



## **Fish Tank Guidelines**

Fish Tank is a competition for high school students from years 7-12 to Inspire, Engage and Empower youth and give them a voice to help solve a problem impacting the ocean.

We are fishing for the next generation of good ideas to help the ocean by giving a platform for students to share their innovative ideas that push the boundaries to positively impact ocean health and turn ripples of action into waves of change.

Selected Finalist may have the opportunity to talk and answer questions live on stage or to share their Fish Tank idea and pitch at the Ocean Lovers Festival March 23<sup>rd</sup>, 2025. There may also be additional presentation opportunities. You will be notified via email if you are selected for these opportunities.

The Winners will win a share in the \$10,000 prize pool and the opportunity to be mentored to further develop their idea.

Prize Money will be split into three categories:

*Prize winner (Yr 10-12) - \$5,000*

*Prize Winner (Yr 7-9) - \$3,000*

*People's Choice Winner - \$2,000*

Participating students will create and record a pitch for an eco-friendly idea that they would like to develop further. Themes include but are not limited to:

- Science / Technology
- Innovation
- Activism /Movement /Awareness
- Business
- School initiative
- Creative idea

## **Steps to Competition entry**

1. Complete online registration form
2. Write your Vision Statement (using the criteria below, this will be used to support your video)
3. Create a captivating 1min video pitch
4. Create a 30 sec social reel
5. Read through our T&C's
6. Signed Permission by a parent/guardian if not registered through a school

## Timeline / Important Dates

**Entries Open** – 20<sup>th</sup> May 2024

**Final Submission due** – 28<sup>th</sup> February 2025

**Selected finalist notified** – 10<sup>th</sup> March 2025

**Winners announced** - at the Ocean Lovers Festival, Bondi Beach March 23<sup>rd</sup> 2025

Your Submission will include:

### A Video Pitch

Create your 1-minute video pitch to captivate our judges and the public and sell your idea to help the ocean. Focus on your idea and how to best inform and engage us in your pitch. **It is important to consider what you want your audience to Think, Feel and Do when watching your video.**

Think of creating your 1- minute video like a preview trailer for a movie, we want to be excited and interested about your video, idea and concept. Be creative, engaging and theatrical, so we are hungry to know more.

Please note that your video may be selected to feature on the Ocean Lovers Festival social channels and other media channels at the discretion of the competition organisers.

Send your 1 min video pitch via email [chanel@oceanloversfestival.com](mailto:chanel@oceanloversfestival.com) and <https://wettransfer.com>

(please note we require the video sent on both platforms)

### **Video Pitch Criteria**

- Videos must focus on addressing and selling an idea that supports the ocean and will inspire positive change, with a clear call to action.
- Videos must be no longer than 1 minute, no larger than 500 Mb and must be filmed in horizontal (landscape) format.
- Video submissions can be created by one person, or as a team.
- All video content must be your own original work.

### **30 Second Social Media Reel**

Create a 30 second Social Media reel that focuses on drawing in an audience, this video would be the prelude to your 1-minute video. Your aim is to get **likes** and **followers**.

You want people to be interested in your 30 sec social media reel. Draw them in by highlighting your captivating idea in a snapshot and aim for them to want to know more about your great idea for the ocean. Be fun, creative and capture your audience.

### **30 second video criteria**

- Video must be filmed in portrait (dimensions 1080x1920)
- No longer than 30 second
- Minimum of 1080p resolution

### **Vision Statement**

Include a **Vision Statement** of 500 – 1000 words outlining what your idea is and how it will address a problem impacting the ocean? You may include information about how you envision developing and marketing this idea and why you think it's important to tackle this challenge. Remember that your Vision Statement will be supporting your video pitch idea.

Things to consider but not mandatory to include:

- **Hook:** Start with a captivating opening line or question to grab attention.
- **Problem Statement:** Clearly define the problem or pain point your idea addresses.
- **Solution:** Introduce your unique idea and how it solves the identified problem.
- **Benefit:** Highlight the key advantages and positive outcomes your solution offers.

### **Submission details**

Send your **1 min Video Pitch, 30 sec Reel and Vision Statement** together with any images to [hello@oceanloversfestival.com](mailto:hello@oceanloversfestival.com) and include in the subject line **FISH TANK SUBMISSION ENTRY – 'Your Fish Tank Entry Title'** before December 20<sup>th</sup>, 2024, with your:

- Name
- School
- Age
- Year
- Contact Number
- Contact Email
- Fish tank idea title
- Include 1min video pitch
- 30 sec media reel
- Include your vision statement - with Fish tank title
- Signed permission slip if not entering through your school
- Signed Terms and Conditions
- You will need to also send your 1 min video via <https://wettransfer.com> (please note, this is additionally required, even though you have sent via email, this is a 2 x step process to your submission)

Click here for entry form or access via website. [www.oceanloversfestival.com](http://www.oceanloversfestival.com)