



Great Western Tiers Tourism Association Visual Media Competition – 2023

The Great Western Tiers Tourism Association is seeking high quality digital images and video to help promote the Great Western Tiers & Meander Valley and to support “The Short Walks Capital of Tasmania” tourism strategy.

Enter to win a share of \$1,500.00.

Entrants must read these Terms and Conditions before entering the competition.

There is a \$15.00 entry fee.

TERMS AND CONDITIONS

The Great Western Tiers Tourism Association (GWTTA) is seeking high quality visual media to help promote the region as part of a strategic approach to gain brand recognition in the Tasmanian tourism market.

FOCUS AREA

The focus area encompasses the Great Western Tiers / kooparooka niara mountains from Millers Bluff in the south and Western Bluff in the northwest. Entries may be from any location between Prospect Vale in the east and Liena in the west. To fit the Great Western Tiers brand strategy, as identified by the Tourism Association, entries should have one or more of the following features.

1. Breathtaking beauty in the background;
2. Relevant focal point in the foreground;
3. Encompasses a human element (features people exploring or enjoying the region);
4. Highlights features that are unique to the Great Western Tiers & Meander Valley region

CATEGORIES

The GWTTA will accept digital images and video of the Great Western Tiers & Meander Valley, in the following 3 categories.

1. Landscape - The Great Western Tiers as a unique and iconic Australian landscape
2. People - People as they relate to The Great Western Tiers and Meander Valley
3. Multimedia - Your own interpretation of The Great Western Tiers or Meander Valley through a 30-second video or animation

You may enter in each category as many times as you like. Each entry will require a new form submission and fee.



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AWARDS

Entrants are eligible to win a cash prize of \$500.00 in each of the 3 categories.

COMPETITION DATES

The competition opens at 9am, **1 September 2023** and closes at 5pm, **1 November 2023**.

Entries received after the 1 November will be ineligible.

WHO CAN ENTER

1. Entry is open to all residents of Australia, except members of The Great Western Tiers Tourism Association Board [the “Promoter”] or any persons associated with the development or ongoing coordination of the competition;
2. Entrants must be 18 or over.

HOW TO ENTER

Enter online via the [Great Western Tiers Tourism Association website](#).

SUBMISSIONS [“Content”]

1. Submissions must be entrants' own work;
2. Entries must be current (preceding 12 months) and meet the competition criteria as outlined in these Terms and Conditions;
3. Entries must have been captured in locations within the defined focus area, (Meander Valley);
4. Any person featured in the photo must consent to their image being used by the GWTTA;
5. Video submissions must be via link to either YouTube or Vimeo;
6. Image submissions must be 96 dpi;
7. Image submissions must be in PDF, JPG or PNG format with a max size of 50MB;
8. Entry file name must match the entrants' name and the title on the entry form;
9. Entries must not include watermarks – this will deem the entry ineligible;
10. Entries are unlimited, each entry will require a new form submission and fee, and must be substantially unique [repeat images will not be considered];
11. Finalists must provide a high-resolution physical print [framed or unframed] or digital screen to display their work. We will contact you regarding dimensions;
12. Finalists must provide a contact card if they wish to sell their work during exhibition.

JUDGING

The judging panel will be selected by The Great Western Tiers Tourism Association. Finalists and recipients of awards will be contacted via phone or email. Winners will be announced on **1 December 2023**. The Judge’s decision is final, and no correspondence will be entered into.



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EXHIBITION OF ENTRIES

Finalists and award winners (and a selection of visual media that the judges deem to best represent the Great Western Tiers Tourism Association brand) will be exhibited in **December 2023**. Entrants with exhibited items will be invited to attend the exhibition.

USE OF IMAGERY

The Great Western Tiers Tourism Association is a voluntary not for profit organisation whose mission is to raise the profile of The Great Western Tiers & Meander Valley for the benefit of all businesses and the productivity of the region as a whole.

With regard to any item submitted to this competition, the Entrant or the owner of copyright for the item retains copyright. However, by uploading or submitting any item to this contest, the Entrant grants The GWTTA a royalty free, non-exclusive licence to display, distribute, and reproduce, in any media developed which meets its purpose of promoting the region as a tourism destination, and which meets the requirements of its strategic plan, including advertising and promotional materials, its website and affiliated media, exhibition, and publications.

Use of visual media will be limited to 5 years. The copyright owner, i.e., the Entrant, agrees that The GWTTA will not be required to pay any additional consideration or seek any additional approval in connection with such uses. Entrants are required to sign the Entry Form as a release for the above conditions. Any media used will be credited to the owner.

The GWTTA reserves the right to share images and video subject to the same conditions as above with Visit Northern Tasmania [Regional Tourism Association], Tourism Tasmania and Meander Valley Council. A selection of entries, which best represents the Great Western Tiers & Meander Valley will be exhibited in **December 2023**. Entrants with exhibited items will be invited to attend the exhibition.

Entrants agree that they are fully responsible for the content they submit. The Promoter shall not be liable in any way for such content to the full extent permitted by law. The Promoter may remove any content without notice for any reason whatsoever.

RESPONSIBILITIES OF ENTRANTS

Entrants warrant and agree that:

[a] They will not submit any content that is unlawful or fraudulent, or that the Promoter may deem in breach of any intellectual property, privacy, publicity or other rights, defamatory, obscene, derogatory [censored], biographic, sexually inappropriate, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, not suitable for children aged under 15 or otherwise unsuitable for publication.

[b] They will obtain prior consent from any person or property that appears in their content.

[c] They will obtain full prior consent from any person who has jointly created or has any rights in the content, to the uses and terms herein.



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[d] Their content shall not contain viruses or cause injury or harm to any person or entity.

[e] They will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others` computer or communication systems.

Entrants consent to the Promoter using their name and image in the event they are a winner in any category for an unlimited period without remuneration for the purpose of promoting this competition [including any outcome].

As a condition of accepting a prize, each winner may be required to sign any legal documentation as required by the Promoter in their absolute discretion, which may include but not limited to a legal release and indemnity form.

The Promoter collects personal information in order to conduct the promotion and may, for this purpose, disclose such information to third parties, including but not limited to agents, contractors, service providers and prize suppliers. Entry is conditional on providing this information. The Promoter may, for an indefinite period, unless otherwise advised, use the information for promotional, marketing and publicity, including sending electronic messages or telephoning the entrants. Entrants should direct any request to access, opt-out, update or correct information to the Promoter.

Please note: Nothing in these Terms and Conditions limits, excludes or modifies or purports to limit, exclude or modify the statutory consumer guarantees as provided under the Competition and Consumer Act, as well as any other implied warranties under the ASIC Act or similar consumer protection laws in the State and Territories of Australia [‘Non-Excludable Guarantees’]. Except for any liability that cannot by law be excluded, including the Non-Excludable Guarantees, the Promoter [including its respective officers, employees and agents] excludes all liability [including negligence], for any personal injury; or loss or damage [including loss of opportunity]; whether direct, indirect, special or consequential, arising in any way out of the promotion.

Please contact secretary@greatwesterntiers.org.au with any questions