



COVID-19 ACCHO Competition

ACCHO COVID-19 Vaccination Promotion Competition

Terms and Conditions

The Competition

An invitation to all ACCHOs to create COVID-19 vaccination promotions that encourage vaccinations in their community and lead to more vaccinations.

There are three key target groups to select from:

- **Category 1.** Kids: 5–12 years (in the ACCHO community)
- **Category 2.** Teens and adults: 13–49 (in the ACCHO community)
- **Category 3.** Older adults 50+ (in the ACCHO community)

The Theme

Getting the COVID-19 vaccination is looking after yourself.

The Prize

The 3 best promotional videos (that meet all the criteria) will win:

- **Category 1**
 - First Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **3 staff members**
 - Second Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **2 staff members**
- **Category 2**
 - First Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **3 staff members**
 - Second Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **2 staff members**
- **Category 3**
 - First Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **3 staff members**
 - Second Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **2 staff members**

Campaign Criteria

1. Competition entry requirement:
 - A video advertisement/promotion and
 - 5 x photos with captions that tell the story of your video advertisement/promotion.
 - Photographs **must** be high resolution (at least 300 pixels per inch) and saved in JPG or PNG format.
 - Photographs must be larger than 1Mb in size.
2. One entry per target group.
3. You may create an entry for all target groups but can only win one category.
4. Each entry must include a key message/tagline.

Timeframe:

1. The competition was announced as a forecast opportunity at the COVID-19 Grants Webinar on Monday 21 August 2023.
2. Official launch was via email Thursday 24 August 2023.
3. All entries must be submitted by Thursday 28 September with winners announced Wednesday 4 October 2023.
4. NACCHO Members' Conference 25–26 October 2023.



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1. Background

- 1.1. This competition is being conducted by NACCHO.
- 1.2. Submitting an entry into this competition deems acceptance of these terms and conditions.
- 1.3. NACCHO reserves the right to amend these Terms and Conditions or suspend or cancel this competition if an event beyond its control impacts the proper conduct of this competition.
- 1.4. This competition is free to enter.

2. Who can enter

- 2.1. This competition is open to any ACCHO.
- 2.2. Employees of NACCHO are not eligible to enter the competition.
- 2.3. Employees of affiliate organisations are not eligible to enter the competition.

3. How to enter

- 3.1. Entries are open for 5 weeks from 24 August 2023 to 28 September 2023.
- 3.2. Entries must be submitted to covid19vaccine@naccho.org.au and include one entry form per set of resources submitted.
- 3.3. Video must be saved in MP4 or Mov format.
- 3.4. Photographs must be high resolution (at least 300 pixels per inch) and saved in JPG or PNG format.
- 3.5. Photographs must be larger than 1Mb in size.

4. Submission guidelines

- 4.1. Entries must be original videos and photographs produced by the entrant.
- 4.2. Entries must not include any trademarks or copyright material owned by a third party.
- 4.3. Entries must not violate any persons' privacy.
- 4.4. It is the entrant's responsibility to ensure they have gained the appropriate permissions or talent releases for their entries, if required.
- 4.5. Entries must not have watermarks or branding on them.
- 4.6. Entries must not plagiarise the work of anyone else.
- 4.7. Entries must be relevant to the theme: ***Getting the COVID-19 vaccination is looking after yourself*** and encourages the community to get vaccinated for COVID-19.

5. Judging

- 5.1. Initial judging of campaigns will be conducted by the NACCHO COVID-19 project team and the NACCHO Communications team.
- 5.2. Shortlisted campaigns will be presented to the NACCHO Deputy CEO, Dr Dawn Casey, for final decision and endorsement.
- 5.3. Resources will be judged on the following merits:
 - Relevance to the theme
 - Creativity
 - Composition
 - Originality
 - Appropriateness for the target age group.

6. Prizes

• Category 1

- First Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **3 staff members**
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- **Category 2**
 - First Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **3 staff members**
 - Second Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **2 staff members**
 - **Category 3**
 - First Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **3 staff members**
 - Second Prize includes return flights, accommodation, and tickets to NACCHO's 2023 Conference in Perth for **2 staff members**
- 6.1. Prizes will only be awarded to content creators. Creators must be persons in the ACCHO's communications/health promotions teams who created the promotional resources or are heavily involved in the resource design and/or production process.
 - 6.2. Prize winners will be contacted via email and, provided they give permission, announced on social media.
 - 6.3. All decisions are final.
 - 6.4. Prizes are not transferable to ACCHO staff not involved in the resource/s design and/or production process.
 - 6.5. All prize winners are responsible for booking and paying for flights, accommodation, and Conference tickets. NACCHO will reimburse these costs on receipt of paid invoices.
- 7. Assignment of Moral and Intellectual Property Rights**
- 7.1. By entering the competition, the entrant acknowledges that NACCHO may use materials submitted for use in promotional activities, and grants NACCHO a royalty-free, non-exclusive license to use materials submitted for its NACCHO website, social media, collateral, eNewsletter, and any promotional materials to promote its work.
 - 7.2. NACCHO will not be liable for any third-party misuse of images.
 - 7.3. By entering the competition, the entrant acknowledges that NACCHO are under no obligation to use their entry.
 - 7.4. Ownership of copyright within the materials supplied remains with the entrant.