

CITY OF MELBOURNE ROAD HARMONY SHORT FILM COMPETITION

PRESENTED BY THE MELBOURNE BICYCLE FILM FESTIVAL

The City of Melbourne has been exploring ways to promote harmony between all our road users. We want Melbourne to be a city for bikes! The Bicycle Film Festival supports this vision, and we want YOU to make a film.

Short-listed entries will screen before the 2009 Melbourne BFF film screenings at Palace Kino Cinemas on 26 – 28 November. The winning entry will feature in the City of Melbourne Cycling Campaign.

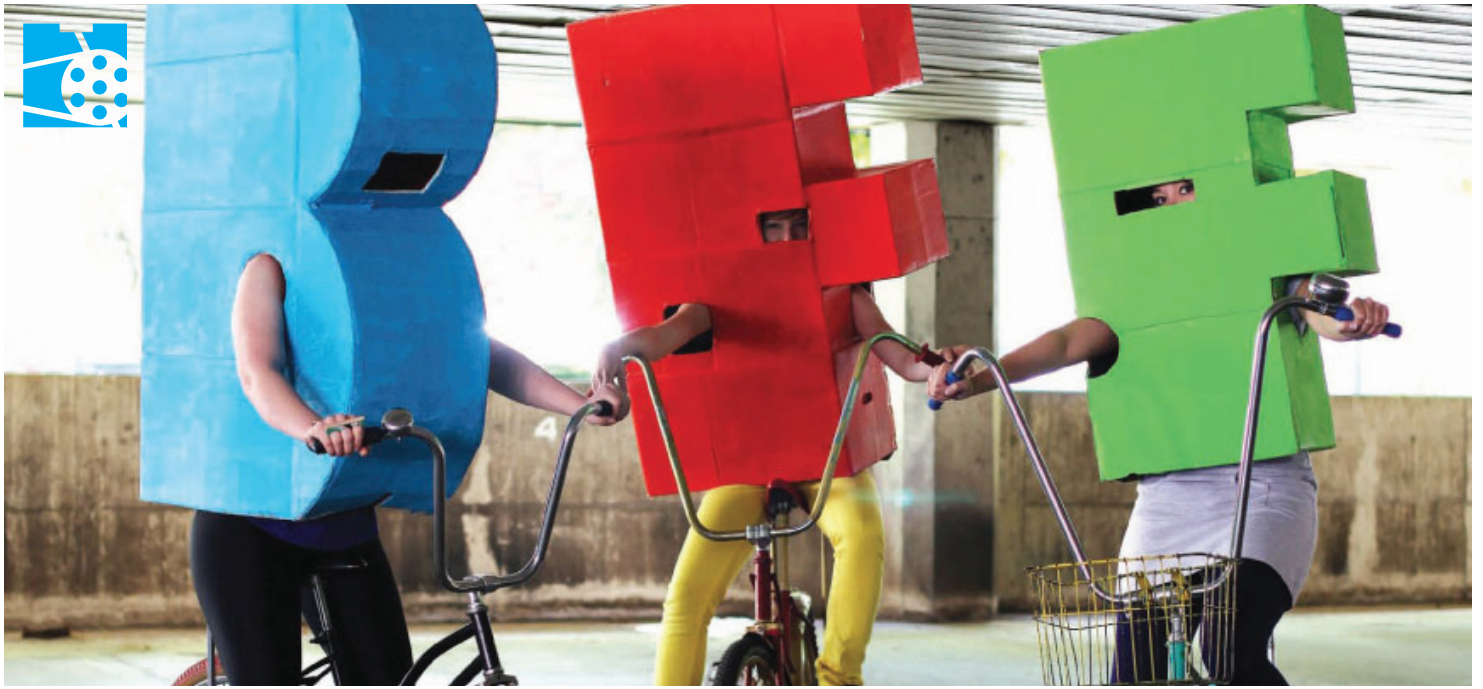
Use your imagination and make an inspiring and attention-grabbing short film clip to help us make Melbourne a city for bikes. Give it a go – we welcome all levels of filmmaking from a mobile phone/camera clip to a full-scale production – the choice is yours.

FIRST PRIZE IS \$1000

Every film selected for screening will win a cycling-themed prize pack.

The winning film will:

- be no more than one minute long
- respond in a creative and/or humorous way to one or more of the 'challenges' listed on page 2 in a way that promotes 'road harmony'
- feature the following:
 - at least one easily recognisable landmark within the City of Melbourne (see www.melbourne.vic.gov.au for the city boundaries)
 - cyclists wearing helmets
 - bikes fitted with lights
 - a City of Melbourne retro-style bike bell (supplied as part of competition pack)



ROAD HARMONY SHORT FILM COMPETITION

ROAD HARMONY CHALLENGES

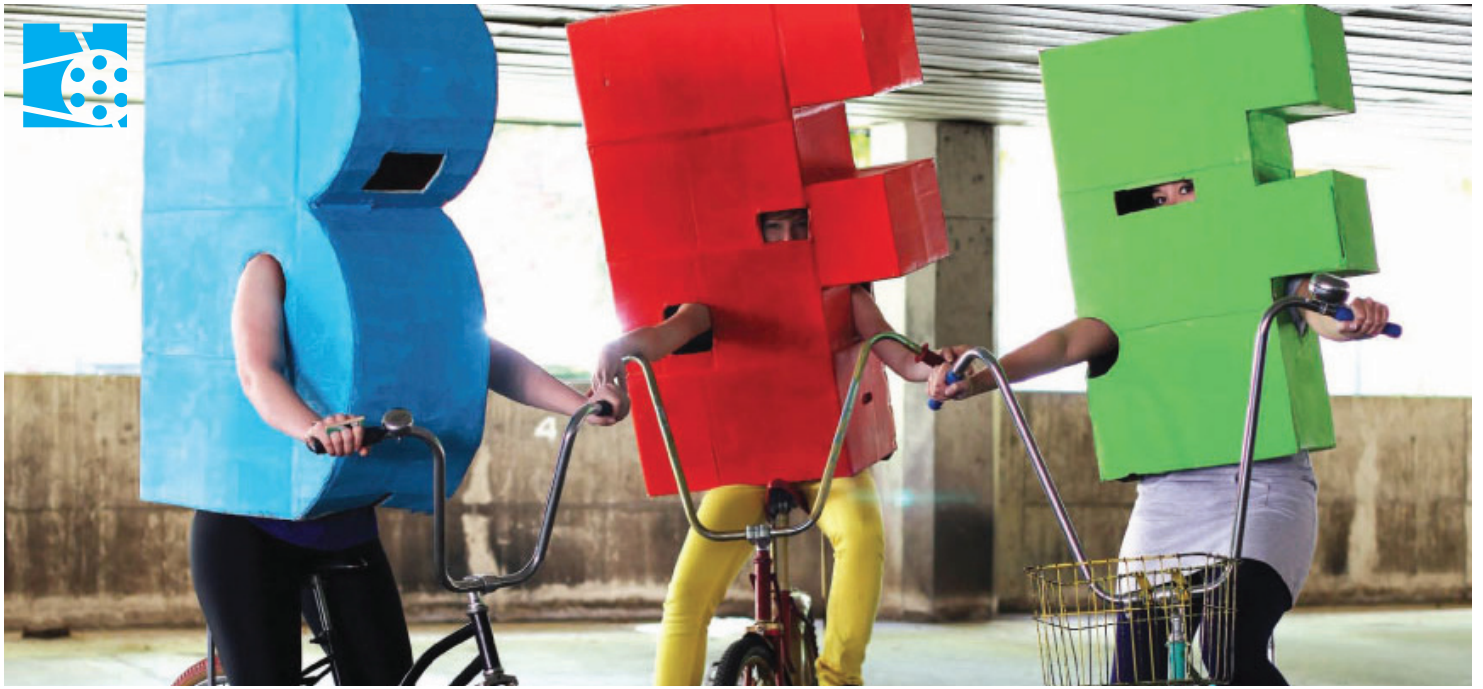
- **Clash of the Cyclists:** aggressive, overconfident cyclists intimidating less experienced, slower cyclists.
- **Ring your Bell let them know you are coming!:** Cyclists navigating their way through pedestrians on a shared path.
- **Safety First:** Making sure cyclists know what safety gear they need – helmets, bells, lights at night, reflective clothing and locks for their bikes.
- **Road Hogs:** Encourage cars to stay out of bike lanes unless absolutely necessary
- **The Greedy Motorist:** those who think the road is just for cars. Motorists who forget to check for passing cyclists before they open the door of their parked car.
- **The Road Runner Cyclist:** they think can ignore the road rules because they're not cars eg. red light runners, not stopping for people boarding trams, using the footpath etc.
- **The Invisible Cyclist:** those that can't be seen easily by drivers especially at dusk and night.
- **Jay Walkers:** Pedestrians who walk against the red light, pop out between cars or step off the kerb without looking for bikes.

HOW TO ENTER

- Email pip@bicyclefilmfestival.com with **ROAD HARMONY** in the subject line. Your email must include:
Full name
Daytime phone number
Mobile phone number
Postal Address

A competition pack including the City of Melbourne bike bell and entry form will be sent to the postal address provided.

- Shoot and edit your film.
- Submit your film in DVD format by Friday **30 October 2009** to the details provided.
- If your film is selected to screen, you will need to provide it in digital MPEG 2 file format.



ROAD HARMONY SHORT FILM COMPETITION

Conditions of entry

1. All entries and materials will be handled in accordance with current Australian privacy legislation.
2. Film makers making applications warrant they do not violate the copyright of other's work nor defame the character of any individual or group.
3. There is no fee to enter the Competition but costs incurred in preparation of the entry are the responsibility of the entrant.
4. No responsibility is accepted by the City of Melbourne or the Bicycle Film Festival for late, lost or misdirected entries.
5. Submission of an entry to the Competition is deemed to be an acceptance of these Terms and Conditions.
6. All entries must be the original work of the entrant.
7. The entries will be judged in accordance with the criteria listed in the instructions. Chance plays no part in determining the winner. The judge's decision is final and no correspondence shall be entered into.
8. The selected winner will be required to assign the City of Melbourne all their intellectual property rights (including copyright) in the material submitted for the purposes of or in connection with the Competition in consideration of receipt of the prize payment made by the City of Melbourne. The winner agrees to sign any agreements, assignments and further moral rights consent required by the City of Melbourne and acknowledges that payment of the prize is conditional upon these documents being signed by the winner. The winner is permitted to include their film on their showreel.
9. Entrants are responsible for obtaining all necessary licenses, permits, consents and approvals in relation to making of their film, including the use of any talent and any third party material that appears in their film (including, without limitation, music, voice-overs, footage, or other copyright material.)
10. To the full extent permitted by law, the City of Melbourne and any of their personnel is not liable for any loss (including any damage, claim, injury, cost or expense) whatsoever suffered or incurred by any entrant arising out of, or in any way connected with, the Competition or its prizes, including: (i) any indirect, economic or consequential loss; (ii) any loss arising from any negligent act or omission by any of the relevant parties; (iii) any liability for personal injury or death.
11. The City of Melbourne may use the film makers in promotions and announcements in any of their media releases, publications or on the City of Melbourne's websites.
12. The City of Melbourne reserves the right to alter or amend the terms and conditions at any time and to cancel the Competition without further recourse to the entrants.
13. In the case of intervention of any outside agent or event which naturally changes the result or prevents or hinders its determination, including but not limited to vandalism, power failures, tempests, natural disasters, acts of God, civil unrest, strikes, the City of Melbourne may in its absolute discretion cancel the Competition and recommence it from the start on the same or different conditions.