

Organising a Waterwise poster or video competition

Your organisation could sponsor a student competition to raise awareness about a key Waterwise issue in your community. Students create a poster (or storybook, photo book or short video) to encourage students and the wider community to use their water wisely. Themes could include saving water in the home, using tap water rather than bottled water, flushing the right materials down the toilet etc.

Identify key schools in your region to approach about being involved in the competition and consult them about the best way to organise the competition.

Examples of classroom activities that teachers could use are:

- Designing a Waterwise poster for year 2
- Designing a Waterwise poster for year 4
- Designing a Waterwise poster for year 7

All students who enter will need to complete an entry form which should be signed by both the student and their parent or guardian and attached to the back of each poster submitted.

The competition instructions and the terms and conditions of entry should be included on the form e.g.:


- Entries must be of A3 size.
- Be original and drawn by hand.
- Posters must include at least one Waterwise message.
- Will be judged on their messages as well as how they can be reproduced for other promotional material.

The posters or design products created for the competition could be used in your Waterwise community program e.g. media promotion, large posters, stickers, books etc. If so, you will need a signed consent form from parents or guardians of the children who created the posters or were photographed during the competition. The information for parents consent form, developed by the State Library of Queensland, offers a good example of an Intellectual Property Agreement (p. 2) and a Consent form (p. 4). It also explains the legal aspects of information privacy and copyright (including the use of Creative Commons licences).

A selection of posters from each participating school could be collated and published for distribution to schools and the community.

Decide the:

- Timing:** For instance, the competition could be run in the term in which water topics are taught in the schools or align with National Water Week (October) or World Toilet Day (19 November) or World Water Day (22 March).
- Competition rules:** e.g. no more than one poster per student; must include Waterwise message for your community, must be individual entries.

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- **Prizes:** e.g. each student to enter the poster competition will receive a Whizzy stress ball and Whizzy sticker; one first prize per school, \$100 per prize. Winning students may also receive a prize pack (e.g. water merchandise from your organisation).
 - **Judging:** Options include:
 - each school (e.g. the principal) chooses its winner
 - a community judging panel (e.g. kids vote, councillors)
 - an expert judging panel (e.g. communication specialists or indigenous artists)
 - **Presentation:** Ensure that the prizes are delivered to each school for awarding as soon as judging has occurred. Invite a local Councillor or community representative to present the awards at the school, the Council offices or community event.