



in partnership with



### **Guidelines for**

## **Victorian Bushfire Information Line (VBIL) Awareness DVD Cover Design Competition**

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### **CFA Headquarters**

PO Box 701, Mount Waverley, Victoria 3149  
Telephone: (03) 9262 8444  
Fax: (03) 9264 6200  
[www.cfa.vic.gov.au](http://www.cfa.vic.gov.au)

### **ArtsHub**

Telephone: 03 9605 3800  
Email: [info@artshub.com.au](mailto:info@artshub.com.au)  
<http://www.artshub.com.au/au/>

## 1. Design Brief

The Victorian Bushfire Information Line (VBIL, 1800 240 667) is a key communication channel, which provides information prior to, during and after significant bushfire incidents. It also offers up-to-date information and advice to help community reduce bushfire risk.

CFA, through the VBIL Project, is in the process of producing an awareness DVD aiming to improve VBIL awareness in the community. The VBIL Awareness DVD will consist of 4 individual short video clips with specific messages for CFA Brigade and volunteer members, general community members, travellers and tourists, and diverse populations. The VBIL Awareness DVD has the support of the Victorian fire agencies, Peter Hitchener of Nine Network Australia and Kimberley Davies (Actress, *Neighbours*) and will be available for distribution by late October 2012.

To complement the VBIL Awareness DVD, the CFA VBIL Project, in partnership with ArtsHub invites submission for the VBIL Awareness DVD cover design competition. Winning design will be featured in the VBIL Awareness DVD. Selected design entries may also participate in the DVD launch as part of the VBIL Awareness Campaign.

## 2. Who Should Enter

Entry to the competition is open to all designers including students and professionals. Entry to the competition is free.

## 3. Submissions

All submissions must be sent in electronic format. No hard copy submissions are accepted. Submissions are to be emailed to [vbildvdvdesign@cfa.vic.gov.au](mailto:vbildvdvdesign@cfa.vic.gov.au) by Sunday 16<sup>th</sup> Sep 2012 with a complete entry form (page 4 of this document). Entries submitted should be in good quality (300 dpi) and in the JPEG format.

## 4. Judging

The winning design projects are chosen by a jury panel according to the following criteria:

- Originality of the design
- Visual appeal reflecting the message of the VBIL Awareness Campaign

Ten finalists and 10 runners up will be chosen. Of the 10 finalists, a winner will be selected. The winning design will capture CFA spirits whilst promoting VBIL. The jury, however, reserves the right to not select a winner from the entries submitted.

The winner will be announced on 16<sup>th</sup> Nov 2012 via email provided on the entry form.

## 5. Prize

The winner of this competition will be recognised with an award and the winning design will be featured in the VBIL Awareness DVD Campaign during the 2012/2013 bushfire season. A minimum of 5,000 copies of the VBIL Awareness DVD showcasing the winning design will be made available to community members.

The top 20 designs will be featured online via CFA Connect (<http://www.cfaconnect.net.au/>) and selected entries may be invited to participate in the VBIL Awareness Campaign such as the DVD launch and media release.

## **6. Contact Information**

For questions or more information, contact [vbildvddesign@cfa.vic.gov.au](mailto:vbildvddesign@cfa.vic.gov.au).

**Entry Form for  
the Victorian Bushfire Information Line (VBIL)  
Awareness DVD Cover Design Competition**



<b>First Name</b>	
<b>Last Name</b>	
<b>Design experience</b>	Yes/No Professional designer Yes/No Student designer Other Please specify:
<b>Postal address</b>	
<b>Contact number</b>	
<b>Email address</b>	
<b>Design statement</b>	Please provide a brief description (up to 100 words) about your submission:
<b>Terms and conditions:</b>	
By submitting this entry form, I agree on the following:	
<ul style="list-style-type: none"> <li>• That I have read the Guidelines for Victorian Bushfire Information Line (VBIL) Awareness DVD Cover Design Competition;</li> <li>• That my submission is original and does not include any copyright protected or Royalty payable material; and</li> <li>• All design entries received remain the properties of CFA. Designers transfer the copyright and the ownership of the Intellectual Property Rights of the design to CFA. CFA reserves the right to publish design entries via printed media and/or electronic media.</li> </ul>	
<b>Signature</b>	
<b>Date</b>	

Please submit this entry form with your design to [vbildvddesign@cfa.vic.gov.au](mailto:vbildvddesign@cfa.vic.gov.au) by **Sunday 16<sup>th</sup> September 2012**.