

“Made in France: let’s ditch the stereotypes!”

WIN A RETURN AIRFARE TO FRANCE or NEW CALEDONIA

The Embassy of France and the Government of New Caledonia, in partnership with Campus France Australia, present the 2014 University video competition

Competition terms and conditions

1. GENERAL OVERVIEW

The video competition encourages students to submit short clips on what “Made in France” represents to them in a globalised world, based on the example of “Made in Australia”. More broadly, students are invited to reflect on France’s areas of excellence in 2014.

Many people around the world have an idea about France in their minds but what are the best kept secrets or examples that show a modern, evolving France in a globalised world? Topics could include innovation, culture, modern design, emerging destinations, student-life, economy, technology, business....

Competition partners include:

- Campus France Australia: French government agency in charge of promoting higher education and managing the reception and international mobility of students, researchers, experts and guests.
- The Embassy of France in Australia
- Government of New Caledonia
- CREIPAC
- The network of Alliance Française centres across Australia
- The French Studies and International Relations departments in various Australian universities
- FACCI and French companies based in Australia

2. CONDITIONS OF ENTRY

Videos must address the theme “Made in France: let’s ditch the stereotypes!”

Duration: Videos must be a minimum of 60 seconds and must not exceed 2 minutes.

Age: The competition is open to all Australian and international students currently enrolled in an Australian university, between 18 to 30 years of age.
French citizens living in Australia are not permitted to enter the competition.
For the Francophonie award: only students enrolled in a department of French Studies can participate.

A scanned copy of your current student card must be included with your entry submission.

Format: Videos must be post on a YouTube account.

There is no restriction on how the video clip can be recorded or edited. Videos can incorporate music, images and interviews. Please respect copyright laws regarding use of music, images and video clips.

Language: Acceptable languages are French and/or English.

TWO ENTRY CATEGORIES :

The video must fit into one of the following categories :

- Category A - “The Campus France Australia’s Award” for videos recorded in English
- Category B - “The Francophonie Award” for videos recorded in French
Only for students enrolled in a Department of French Studies can participate.

Submission: All links to the video clips must be submitted via the Registration Form at videocompetition.campusfrance@gmail.com before the competition deadline (**7 July 2014**).

Only one submission per student will be accepted.

Deadline: Videos must be received by 5pm Monday **7 July 2014**. Videos received after this date will not be accepted.

3. SELECTION CRITERIA

The videos will be judged according the chosen approach and interpretation of the theme.

The selection committee will judge the videos based on the following criteria:

- Originality
- Quality of the message
- Creativity in responding to the theme
- Demonstration of knowledge of France
- Narration or dialogue supporting the theme
- Choice of the theme
- Quality of audio track

The selection committee is composed of a panel of specialists across various fields related to Francophonie, French language, marketing, communication, economy and research. This external selection committee will decide on the submitted videos’ eligibility and establish the list of competing videos.

The decision of the selection committee is final.

4. PRIZES

- Category A: **an economy class return airfare to France** from any major capital city in Australia, awarded for the video with the clearest message and the highest technical and artistic qualities.
- Category B: **an economy class return airfare to New Caledonia** from any major capital city in Australia, awarded for the video with the highest quality of French language and clarity of message. The CREIPAC in Noumea will also offer a 30-hour French immersion program to the winner. CREIPAC is a public institution dedicated to the promotion of the French language in the Pacific region. The school is situated in charming old historical buildings by the sea, set amid frangipanis and palm trees. For more information: http://www.creipac.nc/accueil_en.html

In addition the “French companies in Australia Award”, will be presented to the video, across both categories, which received the highest commendation from the selection committee for its originality and creativity in marketing and communication.

5. AUTHORISATION

The Embassy of France to Australia and its partners reserve the right to use submitted videos for any public relations purposes, including on social media. The Embassy of France retains the copyright for the submitted videos.

6. SELECTION AND JURISDICTION

By submitting an entry to the video competition “*Made in France: let’s ditch the stereotypes!*” entrants agree to abide by the aforementioned rules and conditions of entry.

7. GENERAL PROVISIONS

In submitting a video, competition participants must provide an authorisation signed by all persons appearing in the video authorising the use of their images in the video. By submitting a video, competition participants also authorise the Embassy of France and associated partners to distribute the video and soundtrack on the Internet, for the purposes indicated above.

Organisers of the competition may address any unforeseen matters in the present ruling as necessary.

In the event of non-compliance with the conditions of entry, the organisers reserve the right to suspend and to cancel any entrant’s participation in the competition.

For more information on France, please contact your University’s Department of French Studies, your Study abroad office for information regarding the French partner institutions, and on the competition email the Embassy of France: nicolas.gouletquer@diplomatie.gouv.fr

This document and the registration form will be on the facebook and website of Embassy of France, and on <http://www.australie.campusfrance.org/en/>

8. RESULTS

Results will be published in September 2014.

Some links

<http://www.france.fr/en.html>

<http://en.lafrenchtech.com/>

<http://www.invest-in-france.org/us>

<http://int.rendezvousenfrance.com/>

<http://www.diplomatie.gouv.fr/en/>

<http://www.campusfrance.org/en>

<http://www.institutfrancais.com/en>

<http://www.culture.fr/eng>

<http://www.francecreative.fr/presentation-en/>