning team (school/youth organisation) shall receive a Sony Bravia LCD TV.
18. Each individual divisional winning team member shall receive a Sony MP3 Walkman.
19. Youth Off The Streets will professionally produce the winning entry in each division as a Community Service Announcement.
20. Youth Off The Streets will submit the winning entries from each division to National TV Networks for broadcast.
21. Where made available by the TV Networks, the date of broadcast of the winning entries will be advertised on the competition website.
22. Prizes are not transferable or redeemable for cash.
23. Youth Off The Streets reserve the right to replace prizes described and pictured on promotional materials with similar make & model. Alternative Sony products may be made available at the discretion of Youth Off The Streets.
24. Announcement of the winner & runner up entries from each division will be made on the Youth Off The Streets website. The winning & runner up teams and the winning entrants will be notified by mail.
25. All submitted personal details of the entrant will be stored at the office of the Promoter. A request to update and correct any information should be directed to that office.
26. By entering the competition the entrant agrees that copyright of the contents of their entry becomes the property of Youth Off The Streets and that the entry may be reproduced in part or whole and / or used for promotional, marketing and publicity purposes. The property in the copyright shall take effect from the date the entry is submitted.
27. By entering the competition the entrant warrants that the entry is an original work created by the entrant and that the use or reproduction of the entry by Youth Off The Streets will not infringe the copyright or any other intellectual property of any third party. The entrant indemnifies Youth Off The Streets against any loss or damage or breach of warranty as to the contents of the entry or the originality of the work created by the entrant, incurred by Youth Off The Streets as a result of an infringement or breach or warranty.

28. If for any reason a winning entry cannot be produced as a Community Service Announcement (i.e. copyright issues), Youth Off The Streets will notify the winning entrant. The runner up entry from the appropriate division will then be put forward for production.
29. Youth Off The Streets accepts no responsibility for misdirected mail or lost and late entries. If the entrant's contact details change during the competition period the entrant must notify Youth Off The Streets in writing to *Get Reel: Design a drug ad competition*, C/- Youth Off The Streets, PO Box 6025, Alexandria NSW 2015.
30. Youth Off The Streets will not be responsible for any delay in delivery, or failure of safe delivery of prizes once prizes have left the premises of Youth Off The Streets.
31. Youth Off The Streets takes no responsibility nor makes any warranty as to the fitness, suitability or use of any of the prizes and any personal injury suffered as a result of use of any of the prizes is the responsibility of the manufacturer. At no stage whatsoever has Youth Off The Streets undertaken any examination of the fitness or suitability of the prizes and prior to the use of the prizes the winning entrant has done all things necessary and made such enquiries as reasonably possible to satisfy him or herself as to the fitness and suitability and use of the prizes.
32. Youth Off The Streets reserves the right not to return any entries in the competition to the team or entrants.