



ROYAL ADELAIDE SHOW GRAINS VIDEO CLIP COMPETITION

Create an entertaining one minute YouTube clip profiling any aspect of the Australian grains industry to **WIN \$1000 CASH**.
Entries will be judged by by Grains Ambassador, Andrew 'Cosi' Costello, with winners announced at the 2016 Royal Adelaide Show!

Seed to Store – The Story of Australian Grains is an exciting video clip competition which will run in conjunction with the Royal Adelaide Show's 2016 Competitions. School students and community members are invited to produce a one minute video looking at the journey of grains, legumes, oilseeds and pulses from the paddock to the plate. Give the inside scoop of the grains industry! Consider including best practice science, innovation, farming, food production and the people making it happen – farmers, agronomists, research scientists, food technologists, transporters, marketers, millers, bakers, retailers!

> Enter online at www.theshow.com.au

(Select 'Show Entries and Results' then 'Online Entries' and then 'Seed to Store')
ROYAL ADELAIDE SHOW GRAINS VIDEO CLIP COMPETITION SEED TO STORE
The Story of Australian Grain



The Seed to Store YouTube clip competition is an initiative of AgCommunicators and is proudly sponsored by the South Australian Grains Industry Trust and Grains Research and Development Corporation with support from the Royal Agricultural and Horticultural Society of SA

ENTRY DETAILS:

- > Enter as an individual or team and enter as many times as you like. Entry is \$10 per video clip.
- > There are two categories within this competition 'School Student Entrant' and 'Community Entrant', each with \$1000 to win!
- > Entries close **5.00pm Friday 12th August 2016** and the video clip must be completed at the time of entry.
- > The top entries will be played during the Royal Adelaide Show on the Coke Stage and feature on a rolling loop in the Golden Grains Pavilion with these entrants receiving free admission to the show on Tuesday 6th September for presentations.
- > The winning video clip will be promoted via Facebook and other media channels.



THE GREAT GRAIN PITCH

Entrants may profile any aspects of grains and pulses. We would love to see the industry promoted for its opportunities and achievements.

- > Think about the diverse range of players in the paddock to plate process, such as farmers, agronomists, research scientists, food technicians, transport and logistics, marketers and communicators, millers and bakers plus retailers and restaurateurs.
- > Consider the health and nutritional aspects of grains, legumes, oilseeds and pulses.
- > Make your 1 minute video creative, engaging and have fun doing it!

CONTACT:

Sarah McDonnell

YouTube Video Clip Coordinator

Email: sarah.mcdonnell@agcommunicators.com.au



IMPORTANT INFORMATION

CLOSING DATE OF ENTRIES

FRIDAY 12th AUGUST 2016 at 5.00 pm CST

Finalist for each category will be selected via online entries. Enter online at www.theshow.com.au (Select 'Show Entries and Results' then 'On line Entries' and then Seed to Store)

FINALISTS ANNOUNCED

FRIDAY 19th AUGUST

The finalists will be announced and contacted by a representative of the Royal Adelaide Show.

ANNOUNCEMENT OF AWARDS

TUESDAY 6th SEPTEMBER at 12.30 pm

The announcement of the winner and the place recipients will be made at the Royal Adelaide Show on the Coke Stage.

Please carefully read over this Prize Schedule and the Entry Regulations and Conditions before entering.

The Royal Agricultural and Horticultural Society makes every attempt to ensure that all information contained within this schedule is correct at the time of printing, however the RA&HS reserves the right to change such details as may be required.

CLOSING DATE OF ENTRIES

SEED TO STORE

CLOSING DATE OF ENTRIES

The following conditions will strictly apply:

- All entries must be submitted online along with the link to your video clip on YouTube by 5.00pm (CST) on Friday 12 August 2016.
- Entry forms by post, facsimile or email will not be accepted.
- Absolutely no exception to the above conditions will be made to any exhibitor under any circumstance.

ONLINE ENTRIES www.theshow.com.au

ENTRY FEES (GST INCLUDED) \$10 per entry

PAYMENT OF FEES When paying fees by credit card, exhibitors must ensure that sufficient funds are available at the time of entry. Failure to do so may result in non-acceptance of entries.

REFUNDS No refund of entry fees will be made after the closing date of entries.

MEMBERSHIP Exhibitors need not be members of the Royal Agricultural & Horticultural Society of SA Inc. Membership fees: Adults \$148, Juniors \$51 (under 18).

CONTACT US

Email:

entries@adelaideshowground.com.au

Phone: (08) 8210 5211 (between 9.00am

and 5.00pm Monday to Friday Secretary Brad Ward

Website www.theshow.com.au

YOUR PRIVACY If you do not want your details to be made available to other parties, please tick the box on the entry form supplied by the RA&HS. Your personal information will then only be used by the RA&HS to maintain contact with you and allow us to manage your entries. The RA&HS reserves the right to inform prize sponsors of the details of recipients to enable distribution of their voucher/product prizes.

SPECIAL REGULATIONS

Exhibitors are reminded that the Society's General Regulations apply to all sections of the Show and that the Special Regulations hereunder set out, which apply to this section only, are merely supplementary to and subject to the

Regulations: A copy of the General Regulations may be obtained from the Society's website at www.theshow.com.au or a copy may be obtained upon request from the Society's Administration Office.

ENTRY PASSES

Successful finalists will receive an admit one pass (per Exhibitor) to gain access to the Royal Adelaide Show for the Announcement of Awards and Presentation of Winners. Additional exhibitor admission passes may be purchased in advance of the

Show. WITHDRAWALS All withdrawals must be made in writing and can be sent via email to entries@adelaideshowground.com.au or faxed to (08) 8210 5222. Emailed withdrawals must include "Withdrawal" in the subject line and the section Video Competition - Grain, Name and Contact name/number. Withdrawals must be made by 5.00pm on Friday, 19th August 2016.

PRIZE & AWARDS

First to third ribbons will be awarded.

PAYMENT OF PRIZE MONEY

The winner will be forwarded a prize cheque after the Royal Adelaide Show. It is the preference of the RA&HS that any prize money won during the Royal Adelaide Show is paid by Electronic Funds Transfer (EFT). The Exhibitor should provide accurate details of their BSB, Account Number and Account Name on the space provided on the entry form. RA&HS is not responsible for the payment of prize money where the Exhibitor has provided incorrect details of their BSB, Account Number or Account Name. The Exhibitor will be required to provide verification of their identity to RA&HS prior to prize payment regardless of the amount of the prize. If the Exhibitor does not wish to provide their personal information to RA&HS in order to verify their identity, RA&HS will not be able to pay the Exhibitor their prize money. Exhibitors who win a prize of \$15 or less will be paid by EFT only. Exhibitors who win an amount greater than \$15 and who have not requested payment by EFT will be paid by cheque. Any payment or prize not claimed by 31 December of the current year shall be deemed to have been forfeited by the Exhibitor and RA&HS shall no longer be liable to pay the prize.

CHEQUES WILL BE MADE OUT IN THE NAME OF THE EXHIBITOR. IF NO BANK ACCOUNT IN THE NAME OF THE EXHIBITOR EXISTS, YOU MUST PROVIDE ALTERNATIVE BANK ACCOUNT DETAILS TO RA&HS.

The Exhibitor must ensure that any cheque issued to them by RA&HS for the payment of prize money is deposited into their bank account within 90 days of receipt. Replacement prize cheques will only be issued prior to 31 December of the current year, and will incur a ten dollar administration fee as well as a cheque cancellation fee. RA&HS endeavours to ensure that all prizes listed in this document are accurate at the time of printing. If a prize (cash, voucher, product, trophy) is withdrawn by a sponsor subsequent to the printing of this document, RA&HS will pay the prize money as stated in this document. If an Exhibitor does not receive their prize or believes that their prize has been incorrectly awarded, it is the responsibility of the Exhibitor to contact RA&HS in regard to the prize (cash, voucher, product, trophy) prior to 23 December in the same year in which the Exhibitor won the prize. RA&HS is not responsible for contacting prize sponsors after this date or for reviewing any prizes that may have been incorrectly awarded after this date. The Exhibitor must bring any queries or concerns regarding their prize to the attention of RA&HS before 31 December of the current year.

PRIZE MONEY AND GST

Prize money as stated in the Prize Schedule does not include GST. The prize money which we pay to successful exhibitors depends on information provided to us. If you confirm that you are GST registered and provide your Australian Business Number (ABN), we will pay the appropriate

prize money plus 10% GST. We will provide you with a Recipient Created Tax Invoice which you will need to submit to the Australian Taxation Office.

In entering the competition, you acknowledge your agreement to the following:

You will not issue a tax invoice to the RA&HS in respect to prize money received;

You will notify the RA&HS if you cease to be registered for GST. If you provide your Australian Business Number but are not registered for GST, we will pay the prize money as detailed in the Prize Schedule without reference to the GST. If you confirm you are entering as part of a private recreational pursuit or hobby, we will pay the prize money as detailed in the Prize Schedule without reference to GST.

IMPORTANT It is important that you either:

Confirm you are entering as part of a private recreational pursuit or hobby, or

Confirm you are entering as a GST registered business and supply your ABN
Failure to do either of the above will cause the RA&HS to withhold 48.5% of your prize money in accordance with Australian tax legislation.

The RA&HS is not a tax consultant and therefore assumes no liability for actions taken as a result of these guidelines. In any instances where an entrant or sponsor is uncertain of the tax implications of their involvement, they should consult their own accountant or tax advisor.

ENTRY REGULATIONS & CONDITIONS

Please carefully consider the following before placing your entry:

To be eligible to enter the competition you must:

- Entry is open to all ages.
- Be an Australian Citizen or have permanent residency in Australia (proof may be required).
 - If aged 17 years and under obtain the consent of your parent or guardian to enter the competition. Your parent or guardian must also agree to these entry and performance regulations on your behalf.
- Enter as an individual or as a group. Only one prize will be awarded per winning video clip.
- Agree to these entry regulations and conditions.
- Have the permission of all the participants. You must ensure that anyone you include in your entry agrees to participate, knows that they are being photographed and/ or videoed and completes the Royal Agricultural and Horticultural Society of SA Release for Use of Photographs and Video Clips, Talent Release Form. These are available from the RAS YouTube competition web page.
- Produce your own work. You must ensure that the video clip you make is created by you as an entrant and does not contain material over which someone else holds copyright or other intellectual property rights without their consent (stock footage excluded).

The YouTube video clip must meet the following criteria:

- Be approximately one minute (NO longer than 1:15 minutes)
- Applicants must profile the modern and innovative farming technologies / research and development used to produce high quality grains.
- The video must tell an interesting and creative story about the journey of grain

from seed in the ground to food and products for people and livestock.

- The video could incorporate key components such as farmers, scientists, representatives who demonstrate on farm sustainability and best practice management and consumers and must include all OR any of the following – grains, legumes, oilseeds and pulses. It could also include the end product of nutritious and healthy grains, legumes, oilseeds and pulses and happy consumers.
- The production quality of the video is satisfactory and professional.
- The content is suitable for viewing by members of the public attending the Royal Adelaide Show.
- No coarse language or inappropriate images or content is used.
- Ensure people filmed have given endorsement to the footage being viewed at the Royal Adelaide Show.

We understand it might be hard to film all aspects of farming / research in the given time (i.e. seeding and harvesting). We have sourced a range of high quality stock footage which you are free to use in your entry. To access this stock footage (photographs and video) please contact:

Sarah McDonnell – YouTube Video Clip Coordinator

sarah@agcommunicators.com.au
Mobile: 0430 087 376

YouTube Clip Exposure:

- The selected finalists clips will be played on the big screen on the Coke Stage at the Royal Show and the winners will be announced and presented with their ribbon.
 - The clips will be featured on a rolling loop in the Golden Grains Pavilion.

- The clips may be featured in promotional material for the Royal Adelaide Show and the RA&HS. The clip will be played at the Grains and Fodder Presentation Day.

The winning clip will be promoted via Facebook and other online media channels. AgCommunicators will generate a communication campaign (including social media, newsletters, media releases etc) to promote the winning entries and hopes the winning video spreads far and wide to promote the achievements and opportunities within the grains sector.

JUDGING

A judging panel will include AgCommunicators staff and representatives from our sponsors the Grains Research and Development Corporation and the South Australian Grain Industry Trust. Judges will review all entries and determine a short list of finalists including the overall competition winner. The judging panel will award prize ribbons. The awarding of each of the places and the accompanying prize and sashes will be vested solely at the discretion of the judging panel. If the panel believes that no video clip was suitable for a particular place then that place will not be awarded. The judging panel reserves the right to alter the format and make-up of the finals judging process and program. The judging panel's decision is final and no correspondence will be entered into.

'SEED TO STORE – THE STORY OF AUSTRALIAN GRAIN'

Class 1 – Seed to Store – School Student Entry
First prize \$1000; Second \$150; Third \$50

Class 2 – Seed to Store – Community Entry
First prize \$1000; Second \$150; Third \$50