

EKKA CREATIVE CLIPS SCHEDULE

Ekka

ROYAL QUEENSLAND SHOW

AUGUST 10-18





Welcome from the President



Our competitions are the backbone of the Royal Queensland Show (Ekka), bringing the city and country together each year to showcase the best of the best.

In 2023 the 144th Ekka was the most attended Show since 2019, since before the Covid-19 pandemic. Queensland's biggest and most loved event was an incredible success, attracting around 400,000 people.

We were delighted to once again reward and recognise our exhibitors across 54 competition sections. The RNA received over 20,000 competition entries, a 12% increase on 2022, which is also back to pre-pandemic levels.

More than 4,400 exhibitors travelled from across the country for their chance to win a coveted blue ribbon when the Ekka awards and celebrates the best of the best.

The entries included 4,257 prized animals, 1,231 cakes and condiments and 634 works by Queensland students.

Our competitors were able to share in a total prize pool of almost \$680,000 – a 10% increase on last year.

In 2023 we hosted 10 international judges, ensuring exhibits were judged by some of the world's most highly experienced and respected individuals.

In 2024, the nine-day Show will be held from Saturday 10 August to Sunday 18 August, running over two full weekends.

Since 1875, the RNA has been dedicated to championing agriculture and is honoured to stage Queensland's largest event on behalf of the community each year.

We look forward to continuing this wonderful legacy for future generations of exhibitors and patrons to enjoy.

Good luck with your entries and see you at the 2024 Royal Queensland Show.

David Thomas
RNA President



ROYAL QUEENSLAND SHOW
AUGUST 10-18

145th ROYAL QUEENSLAND SHOW

SATURDAY 10TH – SUNDAY 18TH 2024

Ekka Creative Clips

APPLICATIONS TO ENTER CLOSE & ENTRY FEE DUE Friday 19 July 2024 at 5.00pm

ENTRY FEES \$30 Per School (No limit on number of teams)

REQUIREMENTS Storyboards and Video are to be uploaded via the RNA entries portal.

Each team must submit the below at the time of entry: Team Name

School Contact (Name, Phone and Email)

Team Competitor Names

NUMBER OF STUDENTS PER TEAM Maximum of 4 students per team (teams may have less than 4 students)

COMPETITION CLASS GROUPS BY YEAR LEVEL Participation is open to the following year levels:
Class 1 - Junior (Years 5 to 9)
Class 2 - Senior (Years 10 to 12)

SUBMISSION OF STORYBOARD AND FILM Monday 2nd September 2024 by 5.00pm

WINNERS ANNOUNCED Monday 9th September 2024 by 5.00pm

Please note: The overall winning submission may be uploaded to Ekka social media platforms and shown at the following Royal show's main arena. Therefore, those entering the competition need to be aware that submissions may be viewed by the public.

If you are interested in becoming a Sponsor of Ekka Creative Clips or have any queries, please contact the Competition Coordinator Kathleen Brock | E: kbrock@royalqueenslandshow.com.au | T: 07 3253 3935

LATE ENTRIES WILL NOT BE ACCEPTED
PRIZES AND PRIZE MONEY SUBJECT TO CHANGE
NO REFUNDS WILL BE MADE AFTER CLOSE OF ENTRIES

Ekka Creative Clips

Class 1 Junior (Years 5 to 9)

Students work in small teams to plan, script, perform in, direct, shoot, edit and produce a social media video. The topic of these social media videos must meet the judging criteria and client brief outlined in the schedule

First: \$200; **Second:** \$75; **Third:** \$25

Class 2 Senior (Years 10 to 12)

Students work in small teams to plan, script, perform in, direct, shoot, edit and produce a social media video. The topic of these social media videos must meet the judging criteria and client brief outlined in the schedule

First: \$200; **Second:** \$75; **Third:** \$25

CREATIVE BRIEF & JUDGING CRITERIA

CLASS	<p>Class 1 - Junior (Years 5 to 9)</p> <p>Class 2 - Senior (Years 10 to 12)</p>
Client	Royal Queensland Show (Ekka)
Client Profile	Ekka is the largest annual community event in Queensland, attracting an average of 400,000 visitors who come to experience a unique mix of animals, competitions, entertainment, agriculture, and food each year.
Target Audience	<p>Class 1 target audience is young families with kids aged 3-10.</p> <p>Class 2 target audience is teenagers aged 12-19.</p>
Length	<p>Class 1 - Create and submit one 20 - 30 second video suitable for a social media video, advertising a day at the Ekka.</p> <p>Class 2 - Create and submit one 60 second video suitable for a social media video, advertising a day at the Ekka.</p>
Video Dimension	<p>Class 1 & 2- Vertical video suitable for a social media (Facebook story or Instagram story), Video Dimensions: VERTICAL 1080 x 1920 pixel ONLY</p> <p>*All entries must be submitted as a .mp4 or .MOV*</p>
Brief	<p>Your group must:</p> <ul style="list-style-type: none"> • Draft a basic narration script that aligns to the length of the video • The proposed video must include 5 trending social media hashtags. • Provide a storyboard of your proposed advert content and cutaway footage using the attached template (by the deadline) • Include the Ekka logo (current for 2024). Any altering of the logo will result in deduction of points.* • Create an advert appropriate for the target audience. <p>Social media video can be shot on ground during your Ekka excursion, at school or in another medium for example stop motion, Claymation etc.</p> <p>*Logo will be available off the Ekka Website, please visit: https://www.ekka.com.au/competitions/education/creative-clips/</p> <p>Note: Please be aware a ticket into Ekka is not provided and tickets will need to be purchased by individual schools. Students need to be aware that the overall champion will have their video uploaded to Ekka social media platforms.</p> <p>For School Group enquiries please visit: https://www.ekka.com.au/education/school-excursion/ or call Syafiqah on 07 3253 3953</p>

JUDGING CRITERIA

Your video will be reviewed and scored by a panel of judges selected by the RNA.

JUDGING CRITERIA	EXCELLENT	SATISFACTORY	NEEDS IMPROVEMENT
TASK			
LENGTH AND SUBMISSION (10 points total)	The video is no more than 5 seconds over or under in length	The video is no more than 10 seconds over or under in length	The video is no more than 20 seconds over or under in length
STORYBOARD/OVERVIEW DOCUMENT LINKS TO CREATIVE BRIEF (20 points total)	Document demonstrates strong links to the creative brief and task requirements.	Document demonstrates some links to the creative brief and task requirements.	Document demonstrated no links to the creative brief and task requirements.
CONCEPT DELIVERY – A DAY AT THE EKKA (20 points total)	The concept was carried through the video in an imaginative and attention catching way	The basic concept was delivered within the video	The concept did not appear in the video.
AUDIO & TECHNICAL QUALITY (20 points total)	The video has excellent, clear quality audio. Background music (if used) is appropriate and does not overpower any other audio. The video has been creatively edited with appropriate coloring and lighting in mind.	The video has good quality audio. Background music (if used) is appropriate and does not overpower any other audio. The video has been adequately edited with appropriate coloring and lighting in mind.	The video has poor quality audio, with no efforts to improve clarity or include other audio tracks. The video demonstrates no thought to editing technique, and no edits to coloring & lighting.
SOCIAL MEDIA EFFECTIVENESS (30 points total)	The video is imaginative, attention catching and unique. The storyboard has an excellent selection of five hashtags.	The video is attention catching. The storyboard has a good selection of hashtags.	The video lacks any attention catching features. No hashtags used in the storyboard.
TASK TOTAL /100	Judges' Comments:		

VIDEO UPLOAD REGULATIONS

1. All entries must be submitted as a .mp4 or .MOV
(please note: these file types can be made using any smart phone to record your video)
2. Video files must be submitted by uploading to the Online Entries portal. Files will not be accepted by email.
3. Please ensure that any uploaded file is under 300MB in size. No compressed or zipped files will be accepted. Entries that do not comply with this rule will be disqualified with no refunds.
4. Before you upload your file please ensure:
 - o Your video is saved in one of the following formats: .mp4 or .MOV
 - o Your video is under the size limit 300MB
5. Teams are required to plan and submit a storyboard as part of their online entry (Please note, story Boards and Videos can be uploaded AFTER the entry is mad and paid for) . The storyboard should explain your pitch or plan to meet the client brief and include any hashtags that will accompany your videos. Sketched images are encouraged. Each submission should be a maximum of four (4) A4 pages scanned and uploaded to your entry.

GENERAL REGULATIONS

The attention of Exhibitors is drawn to the fact that all entries that are accepted will be subject to the Royal National Agricultural and Industrial Association of Queensland Act 1971, as well as to the By-Laws, General Regulations of the Association and any Competition Specific Regulations which appear in this schedule.

Judging will be performed by a panel of Judges appointed by the Royal National Agricultural and Industrial Association of Queensland.

No refunds will be made after close of entry. No refunds will be given for entries not presented or not adhering to the schedule regulations.

If COVID-19 recommendations and mandates advised by the Federal and State Governments mean the competition class you entered cannot proceed, the RNA will issue a full refund of your entry fee.

NOTICE TO INTENDING EXHIBITORS

Entries for the Royal Queensland Show can ONLY be made online through our [Exhibitor Portal](#). Entries submitted other than on the online portal will be returned to the Exhibitor and, unless all requirements are submitted online by 5.00pm on the Application to Enter closing date, as shown in the Schedule, they will not be considered.

As a condition for acceptance of all entries, all exhibitors/competitors agree to the following:

- All information submitted as part of my exhibitor profile is true and correct, including taxation status and bank account information.
- Neither myself nor my family members will indulge in any social, professional or other interaction with an official or judge contracted or sub- contracted by the RNA before or during the Royal Queensland Show.

PRIVACY STATEMENT

You can be assured that the privacy of your personal information is of the utmost importance to us. The information provided by you in any application for membership or application to enter is used by the Royal National Agricultural and Industrial Association of Queensland (RNA) to offer member services or to organize and conduct competitions at the Royal Queensland Show. By applying for membership or entering such competitions you consent to provide such details as your name, address and exhibit details. Competition information may be made available to the media and included in RNA publications.

The exhibitor irrevocably consents to the RNA publishing or reproducing in any manner whatsoever any particulars or information in relation to their exhibits; the publication or reproduction may be in a printed form or visual image through electronic means and/or on the internet. Your information will not be disclosed without your consent for any other purpose unless required by the law. By providing your email address you are consenting to receive communications from us relating to the Royal Queensland Show. For full privacy details visit <https://www.rna.org.au/privacy-policy.aspx>

PRIZE MONEY

1. Prize Money stated in the Schedule excludes GST.
2. All Prizes and Prize Monies are SUBJECT TO CHANGE at the discretion of the Competition Committee
3. GST will be added to the Prize Money for Exhibitors who are registered for GST purposes.
4. Prize money will be paid into your nominated bank account by 31 October following the Show.
5. The Association will provide a "Recipient Created Tax Invoice" to Exhibitors who are registered for GST purposes
6. All cash prizes and trophies must be claimed within six months from the closing date of the Royal Queensland Show. Prizes not claimed and by that date will be considered to have lapsed, and the amount will become a donation to the Association. (RNA By-Laws)

WORKPLACE HEALTH AND SAFETY

1. The Brisbane Showgrounds are a designated Workplace within the meaning of the Workplace Health and Safety Act 2011 and exhibitors/competitors are required to ensure that they and all persons under their direction or control, including their contractors or sub-contractors, comply with all requirements of the Act and the RNA holds each exhibitor responsible to discharge its obligations to provide and maintain a safe place and system of work during occupation by the exhibitor of any area of the Showgrounds.
2. Each exhibitor/competitor will assess the risk to themselves, staff, volunteers, family, other exhibitors, RNA staff, show visitors, children and any person foreseeably affected by the presentation of their exhibit.
3. Risks identified by exhibitors/competitors will be eliminated or controlled by the exhibitor/competitor and particular attention will be paid to ensuring public safety and safety of other exhibitors/competitors.
4. Exhibits will only be held and handled by competent persons whose experience is known to the exhibitor/competitor.
5. A "No Smoking Policy" will be strictly adhered to and policed by exhibitors/competitors and all are advised that the use of Primus stoves, any heating or lighting appliances of a like character, or any naked light, is strictly prohibited in the pavilions.
6. Any exhibitors/competitors intending to bring electrical equipment to the Showgrounds will be required to ensure that such equipment is fitted with residual current protection and that all electrical leads, tools and appliances have been inspected by a licensed electrical contractor and currently tagged. The use of double adaptors is prohibited, and all power boards must also be tested and tagged.
7. All exhibitors/competitors will comply with the requirements of the Act and its Regulations and Standards in every other respect. This is essential for the safety of all exhibitors/competitors and the general public. The Act imposes very severe penalties in the event of noncompliance with its provisions. Anyone who do not comply will not be allowed to exhibit at the Royal Queensland Show.
8. The Brisbane Showgrounds is subject to a Special Facility License issued under the Liquor Act 1992 and strict laws related to the consumption and possession of liquor across the Brisbane Showgrounds site. The consumption or possession of liquor outside of the licensed bar areas is not authorized by the RNA and in many cases may be an offence for which on the spot fines can be issued by Police and Liquor Licensing Investigators.

DISCIPLINARY COMMITTEE

132. It there is any inconsistency between By-laws 133 - 153 and any other By-laws of the Association, By-laws 133 - 153 will prevail.
133. The functions of the Disciplinary Committee shall be to hear and determine all complaints, allegations and other matters relating to:
- prohibited substances, as defined in these By-laws or Sectional Regulations.
 - any alleged breach of the Rules, By-Laws and Regulations of the Association by an exhibitor and relating to an exhibit or to a competition, except if the alleged breach is of a kind that the Chairman of a Sectional Committee considers is of a less serious nature and should properly be dealt with by the Sectional Committee, and
 - any other alleged breach of the Rules, By-Laws and Regulations of the Association that may be referred to Disciplinary Committee pursuant to By-Law 137 (a).
147. The Disciplinary Committee may announce its decision orally or in writing. A decision that is announced orally shall have effect in accordance with its terms.
148. If the opinion of the Disciplinary Committee is not unanimous, the decision of the majority shall prevail. If the Disciplinary Committee are equally divided on any question concerning the guilt or innocence of a person, the question shall be resolved in that person's favour.
149. If the Disciplinary Committee considers that there has been a breach of the rules, By-laws or regulations of the Association, it may impose such a penalty as it considers to be appropriate, including without limitation:
- a reprimand.
 - a monetary fine (payable at such time/s as the Disciplinary Committee may determine)
 - withdrawal or withholding of any award or ribbon.
 - disqualification in respect of any class.
 - expulsion from the Showground.
 - where the person concerned is a member, a suspension or termination of that membership.
 - a ban.
 - exclusion.
 - prohibiting a Person from exhibiting or competing at the current Show or at any future Show.
 - a direction that an Exhibit be removed from the Showground.
 - any other mandatory requirement; and
 - any other penalty provided for in other regulations of the Association.
150. There shall be no appeal from any decision of the Disciplinary Committee.

INSURANCE

161. The RNA may (but is not obliged to) take out a policy of insurance in respect of the legal liability on the part of an Exhibitor for loss or damage suffered by a third party caused by any act or omission of an Exhibit or the Exhibitor.
162. The RNA, RNA Staff Members and Officials of the RNA are not liable to any Exhibitor if the RNA fails to take out a policy of insurance effectively protecting any Exhibitor or Exhibit, or if any such policy does not operate to indemnify the Exhibitor in respect of the loss or damage in question.

REGULATIONS & BY-LAWS

All Entries and Exhibitors are subject to RNA Regulations and By-Laws set out in this schedule as well as other By-Laws that may pertain to this competition.

The RNA always reserves the right at its absolute discretion without assigning any reason to:

- substitute a Judge when necessary.
- re-allocate Judging days for a particular breed.
- if entries numbers require an extra Judge, appoint an additional Judge if necessary.

Full copies of the RNA By-Laws may be obtained upon application to the Competitions Department.

If you are unsure of any of the rules stated in this schedule or your eligibility to enter the competition, please contact the entries department at entries@royalqueenslandshow.com.au

GOODS AND SERVICES TAX

The RNA's ABN is 41 417 513 726

EKKA CREATIVE CLIPS STORYBOARD: GRADE 5-9

Team Name: _____

School Name: _____

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SHOT __

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EKKA CREATIVE CLIPS STORYBOARD: GRADE 10-12

Team Name: _____

School Name: _____

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Ekka

COMPETITIONS