

Create a 45-second video by 1 May 2014 to help us promote the Redmap project (www.redmap.org.au) and raise awareness about ocean warming in Australia!

First prize \$2,000	Second prize \$1,000	People's choice (highest number of YouTube views) \$2,000
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How long can my video be?

No longer than **45 seconds** (just like Redmap's promotional [video](#)).

When is my video entry due?

The competition deadline is 1 May, 2014 (at 5pm AEST). But feel free to send in your video earlier.

What themes need to be in my video?

You need to include the themes **REDMAP and Ocean Warming**. Your video must meet the *Terms and Conditions* (www.redmap.org.au/article/redmap-video-comp-2014/) and be suitable to show to the public.

What style or genre of video will be accepted?

This is where you have a **creative license**. Ideas could include an animation, your own underwater footage or photos, a TV-style advertisement, a mockumentary, an original song, an interview (for example, with a scientist, diver or fisher), a dance, a photo slideshow, a skit, and more – the sea's the limit! Any tone is encouraged, from serious to humorous.

Need more ideas?

Check out Redmap's 45-second promotional video: www.redmap.org.au/article/its-not-fishing-its-research/

What material can I put in my video?

We will only accept videos with your own **original material**. Videos containing any third-party or copyrighted material will not be accepted (creative commons material will also not be accepted). Use only material you and your team members have created, like original photos, video footage, graphics, music, scripts, audio, etc. If you are stuck for marine photos, you may use the Redmap logos and all the underwater images shown on this page: www.redmap.org.au/article/need-underwater-images-in-your-video-use-these/.

Do I need to use a professional camera?

No. Feel free to use a smartphone, tablet, camera or a traditional video camera. But it's important that visual and sound quality is of a good standard for public broadcast and to improve your chances of winning.

What format should my video be in?

The video file should have a 16:9 ratio (if possible, but not essential) and meet the specifications for uploading to **YouTube** such as, but not limited to: .MOV, .MPEG4, .AVI, .WMV, H264 ATV

Who can enter?

This competition is run **for anyone, anywhere in Australia***. Entrants must be Australian residents. You can enter as an individual, an organisation, a school, a class, a group of fishing or diving mates, or a club. Film, media, drama or arts students, colleges, universities, schools or amateur clubs are most welcome to enter. Anyone involved in the video must fill out the *Personal Consent Form*.

Any age group can get on board! Those younger than 18 need signed consent from a parent or guardian. *We will not accept videos from professional advertisers, art, media, drama or film companies.

Why should I bother entering?

For the money and the fame, of course! But seriously, you will help us spread the word around Australia about the Redmap project and the impacts of ocean warming on marine life. We are looking forward to the many types of videos and ideas about this topic (Also, don't forget the cliché: 'be in it to win it!').

How do I submit my video entry to Redmap?

You've created your masterpiece! We look forward to watching it. Please follow these steps:

1. Upload your 45-sec video to [YouTube](#) and make sure your video is made "Public".
2. Title your video: REDMAP COMPETITION - *then add your own title next to this.*
3. In YouTube, add a 'Description' of your video *in 100 words or less.* Don't disclose any personal contact details when you upload your video as it will be viewed publicly.
4. When you upload your video, make sure you disable the COMMENTS option (turn it off) in the 'Advanced Settings'. Redmap cannot moderate potentially rude or inflammatory comments so cannot accept videos that allow comments.
5. Once you have uploaded your video, please complete and sign these **forms** (click on links to open):
 - i) A competition **Entry Form**
 - ii) **Personal Consent Forms**We need a consent form for every person in the video *and* involved in the project. Under 18s also need the signed consent of a parent or guardian. Refer to the *Terms and Conditions*.

6. Send the signed Personal Consent Form(s) and the Entry Form to Redmap via:
 - i) Email: enquiries@redmap.org.au (attach your scanned forms),
 - ii) **OR** Post to: Yvette Barry, Redmap, IMAS, University of Tasmania
Private Bag 49, Hobart, Tasmania, 7001.
Make sure your forms are received by Redmap on or before 1 May 2014.

Can an entrant submit more than one video?

Just one video per entrant. But different classes, groups or departments of the same school, college, uni, club, or organisation may all enter separately.

What are the prizes? (only one prize per entry)

First prize: \$2,000 Second prize: \$1,000 People's Choice (highest YouTube views):\$2,000

How will my video be judged?

A panel of judges will review the videos after 1 May 2014. Entries will be judged on four main criteria: **creativity**, message, 'wow factor' (originality) and video quality. The video with the highest number of YouTube views on 30 May 2014 will be awarded the People's Choice prize. See the *Terms and Conditions*.

All winners will be notified by email and telephone on 10 June 2014 or earlier.

How can I increase my chance of winning the People's Choice prize?

Share your Redmap video with your friends, colleagues and family to increase the YouTube views. Post your video on social media like Facebook, Twitter, Pinterest, Instagram, a YouTube Channel, blogs and the list goes on. The earlier you upload your video to YouTube, the sooner you can get people to view it! (Note: the video that wins the People's Choice prize will not be in the running for 1st or 2nd prize).

What will the videos be used for?

Every video entry will be added to the **REDMAP website** after 1 May 2014, provided it meets the *Terms and Conditions*. Redmap may use all or part of any video entry in future Redmap promotions, video compilations, events, seminars, publications, public broadcasts, social media, media, and online. Video entries may also be broadcast by external media and organisations (e.g. broadcast or published in whole or part via television, social media, newspapers, cinemas, and online).

Contact: Yvette Barry, Redmap Communications Officer, at the Institute for Marine and Antarctic Studies (IMAS) at the University of Tasmania (UTas), email: enquiries@redmap.org.au.

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