

CCEL's 25th Anniversary Video Contest

OFFICIAL RULES

Make sure you read the Official Rules below.

By agreeing to the Official Rules you:

- Allow CCEL to use the material in your video in any way; we will always acknowledge you as the creator. You still own the video and can also use it in any way you wish.
- Confirm that you have not used any restricted copyright material, **including copyright music**, and have the permission of anyone else who appears in the video.
- Understand that this promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook or YouTube.
- Understand that you are providing your information to our video contest platform provider Wishpond Technologies and Company and not to Facebook or YouTube. By participating in this promotion you agree to a complete release of Facebook and YouTube from any claims.

Questions - any questions should be directed by email to study@ccl.co.nz with subject Video Contest Question. We will reply to it as soon as possible.

1. Important Dates

The Contest begins on 05 September 2016 at 12:00am New Zealand time and ends on 14 October at 11:59pm (the "Contest Period"). The Contest consists of 3 phases as outlined in the chart below:

Phase	Start Date (at 12:00am NZT)	End Date (at 11:59pm NZT)
Contest Submission	05 September 2016	30 September 2016
Contest Judging Finalist Determination	01 October 2016	09 October 2016
Contest Voting	10 October 2016	24 October 2016

2. Eligibility

Who is Eligible to Enter

The Contest is only open to current and former CCEL students. This means individuals who are currently, or have previously studied at CCEL for at least 2 weeks, in either CCEL Auckland or CCEL Christchurch.

Who is NOT Eligible to Enter

Individuals who have not studied at CCEL cannot enter the Contest. Some individuals who have studied at CCEL

may not be eligible to enter the Contest if they are:

- Employees and non-employee workers of CCEL, and their immediate families (spouse, parents, siblings, and children);
- Members of the judging panel and their immediate families;
- Retail agents, educational agents and other CCEL representatives.

Number of entries

You may submit up to 1 (one) entry. Your entry will be necessarily linked to your original enrolment at CCEL; so, even if multiple entries are submitted using different emails/Facebook profiles, this will be automatically tracked and may result in disqualification of the entrant.

3. Participant's Categories

There are 2 (two) categories in this Contest and participants are required to select which category they belong to at the time they submit their entry:

Current students

These are participants who are enrolled and studying at either CCEL Auckland or CCEL Christchurch during the Contest Submission Phase of this promotion.

Ex-Students

These are participants who have studied at either CCEL Auckland or CCEL Christchurch for at least 2 weeks prior to 05 September 2016.

4. Theme

Your video needs to tell your personal story at CCEL and in New Zealand. You are encouraged to use your creativity and tell your story in an authentic way. Some ideas on how you could create your video include:

- a selfie video with your personal testimonial
- a slideshow with your best photos and captions
- a funny story
- an emotional testimonial
- your favourite trip video
- a message to your teacher
- any video that can describe your experience in NZ and at CCEL positively

The judges will be looking for innovative and creative entries which show a genuine passion for CCEL and New Zealand.

5. How to Enter the Contest

You may enter the Contest via the Contest's Facebook App at CCEL's Official Facebook Page, or directly via the Contest's webpage.

During the Contest Submission Phase, create a video that meets the Contest's Theme and Guidelines below and upload it to your YouTube account (if you don't have one, you will be required to create one, so you can use your video's URL on your submission form).

Guidelines:

- The video must be relevant to the Contest's Theme and must contain the hashtags **#CCEL25years** and **#myCCELstory** in its YouTube descriptor;
- The video must be in a format acceptable to YouTube (see recommended file formats below);
- The video must not exceed 60 seconds in length.

Content Restrictions:

- The video must not include any private information of a third party such as name, address, phone number, or email address;
- The video must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or material that constitutes copyright infringement;
- The video must not defame CCEL or its staff members in any way;
- The video must not contain material that CCEL deems to be inappropriate, indecent, obscene, hateful, tortious, defamatory, slanderous or libellous;
- The video must not contain material that CCEL deems to promote bigotry, racism, hatred or harm against any group or individual or promote discrimination based on race, gender, religion, nationality, disability, sexual orientation or age; and
- The video must not contain material that is unlawful, in violation of or contrary to the laws or regulations in any jurisdiction where the video is created.

6. Recommended Video Format

Most of the video editing tools available in the market will provide a preset video format option for YouTube uploads. However, if you want to customize your video settings, please consider the settings below.

Resolution

It's recommended to upload videos in HD for quality playback. Obviously, you can shoot a video with your phone camera in one of the minimum resolutions like 240×180, but such video will not look good on TV.

Aspect Ratio

Use one of the standard aspect ratios: 4:3 or 16:9. When the video is uploaded to the site, YouTube will either leave it as-is (for 16:9) or add vertical black bars (for 4:3). Don't add horizontal black bars before uploading a video. If you do it, black bars will be all around your video.

Frame Rate

If it's possible, keep the original frame rate. Usually videos have the best quality if their frame rate is between 25-30 fps.

Codec

The most suitable codecs for YouTube are H.264, MPEG-2 or MPEG-4. These codecs are used in most modern videos, so you'll hardly need to change this parameter.

Format

YouTube is a video streaming site. If you want to upload an audio track, a slideshow, a PowerPoint presentation or a cartoon to YouTube, you should encode it into a video format. YouTube states that the best format to use is MP4 (standard, HD and Ultra HD 4K quality), so, we recommend that you use MP4.

Audio

The recommended sound parameters are: MP3 or AAC format, 44.1kHz sampling rate and the highest bitrate possible, but no less than 192 kbps.

7. Judging

Contest Judging Phase

During the Contest Judging Phase, a panel of qualified judges, determined by CCEL at its sole discretion, will choose the 10 entries that best meet the selection criteria as follows:

- Creativity (30%)
- Originality of the student's story (40%)
- Suitability to the Contest's theme (30%)

Contest Voting Phase

- During the Contest Voting Phase, the Finalists' submissions will be posted for public voting on CCEL's webpage and social media channels and will be widely shared.
- Any individual can vote for his/her favourite finalist submission, one time only, following the voting instructions on the Contest's webpage.
- At the conclusion of the Contest Voting Phase, the Finalist in each category whose submission received the greatest number of valid votes, will be deemed the category's Contest Grand Prize winner.
- In the event of an exact tie in the number of votes, the tied Finalist whose submission received the highest total score during the Contest Judging Phase will be deemed the winner of each category's Grand Prize.
- CCEL reserves the right to select an alternate Contest Grand Prize winner should the voting appear to have been tampered with or manipulated in any way.

For All Voters

- Multiple Voters are not permitted to share the same email address.
- Use of script, macro or any other automated system to vote is prohibited and all such votes will be void.

- Finalists are prohibited from obtaining votes for any Finalist submission by any fraudulent or inappropriate means, including, without limitation, soliciting votes from members of the public or offering prizes or other inducements to members of the public, as determined by CCEL in its sole discretion.
- Finalists and Voters are also prohibited from sabotaging the votes of any Finalist submission. If a Finalist or Voter engages in any of the aforementioned acts, his/her votes will be void, and his/her submission (if any) will be disqualified.

8. Contest Prizes

Grand Prizes

- **Current Students Category:** a scholarship of 4 weeks full time tuition to continue studying at CCEL at the end of your studies.
- **Ex-students Category:** a scholarship of 4 weeks full time tuition to study at CCEL + a return airfare from the city of residence indicated on the entry form + 4 weeks of accommodation in a CCEL host family. Please note that travel in and out of New Zealand should occur outside of peak periods and a minimum of 3 months' notice is required in order to find the most appropriate flights. Visas, insurance and any other costs related to the trip are at the student's expenses.

Shortlisted Prizes

All shortlisted participants that do not win the Grand Prize in their category will receive a scholarship of 1 week full time tuition at CCEL + a CCEL 25th Anniversary prize.

All prizes are personal and cannot be transferred to other students.

9. Publication and licencing

Shortlisted entries will be made publicly available on CCEL's website and social media channels.

The entries will be published under the Creative Commons (BY) licence (New Zealand).

[Go to Creative Commons NZ for information about Creative Commons in New Zealand and on the CC-BY \(NZ\) licence itself.](#)

You understand that the CC-BY licence means that you grant anyone, including CCEL, the non-exclusive right to share (to copy, distribute and transmit) the work, to remix (adapt) it or make commercial use of it without further permission from you, provided you are attributed as the creator of the work.

CCEL may use extracts and make such changes to the video as necessary to further its marketing and promotional activities and use any names, characters, photographs, voices, likenesses or anything else associated with you and your video for future promotion and marketing purposes; and

You waive any claims to royalty, right or remuneration for such use that CCEL may make of the video.



10. Winners' List

Shortlisted entrants (finalists) and final winners' names will be published on CCEL's website and social media channels.

The winners will be notified by email, phone or mail and must be available for the preparation of all publicity that may be required. Where attempts to contact the winner fail, the judges may select another winner. If, after successful notification, the prize is not claimed within two months of being announced, it will be regarded as forfeited.

11. Privacy

CCEL collects, stores, uses and discloses your personal information in accordance with the provisions of the Privacy Act 1993. Your personal details will only be used for the purposes of the Contest.

12. Limitation of Liability

By entering this Contest you agree to release and discharge CCEL and its employees from any claims, losses, and damages arising out of your participation in this Contest or any Contest-related activities.

13. Disqualifications

CCEL reserves the right to disqualify any entry which does not comply with these Official Rules, and entries that do not comply with YouTube [Community Guidelines](#) and YouTube [Terms of Service](#).

14. Cancellations or amendments

CCEL reserves the right to cancel or amend this Video Contest or its Official Rules at any time without prior notice. Any changes will be posted on the website.