



2009 Entry Form

Procedure and Entrant Information

FEMA aims to be consistent and fair when recognising and rewarding creative and effective employment advertising and excellence in the field of recruitment, so please read the following information carefully before entering.

Guidelines on submission requirements are included in the Award Categories to ensure entrants present their work in the best possible light for the judges.

Please note entries may be withdrawn if they are not up to the standard required.

Entry fees are non refundable.

Eligibility Rules

1. The advertisement must have been published in a Fairfax Media property between the dates 12 July 2008 and 30 June 2009.
2. FEMA accepts work that has appeared anywhere in the world, with the following requirements:
 - A – the work must have originated and been completed in New Zealand or Australia
 - B – the work must have been completed by a New Zealand or Australian company
3. FEMA does not refund the cost of entry so carefully read through the Award Category details before submitting work.
4. Any entries up to, and including the final date of judging, that have infringed any of its country of origins voluntary or regulatory codes of practice are not eligible. It is the responsibility of the entrant to withdraw such work should an infringement arise prior to the FEMA Presentation Event.
5. FEMA judges reserve the right to reject a piece of work they feel doesn't comply with the spirit of FEMA. The purpose of this is to actively discourage people seeking loopholes in order to enter work that has been created solely for FEMA and not for bona fide clients.

Financial Entry

Two of the award categories require entrants to respond to a secure web-based survey, conducted by PricewaterhouseCoopers, to assess your agency's financial performance. The responses to the questions will be benchmarked and scored and will form part of the award assessment criteria. The award categories covered by the PwC survey are:

- Best Recruitment Advertising Agency
- Recruitment Firm of the Year

Deadline

Deadline for all entries is 5pm, Tuesday 11 August 2009. By this time your fully completed Entry Form and payment must be received at FEMA Call for Entries, Unit 7, 77 - 79 Bourke Road, Alexandria NSW 2015.

At any stage you can call 02 8338 8055 to check that your submission has been received.

FEMA Call for Entries – Most Frequently Asked Questions

What is the maximum board size for any entry?

All entries must be submitted as A2 size.

When is the deadline for entries?

Deadline for entries is 5pm, Tuesday 11 August 2009.

Where do I need to send my FEMA entries to?

Please send your work and Entry Forms to:

FEMA Call for Entries
Unit 7, 77-79 Bourke Road
Alexandria NSW 2015

Where do I supply the credits for my entries?

Please submit all credits with your entry as listed on the Entry Form.

Does FEMA refund entry fees?

No. FEMA does not refund entry fees. Please read carefully through the FEMA Award Categories before you enter your work.

Can I submit work that differs slightly than what was used?

No. The entry should be the exact piece of work which was used in an advertisement campaign. We cannot accept work that is incomplete, i.e. an ad that does not include the telephone number and instead has xxx.

Can I submit work that first ran before 1 August 2008 but also ran after this time?

No. The work must have run for the first time after 1 August 2008.

Can I submit work that has appeared in any Fairfax media property?

Yes. Please refer to the attached websites for a full list of Fairfax media outlets in Australia and New Zealand.

Australia - http://www.fairfax.com.au/a_to_z.ac

New Zealand - <http://www.fairfaxmedia.co.nz/publications/index.html>

Can I enter the same piece of work into more than one category?

Yes, however you must submit the artwork more than once with the Entry Form completed for each relevant category.

Who should I put as the contact on the entry form?

The contact name should be the person you would like us to deal with should there be any queries regarding your entry. It will also be the person contacted should you be shortlisted.

When will I be told if I'm short-listed?

Judging takes place at the beginning of August 2009. We aim to notify short-listed entrants by 21 August 2009. We are unable to contact all entrants individually so if you haven't heard from us by this date you have been unsuccessful. Individual feedback will not be provided on your entry if you have not been successful.

If I submit any entry do I automatically have entry into the FEMA event?

No, in order to attend the event you need to purchase a separate ticket. See the ticket purchase page at www.fema.com.au

In what currency are the entry fees listed and must be paid in?

Australian Dollars.

Terms and Conditions

- All work is to be supplied as it was fully published.
- Work should be flush mounted on cardboard, no foam-core boards. Boards larger than A2 will NOT be judged. Each board is required to have an Entry Form temporarily attached to the back of each board.
- Submitted work example, bound documents, overviews or links MUST NOT contain any entrant/agency branding to ensure impartial judging.
- Entry fees are non-refundable.
- Entries will not be considered for judging if payment is not received with the entry.
- Entries will not be returned to entrants at the conclusion of the awards.
- The judges' decisions are final.
- The entrant agrees that Fairfax or Great Southern E-vents will not accept responsibility for errors or omissions reproduced in the presentation or the winners supplement or for work lost or damaged under any circumstances.
- Entries that exceed the allocated word count may not be accepted.
- The entrant grants Fairfax permission to show material from the entries at the awards presentation and to use in their publications and at such times as deemed appropriate. Please note that at no stage will Fairfax be privy to any financial material supplied by the entrant.
- Finalists will be notified after 14 August 2009.

Category (Tick one)

- Best Promotion of Graduate Careers
- Best Promotion of Public Sector & Education Sector Careers
- Best Promotion of Regional Careers
- Best Corporate or Onsite HR Team
- *Best Recruitment Advertising Agency
- Best Corporate Careers Website
- Best Integrated Campaign
- Best Campaign
- Diversity Award - NEW
- Best Employer Brand
- *Recruitment Firm of the Year
- Recruiter of the Year

*must complete the on-line financial survey

- Tick the box if you have completed the financial performance questionnaire.

Entrant Details

Title of the work _____

Client of the work _____

Entrant Company _____

Entrant Contact _____

Entrant Address _____

Entrant Phone _____ Entrant Fax _____

Work credits (name and title) _____

Signed _____

Name _____

Date _____

Payment

An entry fee of \$132 incl. GST is payable for each entry in each category.

A tax invoice/receipt will be issued to the address listed above.

No. of entries _____ = total payment of \$ _____ incl. GST

By Cheque

If attaching a cheque make it payable to Great Southern E-vents.

By Credit Card

Card Type: Visa American Express Master Card

Card Number _____

Card Holder's Name _____

Expiry Date _____ CVN (Security Number on back of card) _____

Signature _____

Please note a 3.2% charge will be incurred for payments made by AMEX and a 2.8% charge applies for Visa and MasterCard Payments.

Entrant Checklist

- I am aware of the Entry closing date and time of 5pm, Tuesday 11 August 2009
- I have read the Award Categories and selected the most suitable one to enter
- I have read 'How to present your entry' for each category I am entering
- I have read and understood the 'Eligibility Rules' in the Entry Form
- I have supplied at least two Entry Forms for each category I am entering. One copy of the Entry Form is provided as a loose copy, one on each board as per below, one as part of any written submission as per below:
 - If there is any creative shown on boards then an Entry Form is to be temporarily taped to the back of the thick black A2 cardboard, flush mounted with no branding or identifiable marks
 - If there is a written section to the entry then there are 6 bound copies showing no company branding or identifiable marks, except one that has an Entry Form bound within. Do not exceed the word limit
- I have completed the Financial Survey if entering Best Recruitment Advertising Agency category
- I have completed the Financial Survey if entering Recruitment Firm of the Year category
- I understand that feedback will be provided for finalists only
- I have filled out each section of the Entry Form completely to ensure the entry is valid
- I have included high resolution images of the creative and my company logo. Specifications are listed with the Award Categories at www.fema.com.au
- No agency branding appears on any of the works supplied as part of my submission
- I have submitted payment to Great Southern E-vents.

For any further entry information please contact:

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