

Reel-information Competition

DESIGN A RECORDS AND INFORMATION MANAGEMENT ADVERTISEMENT

About the Competition

Reel-information is on for 2009! Design a 30 second advertisement (ad) targeting records and information management use, and you could win great prizes for you and your school. You could also have your ad professionally produced & shown on National TV, streamed as part of Career Expos or used at our International Conventions!

If you are aged between **10 and 18 years** and you want to have your say, then this is the competition for YOU.

This years' Reel-information competition runs from 27 January 2009 to 26 June 2009. Competition information packs have been sent to schools nationwide.

What is the theme?

Everyday we are bombarded with commercial advertising that affects our attitudes and behaviour. Reel-information asks young people aged 10-18 to use the power of advertising to positively influence on records and information management.

Reel-information asks young people to think about the records and information that they may come into contact with and develop a concept for an awareness advertisement targeting youth.

Video entries must be submitted in one of the following formats: .avi / .mov / .wma

But you do not need the latest high-tech video equipment to enter - it is the concept for the advert and records and information management awareness message that is important.

How to enter



- Entries are accepted in two divisions: Division A (grades 5-8) and Division B (grades 9-12)
- Entries can be submitted individually or in teams. Teams can consist of a maximum of 6 members
- Come up with an ad targeting youth records and information use or a related records and information issue (between 30 seconds and 5 minutes)
- Do your research! – Judges will be looking for accurate messages about records and information. Make use of our information links to help you
- Keep in mind the target audience of the ad (10 – 25 year olds). Think of the issues that affect YOU or records and information that YOU may come into contact with, and develop an accurate and effective awareness commercial for your peers

- Along with your entry, include additional drawings, photographs or other material if you want.
- Download the entry form and complete. This is VERY IMPORTANT, as entries without an entry form will not be accepted
- Supply a team contact or teachers name, School name & phone number plus a list of all team members with their DOB
- Refer to the full Terms and Conditions

The **closing date** for the competition is **26 June 2009**. All entries must be sent to:

Reel-information Design a RIM ad competition
 C/- RMAA
 PO Box 276
 ST HELENS TAS 7216

Prizes

The winning entry in each division will receive \$3,000.00 of equipment for their school (including a brand new Apple iMac) PLUS a \$100.00 gift voucher for each of the team members (maximum 6 members)

All finalists will receive a new digital camera for their school PLUS a \$50.00 gift voucher for each of the team members (maximum 6 members).



Competition Queries Contact

RMAA CEO Kate Walker Mob 0409250795

The Reel-information Competition has a real outcome...

RMAA will produce the winning entries from each division as either professional TV Community Service advertisements, placed on polar websites such as You Tube, stream them on our Youth Website, distributed as part of Information Awareness Month or included in Career Expos, giving young people a real opportunity to positively influence their peers.

All you need is 1 day!

If you run out of time, don't panic!! You don't need weeks to complete a Reel-information entry & be in the running to win these great prizes. Have a look at our helpful guide of how to create an entry in a one-day workshop.

GOOD LUCK – We look forward to receiving your entries!!

More Information

What is Records & Information Management?

Records management is a business discipline which covers the management of records from their creation to either ultimate destruction or retention as an archive. Records are born out of business forms, correspondence, notes and reports. Increasingly, they are the product of electronic communications.

On the surface records management appears straightforward but practitioners in the field find the industry challenging, dynamic and rewarding.

EVERY business has a requirement for some form of recordkeeping whether it is a local hairdresser or butcher, school, supermarket, church, nursing home, hospital, national retail chain or international mining company. Whenever there is a need to create, receive or maintain information to meet business needs (eg proof of business transactions, taxation, legislative requirements, governance, staffing, sales and purchases, contracts, insurance, OHS, etc) there is a need for sound records management practices and principles.

Position titles for records managers are as varied as the types of industries they work in but can include: Document Controller/Manager, Knowledge Manager, Health Information Manager, Records Manager/Supervisor/Team Leader, System Administrator, Training Officer, Project Manager, Research Analyst, Consultant and Archivist.

Information and Resources

Teachers

This competition would make a practical project for students in any of the following:

Multimedia

Film making

Business Studies

Information Systems

Library

Marketing/Advertising

It encourages reading, comprehension and following of instructions, develops research skills, promotes team work and leadership, working to a deadline and creativity in conveying a message. In addition the competition allows for a range of practical camera and computer skills to be utilized.

As the ideas and concepts developed are more important than the final product the competition is open to students who do not have access to cameras, computers or editing programs but who can produce a storyboard to demonstrate their learnings and the message they intend to convey.

Teachers & Students

To assist in researching the subject some useful tools are:

Library Resources

1. AS ISO 15489 – International Standard for Records Management
2. Information & Records Management – Robek, Brown, Maedke
3. Records Management – Jay Kennedy & Cheryl Schauder
4. http://www.lib.monash.edu.au/databases/information_management.html

Helpful Links

RMAA website has a Product & Services Directory – For links to business websites
<http://www.rmaa.com.au/cgi-bin/pd/products.cfm?CFID=2539870&CFTOKEN=47135378>

RMAA website has a Library of documents submitted by Members for public use:
<http://rmaa.rentsoft.biz/scripts/cgiip.exe/WService=RMAA/ccms.r?PageId=52>

Websites

Australia

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| Australian Society of Archivists | www.archivists.org.au |
| ALIA | www.alia.org.au |
| IIM | www.iim.org.au |
| State Records Authority of NSW | www.records.nsw.gov.au |
| Public Records Office of Victoria | www.prov.vic.gov.au |
| Records Management Association of Australasia | www.rmaa.com.au |

International

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|---|--|
| ARMA | www.arma.org |
| Records Management Society of Great Britain | www.rms-gb.org.uk |

Competition Queries Contact

RMAA CEO Kate Walker Mob 0409250795

Reel-information - Design a RIM (Records and Information Management) Ad

Competition - Terms and Conditions

1. By submitting an entry into the Reel-information: Design a RIM Ad competition, you agree to comply with the following terms and conditions of the competition.
2. Definitions
 - a. The competition means the Reel-information: Design a RIM ad competition.
 - b. The entry means a design for a television advertisement about youth RIM use or a related RIM issue (minimum 30 seconds, maximum 5 minutes)
 - c. The entrant means anyone between the ages of 10 and 18 years (as at 31/12/2009) who submits an entry into the competition. The entrant may be an individual person, school or community group with a maximum of six group members.
 - d. Entry form means the document titled "EntryForm.pdf" that can be downloaded from the RMAA website at www.rmaa.com.au
 - e. The competition website is at www.rmaa.com.au
 - f. The promoter means Records Management Association of Australasia (RMAA) (ABN 72 008 520 009), of PO Box 276, St Helens, Tasmania 7216.
 - g. Divisional winning entrant means an entrant chosen to be a winner in the competition, one from each of the following two divisions - Division A (students in grade 5-8, or aged between 10-14 years as at 31/12/09) and Secondary School (students in grade 9-12, or aged 14-18 years as at 31/12/09). Where members of a group span the two age divisions, the group will be judged in the secondary school division.
 - h. Divisional winning team means the school or organisation named on the entry form of a divisional winning entry. The winning team or entrant from each division will be the recipient of the major prize. The winning team or entrant from each division cannot be a runner up.
 - i. Divisional runner up entrant means an entrant chosen to be runner up in the competition, one from each of the following two divisions: Middle School (students in grade 5-8, or aged between 10-14 years as at 31/12/09) and Secondary School (students in grade 9-12, or aged 14-18 years as at 31/12/09). Where members of a group span the two age divisions, the group will be judged in the secondary school division.
 - j. Divisional runner up team means the individual, school or community group named on the entry form of a divisional runner up entry. The runner up team or entrant from each division will be the recipient of a runner up prize.
3. Entry in the competition does not have a charge.
4. An entrant(s) may submit multiple entries in the competition.
5. The Competition commences at 9.00am Eastern Standard Time ("EST") on Monday 27/01/09 and closes at 5.00pm AEST on Friday 26/06/09.
6. The entry is to be sent to *Reel-information: Design a RIM ad competition*, C/-RMAA, PO Box 276, St Helens, Tasmania 7216 by the close of the Competition.
7. Each entry MUST be accompanied by a completed entry form. Entries without an entry form will not be considered.
8. Each entry form should clearly state the name of the teacher/team leader and the school/youth organisation. Each team entry form should clearly state the name and age (as at 31/12/09) of each individual within the entry.
9. The entry must be submitted in electronic format.
10. The entry will be judged by a panel of judges selected by RMAA. The decisions of the judges will be final and no correspondence will be entered into.

11. Entries will be judged on the following criteria:
 - a. How effectively the entry will attract the audience's attention;
 - b. The clarity of the message communicated in the entry;
 - c. How appropriate the message is to the target audience identified in the entry;
 - d. How effectively the commercial will influence the beliefs, attitudes and behaviours of the target audience identified in the entry;
 - e. How well a television advertisement, produced from the entry will stand out and the message be remembered by the audience.
12. The entry must comply with the Commercial Television Code of Practice guidelines for program material receiving a Parental Guidance (PG) rating. The PG rating permits mild visual depiction of and restrained verbal reference, Details about the PG rating can be found at http://www.aba.gov.au/tv/content/codes/commercial/facts_code2.htm#can
13. An entry that does not comply with the Commercial Television Code of Practice will be deemed ineligible for judging.
14. Each entrant, or each individual within an entrant team shall receive a certificate of participation from RMAA.
15. Each divisional runner up team (School/youth organisation) shall receive a Digital Camera.
16. Each individual divisional runner up team member shall receive a \$50 gift voucher.
17. Each divisional winning team (school/youth organisation) shall receive equipment valued at \$3,000 which includes a brand new Apple iMac.
18. Each individual divisional winning team member shall receive a \$100 gift voucher.
19. RMAA will professionally produce the winning entry in each division as a Community Service Announcement.
20. RMAA will submit the winning entries from each division to National TV Networks for broadcast and/or for broadcast on the RMAA Youth Website.
21. Where made available by the TV Networks, the date of broadcast of the winning entries will be advertised on the competition website.
22. Prizes are not transferable or redeemable for cash.
23. RMAA reserve the right to replace prizes described and pictured on promotional materials with similar make & model. Alternative products may be made available at the discretion of RMAA
24. Announcement of the winner & runner up entries from each division will be made on the RMAA Youth website. The winning & runner up teams and the winning entrants will be notified by mail.
25. All submitted personal details of the entrant will be stored at the office of the Promoter. A request to update and correct any information should be directed to that office.
26. By entering the competition the entrant agrees that copyright of the contents of their entry becomes the property of RMAA and that the entry may be reproduced in part or whole and / or used for promotional, marketing and publicity purposes. The property in the copyright shall take effect from the date the entry is submitted.
27. By entering the competition the entrant warrants that the entry is an original work created by the entrant and that the use or reproduction of the entry by RMAA will not infringe the copyright or any other intellectual property of any third party. The entrant indemnifies RMAA against any loss or damage or breach of warranty as to the contents of the entry or the originality of the work created by the entrant, incurred by RMAA as a result of an infringement or breach or warranty.
28. If for any reason a winning entry cannot be produced as a Community Service Announcement

(i.e. copyright issues), RMAA will notify the winning entrant. The runner up entry from the appropriate division will then be put forward for production.

29. RMAA accepts no responsibility for misdirected mail or lost and late entries. If the entrant's contact details change during the competition period the entrant must notify RMAA in writing to *Reel-information: Design a RIM ad competition*, C/- RMAA, PO Box 276, St Helens TAS 7216.
30. RMAA will not be responsible for any delay in delivery, or failure of safe delivery of prizes once prizes have left the premises of RMAA.
31. RMAA takes no responsibility nor makes any warranty as to the fitness, suitability or use of any of the prizes and any personal injury suffered as a result of use of any of the prizes is the responsibility of the manufacturer. At no stage whatsoever has RMAA undertaken any examination of the fitness or suitability of the prizes and prior to the use of the prizes the winning entrant has done all things necessary and made such enquiries as reasonably possible to satisfy him or herself as to the fitness and suitability and use of the prizes.
32. RMAA reserves the right not to return any entries in the competition to the team or entrants.

ALL YOU NEED IS 4 HOURS TO GET REEL-INFORMATION!

Creating an entry for the Reel-information Design a RIM Ad Competition in a one day workshop

Step 1 – Be clear about what the competition is all about (30 minutes)

Visit the Reel-information website so that you are clear about what is required. Read the terms and conditions and print the entry form. Also, check out those great prizes that you could win! www.rmaa.com.au/reel-information/

Step 2 – Make sure you've got your facts straight (1 hour)

Gather some information about specific records and information management issues or a group of issues that young people who are your age are likely to come into contact with. If you're not sure what to choose, we'd recommend focusing on the AS ISO15489 Records Management Standard as the place to choose the topic. So that you can be specific and accurate in the facts contained in your ad, make sure you check out reputable websites for information. The Links page on the RMAA website and the Reel-information webpage are good starting points.

Remember that your ad should help young people aged 10 to 25 to make informed decisions, so what are realistic consequences or issues related to records and information management. Brainstorm some ideas based on your research.

Step 3 – Come up with the concept for your ad (1 hour)

Now it's time to get creative! You need to think about what you want to say and how you want to say it so that it will make an effective 30-second TV advertisement. Jot down as many ideas as possible, then focus these ideas to develop the concept for your ad. Think about your audience and the best way to get your message across.

Step 4 – Prepare your Reel-information competition entry (1 hour)

Create your entry. Have fun!

Step 5 – One last check, then send your entry to us (30 minutes)

Look over your entry and visit the Reel-information website again to check your ad meets the terms and conditions of the competition. Consider how well your ad

- (1) Considers a specific records and information management issue.
- (2) Presents accurate information.
- (3) Helps young people to make informed decisions
- (4) Tells a story.

(5) Communicates your message in a way that suits a 30 second TV format.

Congratulations, you're done! Complete an entry form (very important!) and send your entry to:

Reel-information Design a RIM Ad Competition
c/- RMAA
PO Box 276
St Helens TAS 7216

Thanks for participating in Reel-information 2008 - we look forward to receiving your entry!

For queries contact: Kate Walker, RMAA CEO – MOB: 0409 250 795 FAX: (03) 6376 8364
email: kate.walker@maa.com.au