

ART IN, BUTT OUT 2018

COMPETITION GUIDELINES AND CONDITIONS OF ENTRY

“Art In Butt Out” is a competition open to students in Year 8 whether in ACT public or private schools or home schooled.

The competition is conducted by the AMA ACT’s Tobacco Task Force.

The Tobacco Task Force is a coalition of community sector organisations, whose objectives are to reduce the uptake of smoking, by young people particularly, and smoking cessation in the community. The Tobacco Task Force partners are AMA ACT, Canberra ASH, The Cancer Council ACT, the Heart Foundation ACT and Winnunga Nimmityjah Aboriginal Health Service.

Entries:

- Entry to the competition is free.
- Entrants must be Year 8 students studying in the ACT.
- Entrants will design an anti-smoking advertisement targeted at their peers for use on milk bottles.
- Entries must be the original work of the entrant and must never have been published or self-published in any format, print or electronic, excepting for the purposes of school work or school publications.
- Entries must be accompanied by a completed official entry form, which has been signed by the entrant.
- Entries may be submitted in person, electronically or by mail.
- Entry forms are available from schools, on the AMA ACT website- www.ama-act.com.au or by phoning 6270 5410.
- Only one entry per person is allowed.
- Entry implies acceptance of all the rules. Failure to comply with the entry requirements will result in disqualification.
- All entries must be received at the AMA ACT office, 42 Macquarie St, Barton or mailed to AMA ACT, PO Box 560 Curtin ACT 2605 or to reception@ama-act.com.au by C.O.B. Friday 18 May 2018.

Judging:

- Work will be judged on its adherence to the design guidelines, and its ability to be both arts and message-based.
- The judges’ decisions are final and no correspondence will be entered into. Judges are unable to comment on individual entries.
- The judging panel will include members of the AMA ACT’s Tobacco Task Force and guest judges to be advised.

Publishing Rights:

- AMA ACT will retain the winning entry for promotional purposes.
- The winning designer gives permission for their artwork to be used for the purposes of milk bottle advertising in 2018.
- Entering the competition grants AMA ACT the right to use the artwork for promotional purposes in future years. This may include, but is not limited to, using the artwork, in future competition promotions, in the “Canberra Doctor” and in the publications of the constituent member of the Tobacco Task Force, to promote the work of the Tobacco Task Force in the community, and in other similar health promotions as considered desirable and appropriate by AMA ACT and the Tobacco Task Force.

Rights granted by the designer:

Ownership of designs remains the property of the individual designers. The winning artwork will become the copyright responsibility of AMA ACT which will retain the work to use for milk bottle advertising in 2018 and for other promotional purposes not limited to the promotion of anti-smoking or the competition in future years. AMA ACT will acknowledge the designer whenever the artwork is used.

The designers warrant to AMA ACT that the work does not infringe the rights, including copyright, of any third party.

The winner will be required to attest to the accuracy of the information provided on the entry form. The winner and a parent or guardian acknowledges full agreement to all regulations and conditions of the competition as stated in the competition guidelines and conditions of entry.

Prizes:

- There will be a \$250 gift voucher for the winning designer to spend at selected shops within the Canberra Centre.
- AMA ACT reserves the right to withhold the prize if there is no outstanding entry worthy of the award.

Designs must meet the following guidelines:

- Be an original design by a student in Year 8 of secondary schooling.
- Be designed specifically for the Tobacco Task Force Competition. (Designs that are created for school assignments in conjunction with this competition are eligible).
- Send an anti-smoking message.
- Be designed to the following dimensions: 140mm x 60mm.
- Be designed using one colour + black and white.
- Be submitted as hard copy or electronically.
- Be in English or have English translation.

Designs not in accordance with the anti-smoking goals or that are deemed offensive will be disqualified.

Timeline:

- The competition will close on 18 May 2018.
- Winner will be announced in August 2018.
- It is anticipated that the winning advertisement will appear on “Canberra Milk” bottles between September and October 2018.