

DIET COKE SHORT FILM COMPETITION

OVERVIEW (NOT PART OF CONDITIONS)

Game of skill: This promotion is a game of skill in which chance plays no part. The promotion comprises four competitions:

- (i) the Director's Competition;
- (ii) the Editor's Competition;
- (iii) the Screenplay Writer's Competition; and
- (iv) the People's Choice Competition.

Principal entry requirement: Entrants must be the director, editor or screenplay writer of a short film.

Entry Period: commences at 9am on 1/7/07 and ends at 5pm on 8/8/07.

Entry method: by post.

Prize Pool: The following prizes are available to be won:

- (i) One Director's Prize valued at a maximum of \$20,000.
- (ii) One Editor's Prize of \$5,000.
- (iii) One Screenplay Writer's Prize of \$5,000.
- (iv) One People's Choice Prize of \$5,000.

Prize Pool Value: The maximum total value of all prizes is \$35,000.

Prize distribution: Entries to the three competitions other than the People's Choice Competition will be judged no later than 5 pm on 19/8/07. Entries to the People's Choice Competition will be judged no later than 5pm on 14/10/07.

CONDITIONS

PARTICIPATION

1. This promotion ("Promotion") is conducted by Coca Cola South Pacific Pty Ltd, ABN 50 003 029 794, of 71 Circular Quay East, Sydney, NSW 2000 ("Promoter").
2. The Promotion is a game of skill in which chance plays no part. The promotion comprises 4 competitions:
 - (i) the Director's Competition;
 - (ii) the Editor's Competition;
 - (iii) the Screenplay Writer's Competition; and
 - (iv) the People's Choice Competition.
3. Entry to the Promotion constitutes acceptance of these conditions. All entry instructions and prize information published by the Promoter form part of these conditions.
4. The Promotion is only open to Eligible Entrants. An "Eligible Entrant" is an individual who:
 - (i) is a resident of Australia; and
 - (ii) is not an employee of the Promoter or any of its related corporations or any of their agencies associated with the Promotion; and
 - (iii) is not an employee of Coca-Cola Amatil (Aust) Pty Ltd (ABN 68 076 594 119) or its related companies; and
 - (iv) is not a spouse, defacto spouse, parent, child or sibling (whether natural or by adoption) of an excluded employee; and
 - (v) does not derive his/her main source of income from directing and/or editing and/or script writing activities connected with the production of audio and/or visual material.
5. Promotion entry opens at 9am on 1/7/07 and closes at 5pm on 8/8/07 ("Entry Period"). All times and dates are times and dates in Sydney which may be AEST or AEDT depending on the date.

ENTRY TO THE PROMOTION

6. In order to enter:
 - (i) the Director's Competition, an Eligible Entrant must be a director of a Short Film ("Director Entrant");
 - (ii) the Editor's Competition, an Eligible Entrant must be an editor of a Short Film ("Editor Entrant"); or
 - (iii) the Screenplay Writer's Competition, an Eligible Entrant must be the writer of a screenplay for a Short Film ("Screenplay Entrant").
7. In these conditions, a "Short Film" means any audio visual material that:
 - (i) is original;
 - (ii) lasts a maximum of 3 minutes;
 - (iii) is recorded on a CD or DVD in the following format:
 - (a) uncompressed Quicktime movie file;
 - (b) video resolution 447 x 334 pixels; and
 - (c) 15 fps
 - (iv) was made no earlier than 1 August 2006;
 - (v) has not, in the Promoter's reasonable opinion, previously been shown to the public or a substantial number of members of the public; and
 - (vi) has not, in whole or in part, been submitted as an entry in any other competition.
8. Entry to the Promotion can only be made by post. To enter, entrants must:
 - (i) put the completed official entry form in an envelope or other suitable packaging, together with a copy of the Short Film being entered; and
 - (ii) post the envelope or other suitable packaging to Diet Coke Short Film Promotion, PO BOX 1204, Brookvale NSW 2100. Each entry to the Promotion must be posted in a separate package.
9. If more than one type of Eligible Entrant is entering the Promotion for the same Short Film, all such entrants must be identified on a single official entry form. For example, a Director Entrant, an Editor Entrant and a Screenplay Entrant for one Short Film must all be identified on a single entry form.
10. All entrants must ensure that their entries are received by the Promoter during the Entry Period. The Promoter takes no responsibility for late or misdirected entries or for any delays or failures in any delivery service or equipment.
11. The official entry form for entering the promotion can be downloaded by from www.dietcokefilms.com.au/filmcomp ("Promotion Website").

12. Each Short Film can only be used to enter the Promotion once. If, in the Promoter's opinion, two or more Short Films are the same (or contain substantial amounts of material that is the same), the Promoter may, in its absolute discretion, exclude one or more of the entries which submitted those Short Films.
13. Each official entry form has space for details of the Director Entrant, Editor Entrant and Screenplay Entrant of the Short Film included in the entry. An entry will be invalid if:
 - (i) it does not contain full details of the Director Entrant; or
 - (ii) is not signed by the Director Entrant.
14. Details of an Editor Entrant and Screenplay Entrant are optional on each entry.
15. An entry will be invalid if the entry form is modified or is not signed by all persons named on the form.
16. Subject to the other provisions of this condition, a person may enter the Promotion an unlimited number of times. A person who performed more than one of the roles of director, editor and screenplay writer for a Short Film may enter the Promotion in each of those capacities for that Short Film. For example, if one person was director and screenplay writer for a Short Film, that person can enter as Director Entrant and Screenplay Entrant for that Short Film.
17. Except as expressly permitted by this condition, more than one person must not be identified on an entry as the Director Entrant, Editor Entrant or Screenplay Entrant:
 - (i) If a Short Film has been directed by two Eligible Entrants jointly, those two persons may identify themselves jointly as the Director Entrant for that film.
 - (ii) If a Short Film has been edited by two Eligible Entrants jointly, those two persons may identify themselves jointly as the Editor Entrant for that film.
 - (iii) If the screenplay for a Short Film has been written by two Eligible Entrants jointly, those two persons may identify themselves jointly as the Screenplay Entrant for that film.
18. Any prize that may be awarded to joint Director Entrants, Editor Entrants or Screenplay Entrants (as permitted by condition 17) will be awarded to them jointly and they will, together be entitled that one prize. Joint Director Entrants, Editor Entrants or Screenplay Entrants will be responsible for determining how any prize they may win will be divided between themselves (but any prize will be paid to joint entrants in accordance with condition 31).
19. Each person signing the entry form is bound by all the provisions stated on the entry form.
20. The Promoter may exclude any entry if, in the Promoter's opinion, the Short Film submitted with the entry contains any material which may:

- (i) cause offence to any person or group of persons;
 - (ii) infringe the rights (including intellectual property rights) of any person, whether as a result of being communicated to the public or otherwise.
21. All entries to the Promotion may be subject to verification by the Promoter. An entrant MUST, within 7 days of being asked, at the Promoter's cost, allow the Promoter to inspect and copy any documents the Promoter may request establishing eligibility to enter or win, including evidence of age, residence, identity or the role played in making a Short Film.
22. The Promoter may, at its absolute discretion, declare any or all entries made by an entrant invalid if the entrant: (i) fails to establish their entitlement to enter the Promotion to the Promoter's satisfaction; or (ii) fails to produce items as required by condition 21 or produces items that, in the Promoter's opinion, are illegible, stolen, forged, reconstructed, altered, incomplete or tampered with in any way; or (iii) in the Promoter's opinion, tampers with the entry process or benefits from such tampering; or (iv) in the Promoter's opinion, submits an entry which is not in accordance with these conditions.
23. The tangible material contained in all entries becomes the property of the Promoter.

JUDGING STAGE 1

24. Judging will be conducted in a two stage process.
25. In the first stage, a panel of judges experienced in the film industry ("Panel") will judge all entries and select the entries that submitted the 20 Short Films that are judged to be the best according to Promotion Criteria ("Finalist Films"). If 20 entries or less are received, all suitable entries will be included in the Finalist Films.
26. The "Promotion Criteria" are creativity and originality. In all judgments based on the Promotion Criteria, equal weight will be given to each of the Promotion Criteria.
27. The first stage of the judging will be completed by 5pm on 09/08/07. No later than 5pm on 20/08/07 the Finalist Films will be posted on the Promotion Website for public viewing until 13/10/07.

JUDGING STAGE 2

28. In the second stage of judging, prizes will be awarded.
29. No later than 5pm on 16/08/07, the Panel will conduct 3 further judgments, one for each of the three following competitions:
- (i) Director's Competition: The Panel will review all Finalist Films. From those films, the Panel will select the film that is judged to have the best direction according to the Promotion Criteria. The Director Entrant identified on the entry that submitted that film will win \$20,000.

- (ii) Editor's Competition: The Panel will review all Finalist Films (if any) that were submitted in entries that identified an Editor Entrant. From those films, the Panel will select the film that is judged to have the best editing according to the Promotion Criteria. The Editor Entrant identified on the entry that submitted that film will win \$5,000.
 - (iii) Screenplay Writer's Competition: The Panel will review all Finalist Films (if any) that were submitted in entries that identified a Screenplay Entrant. From those films, the Panel will select the film that is judged to have the best screenplay according to the Promotion Criteria. The Screenplay Entrant identified on the entry that submitted that film will win \$5,000.
30. The People's Choice Competition is a public voting competition. Members of the public visiting the Promotion Website will be invited to view any or all of the Finalist Films and give each Finalist Film a rating of 1 to 5 points ("Rating"), as more fully explained at the Promotion Website. A 5 point Rating for a film is the highest possible Rating and is referred to as a "Sparkling Rating". Each member of the public will be asked to give their Rating based on the extent to which each film provides a rewarding experience to the viewer ("Public Voting Criterion"). Each member of the public may only rate each Finalist Film once. The Promotion Website will be accessible for public voting from 11:00am on 20/08/07 to 10:59am on 13/10/07. In order to give a Rating, a member of the public will have to register on the Promotion Website, use a compatible browser and follow the prompts at the Promotion Website. The Director Entrant identified on the entry that submitted the Finalist Film that receives the most Sparkling Ratings will win \$5,000. If two or more Finalist Films receive the highest number of Sparkling Ratings, the Panel will convene and will cast one additional (deciding) vote in favour the one of those tied Finalist Films that they judge to be the best, according to the Public Voting Criterion. The winner of the People's Choice Competition will be determined no later than 5pm on 14/10/07.
31. All prizes which are a monetary amount will be paid by means of a crossed cheque payable to the winner, or if the winner so requests, by means of electronic transfer of funds to any nominated account in Australia. Any prize of a monetary amount that may be payable to joint a Director Entrant, Editor Entrant or Screenplay Entrant (as permitted by condition 17) will be paid by two crossed cheques, each cheque for half the prize amount, each made payable to one of the joint entrants.

WINNERS

32. Each winner will be notified in writing, posted to their address as indicated in the entry. The notification may include instructions as to how the winner is to claim the prize and establish his/her entitlement to it.

33. The name of each prize winner will be published at the Promotion Website within 7 days of each prize being awarded, for a period of at least 1 week.
34. In order to be entitled to any prize, each winner must, if requested by the Promoter, agree to and sign:
 - (i) an eligibility form confirming their compliance with the Conditions and eligibility to accept the prize; and
 - (ii) a liability release, waiver and/or indemnity in favour of the Promoter and/or any person or other entity associated with this Promotion.

A winner who does not comply with this condition forfeits their prize.

GENERAL

35. If for any reason the conduct or operation of the Promotion is interfered with or disrupted in any way (including by vandalism, power failures, natural disasters, acts of God, civil unrest, strikes, computer bugs or viruses, tampering or technical failures), the Promoter reserves the right to cancel, terminate, modify or suspend or recommence the Promotion.
36. The Promoter assumes no responsibility for: (i) any error, omission, interruption, or delay in the operation or transmission of any communication sent to (or by) the Promoter or any entrant, (ii) any theft, destruction or unauthorized access to, or alteration of such communications; (iii) any problem with, or technical malfunction of, any computer system or other equipment used for the conduct of the Promotion; (iv) any incorrect or incomplete information which may be communicated in the course of the administering this Promotion (whether as a result of one of the foregoing causes or otherwise).
37. All of the Promoter's decisions are final and no correspondence will be entered into.
38. The Promoter accepts no responsibility for any tax liability incurred as a result of an entrant participating in the Promotion. Entrants should obtain independent tax and financial advice.
39. To the full extent permitted by law, the Promoter, its associated companies and agencies and any of their personnel (the "Relevant Parties") exclude all liability for any loss (including any damage, claim, injury, cost or expense) which is suffered or incurred by any Eligible Entrant in connection with the Promotion or prizes, including: (i) any indirect, economic or consequential loss; (ii) any loss arising from the negligence of a Relevant Party; (iii) any liability for personal injury or death.
40. Each winner consent to the Promoter using their name, likeness, image and/or voice (including any photograph, film and/or recording of them) in any media at any time or times without remuneration for the purpose of promoting this Promotion, the Promoter and/or any of the Promoter's products.

41. Entrants' personal information will be collected by or on behalf of the Promoter to enable it to administer the Promotion and publicise its winner(s) and, if an entrant consents, may be used to market its products to the entrant. The personal information of each winner may be provided to others assisting in the conduct of the Promotion, including the Promotion administrator, prize suppliers and deliverers, and to regulatory authorities. Persons may contact the Promoter by contacting 1800 066 574 to request access to, or corrections of, any of their collected personal information that is held by the Promoter. If an entrant does not provide accurate personal information the Promoter may determine that they are not eligible to win a prize.