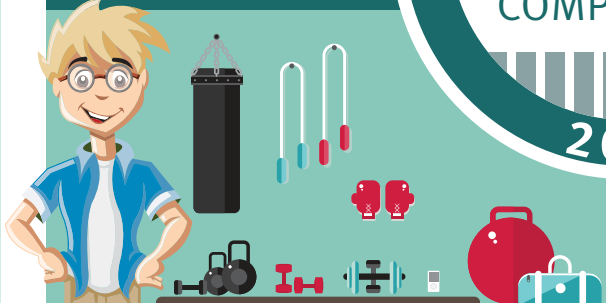


# BUY SMART COMPETITION

2024

## CONTRACTS



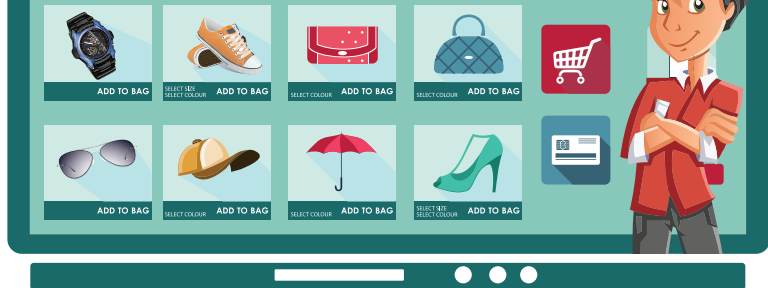
## ADVERTISING



## BUDGETING



## ONLINE SCAMS



## SHOPPING AROUND



## CONSUMER RIGHTS



## BUYING A CAR



## ENTER NOW



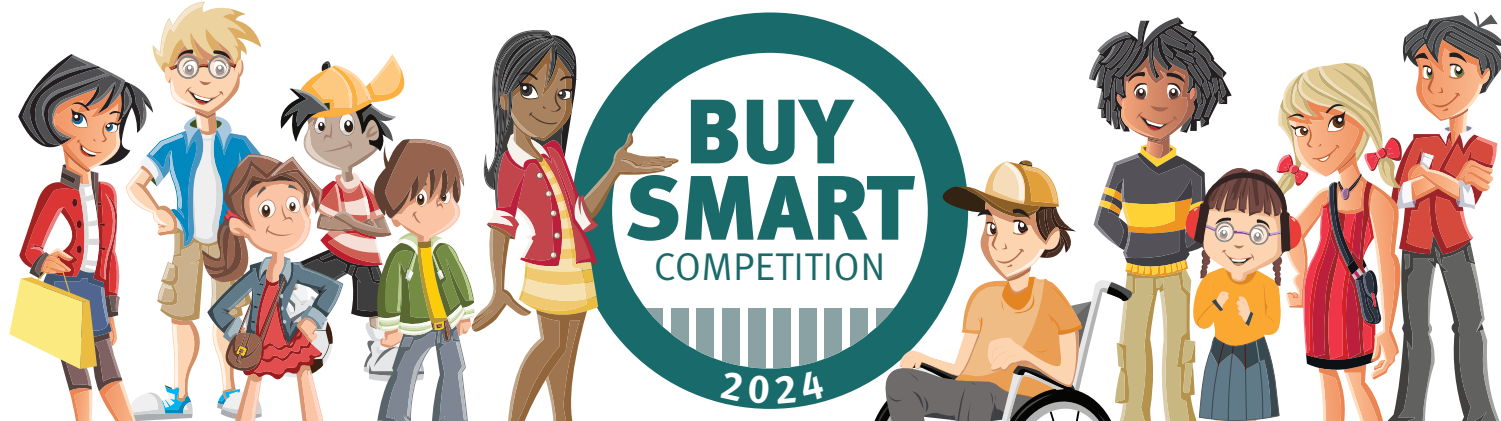
WIN A SHARE  
OF OVER  
\$15,000



# Student entry kit

Office of Fair Trading | [www.qld.gov.au/buysmartcomp](http://www.qld.gov.au/buysmartcomp)





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# Student entry development

## Welcome to the Buy Smart Competition!

The aim of creating a Buy Smart Competition entry is to communicate an important consumer message to a specific audience. Your entry can be in any format, for example, a presentation, advertisement, movie, poster, board game or computer game. The sky is the limit, as long as it teaches, creates awareness, or communicates your message to others.

This workbook is designed to help you to create the best Buy Smart Competition entry you possibly can and enter the competition.

**Good luck!**

## Topic

### Choose a topic for your Buy Smart Competition entry

The first step in creating an entry is choosing a consumer topic. Has your teacher assigned you a topic or are you free to pick your own?

If the choice is yours, make sure you pick a topic that interests you. Some topics and launching ideas include:

- the Australian Consumer Law
  - What is the Australian Consumer Law and how does it affect my everyday life?  
*Think of key points and/or advice people need to know about consumer guarantees.*
- rights and responsibilities of business
  - Are you considering going into business one day?  
*You could create an entry about the sorts of things your business will need to do about receipts, refunds, signs, lay-bys etc.*
- rights and responsibilities of consumers
  - Are you interested in what your rights are when buying products?  
*You could create an entry about the rights and responsibilities of consumers.*
- buying a car
  - Are you thinking of buying a car soon?  
*Think of key points and/or advice people need to know when buying a car.*

Some other topics are:

- online shopping
- scams
- mobile phones
- budgeting
- lay-bys
- product safety.

**My topic is:**

## Message

### Choose your message

Now that you have chosen your topic, it's important to choose an effective message to communicate to your audience. What do you want to say to your audience? Think about why your message is important and be specific with what you want to say. Some topics can be very broad; so it is important to include only useful or relevant information.

For example, if you choose online shopping as your topic, there are many different issues you could talk about:

- How to shop online safely.
- What to do if a product doesn't fit or is broken.
- What if the product doesn't arrive? Can I get my money back?
- What sites are the best places to buy from online?
- What is the safest way to pay for items online?

Trying to include all these issues may only confuse your audience. A powerful message will be focussed and relevant to your audience.

**My message is:**

**My message is important because:**

## Audience

### Choose your audience

It's important to think about who you are talking to when creating your entry. For example, how you explain something to a primary school aged student would be very different to how you explain it to an adult.

Questions to ask:

- How old is my audience?
- Is my audience male, female or mixed?
- Where does my audience come from?
  - What is their culture?
  - Are they Australians or migrants?
  - Do they identify as Aboriginal or Torres Strait Islander?
- Do they speak another language at home?
- Where do they live?
- Do they work or go to school?
- What are their interests?

Using the online shopping example, are you telling teenagers or your grandparents how to shop online safely? Teenagers may like to learn your message through a song or interactive computer game. Would grandparents? Maybe a magazine article would suit them better. Different things appeal to different people.

### My audience is:

### Handy hint

Use **Australian** consumer information sources as laws differ from country to country!



## Research

### Doing your research

Now you know your topic, message and audience, you can start researching relevant information for your entry.

It's a good idea to gather your information from a variety of sources. Places to find information include:

- the internet—useful websites for the Buy Smart Competition include:
  - [www.qld.gov.au/fairtrading](http://www.qld.gov.au/fairtrading)
  - [www.moneysmart.gov.au](http://www.moneysmart.gov.au)
  - [www.accc.gov.au](http://www.accc.gov.au)
  - [www.asic.gov.au](http://www.asic.gov.au)
  - [www.scamwatch.gov.au](http://www.scamwatch.gov.au)
  - ensure you only use Australian consumer information as laws differ from country to country.
- books and publications—again use Australian literature.
- other people—talk to people in your target audience to find out what about your topic interests them.

It's important to keep a record of where you found information. This record is known as a bibliography or reference list. It is important because:

- you can refer to it if you want or need to recheck your information later
- it shows where you found your information
- it demonstrates how much research and the type of research you have done
- it acknowledges the person who originally came up with the information or idea you have used or referred to
- it proves you are not pretending someone else's work is your own.

You may already be required to include a bibliography or reference list with your school assignments. There are different formats so check with your teacher the style preferred by your school.

### My research plans is:



## Developing

### Developing your idea

You are now at the most fun part of creating your Buy Smart Competition entry. Having completed all or most of your research you now should have some idea of what format you would like your entry to take. Don't be afraid to try something new and different. Some ideas for you include:

- song lyrics
- newspaper article
- speech
- brochure
- book
- poster
- board game
- movie
- cartoon
- website
- PowerPoint presentation
- animation.

Think about choosing a format that will appeal to your audience and suit your message. A winning entry designed an app to promote online scam awareness in teenagers. The app was a great tool for this message as teens can use it on the same device they normally use to go online.

**Important note: The Buy Smart Competition conditions of entry has limits on the length of recorded media, including video or audio material. Recordings must not exceed:**

- five minutes for any single recording
- ten minutes in total where multiple recordings are included.

My entry format will be:

Some initial ideas are:

## Testing

### Testing your product

It is important to test your product before submitting it to the competition. In the business world, testing new products is referred to as prototype testing. Businesses develop a prototype or example of a new product to test it in the market to measure its likely success.

Conducting such testing of your entry ensures you have time to make any necessary adjustments or changes. The type of testing you do depends on your product.

- You can test the effectiveness of a board game by organising members of your target audience to play it. This will ensure they receive the correct message.
- A feedback sheet would be ideal for testing a PowerPoint presentation.

How I will test my entry/product?

Who will test my entry/product?

Results:

### Handy hint

Don't forget to do a final check of your spelling and punctuation!



# Competition entry details

Over \$15,000 will be awarded to smart young consumers who create clever new ways of communicating the challenges, opportunities and pitfalls existing in today’s complex marketplace.

## Who can enter?

The Buy Smart Competition is open to all Queensland primary and high school students from Years 4 to 12. You can enter through your school, youth group, church group, community group, disability support group or other youth organisation.

You can enter:

- individually
- as a group of up to four participants

Competition categories are:

- Years 4–6
- Years 7–9
- Years 10–12.



## Tips

### Tips for entries

- Read the entry criteria and conditions of entry before starting your project.
- Pick one topic only and provide clear and specific information.
- Research carefully to make sure your information is correct and accurate.
- Use Australian consumer information—different countries have different laws.
- Think creatively about your type of project. What appeals to you and to your target audience?
- Check your spelling, grammar and punctuation.
- Write your name on your entry.
- Fill out the entry form and send with your entry.
- Don’t forget to get your parent or guardian to sign the image consent form.

### Tips for interactive entries, e.g. board games and video games

- Create something new—try not to copy an existing game/activity.
- Try the game/activity for yourself and test it with your target audience to make sure it is playable.
- Make sure games are fair to all players, and that rules/ gameplay make sense (and aren’t too complicated).
- Make sure your activity allows frequent opportunities to think about and engage with your information
- Reward players for **strategy** and **knowledge**, rather than **luck**.

### Tips for multimedia or digital entries

- Remember that time restrictions apply to recorded media. See the conditions of entry for details.
- Check that audio can be heard and understood (adding subtitles can help if in doubt).
- Save files in commonly readable formats wherever possible.
- Ensure any web materials (including websites and YouTube videos) are ‘published’ to be accessible by our judges.
- Check any online files you share, such as via cloud-based technology, are accessible from outside your school’s or organisation’s network.

## What can we win?

We award cash prizes as set out in the below:

Prize	Entrant/group	School/club
<b>1st</b> (per category)	\$500	\$2000
<b>2nd</b> (per category)	\$250	\$1000
<b>3rd</b> (per category)	\$150	\$500
<b>Highly commended</b> (Max. 10 in whole comp)	up to \$50 per person	
<b>Commissioner’s School Champion Prize</b>		\$1500

## Resources are available for schools

### School presentations:

Informing consumers about their rights and responsibilities is a core focus of the Office of Fair Trading. We can deliver classroom presentations on a range of Buy Smart topics via school incursion or live video-link.

A full list of topics is available online at [www.qld.gov.au/buysmartcomp](http://www.qld.gov.au/buysmartcomp).

We have officers based in Brisbane, Cairns, Townsville, Mackay, Rockhampton, Hervey Bay, Maroochydore, Toowoomba and Southport, and can arrange visits or video-links to other locations. Teachers can email us at [buysmart@qld.gov.au](mailto:buysmart@qld.gov.au) to check the availability of our team.

**Please remember to include your contact details and a couple of preferred dates.**

### Websites:

[www.qld.gov.au/buysmartcomp](http://www.qld.gov.au/buysmartcomp)

The Buy Smart Competition website has a range of information and resources to help with your entry.

- Click on **Getting started** to start researching your topic.
- Click **Videos** for previous years' example entries and information on common topic areas.

[www.moneysmart.gov.au](http://www.moneysmart.gov.au)

The Australian Securities and Investments Commission's (ASIC) MoneySmart website offers money management advice.

[www.accc.gov.au](http://www.accc.gov.au)

The Australian Competition and Consumer Commission (ACCC) website provides information on Commonwealth fair trading issues, consumer protection laws and product safety.

### Other:

- Office of Fair Trading publications, which can be ordered from [www.qld.gov.au/fairtrading](http://www.qld.gov.au/fairtrading)
- textbooks and academic publications
- teacher handouts
- reputable media sources.

## Entry criteria

### Entries will be judged on:

#### Identification and response

- Has the entry identified an Office of Fair Trading consumer issue?
- Does the entry give the audience relevant background information to understand why the identified topic is a consumer issue?
- Does the entry offer tips or solutions on how to overcome the identified consumer issue?

#### Effectiveness

Is the entry effective in delivering its message?

Is the topic relevant to the target audience?

Are the language, format and design easily understood?

#### Creativity and presentation

- Does the entry represent the issue in a creative and memorable way?
- Is it well presented, including correct spelling and grammar where applicable?

## Submitting your entry

**Ensure all entries are labelled with entrants' name/s.**

The Office of Fair Trading will retain ownership of all entry material, except in extraordinary circumstances.

You can submit your entry via the following methods:

#### By email

We accept email submissions for electronic entries such as websites, videos and slide presentations. You may need to compress larger files or provide a link to the file/s using cloud-based file sharing technology.

Email: [buysmart@qld.gov.au](mailto:buysmart@qld.gov.au)

#### By mail

Send your entries to:

Buy Smart Competition

Office of Fair Trading

GPO Box 3111, BRISBANE QLD 4001

**Entries postmarked Friday 13 September or earlier will be accepted as submitted on time.**

#### By courier

Security arrangements in our building may require you to deliver items to an external location for screening. Please phone 13 QGOV or email [buysmart@qld.gov.au](mailto:buysmart@qld.gov.au) for details.

#### Other

Please phone 13 QGOV or email [buysmart@qld.gov.au](mailto:buysmart@qld.gov.au) to arrange submission of particularly large, bulky or fragile entries.

## TEACHERS

If you choose to short-list student entries, complete and return our 'Student entry spreadsheet'. This will ensure every student who completes competition work receives a certificate. The spreadsheet is available on the Office of Fair Trading website. Return completed spreadsheets to [buysmart@qld.gov.au](mailto:buysmart@qld.gov.au)

**Competition closes 5pm on Friday 13 September 2024**

# Conditions of entry

1. **The competition is open to Queensland students of primary or secondary school age from Years 4 to 12** or equivalent. An entrant's current year level may be within or below the year levels identified in their nominated category. Students below Year 4 or equivalent are eligible to enter, though their work will be deemed to be of at least a Year 4 standard for the purposes of judging.
  2. A Queensland student is a person who **lives or studies in Queensland**.
  3. Entrants must include on the entry form the name of their school in Queensland **or** the community organisation supporting their participation in the competition. For this competition, a community organisation is a legal entity whose services support the education and/or personal development of young people living in Queensland. Without limiting eligibility, examples include organisations such as school Parents and Friends associations, home education associations, church youth groups, Scouts Queensland, Girl Guides Queensland, etc.
  4. Entrants can enter individually or in a group of **no more than four students**. Where a group contains students in multiple year levels, the entry must be entered into the year level category appropriate to the students in the highest year level within that group.
  5. **Entries and completed entry forms are to be submitted via one of the methods provided on this form by Friday 5pm, 13 September 2024.** Entries submitted after this date will not be eligible for judging except at the sole discretion of the Office of Fair Trading.
  6. Entries composed of or including any form of recorded media, including but not limited to video and audio material, must not exceed: a. five minutes for any single recording b. ten minutes in total where multiple recordings are included in an entry.
  7. The judges' decision is final and no correspondence will be entered into.
  8. Where possible, prize winning entries will be displayed on the Office of Fair Trading's websites. They may be used to publicise the competition outcome, adapted in future for consumer communication activities or to promote any future competition. If so, an appropriate acknowledgement will be included.
  9. Photographs may be taken of entrants. **Parents/legal guardians of short-listed students must sign our Film/photo consent form** except in exceptional circumstances as determined at the discretion of the Office of Fair Trading. Where images or video footage of non-entrants appear in entries, additional film/photo consent will be required.
  10. The Office of Fair Trading will provide monetary prizes to the most meritorious (as per the criteria in point 13) entrants and their school/organisation.
  11. If a prize-winning entrant is a group (as set out in point 4), the Office of Fair Trading will divide the prize value awarded to the entrant equally among the individual students who were part of the group entry. In the case of a Highly Commended award, the minimum prize value awarded to a student will be \$25.
  12. The Office of Fair Trading will retain ownership of all entry material submitted, except at the sole discretion of the Office of Fair Trading.
  13. Entries will be judged by an independent panel based on the entry criteria available on **page 7** of this document (Entry kit) and at [www.qld.gov.au/buysmartcomp](http://www.qld.gov.au/buysmartcomp).
  14. By completing the entry form, entrants agree to grant the State of Queensland, acting through the Office of Fair Trading, an exclusive licence to use, reproduce, communicate to the public and adapt for its own use the copyright and intellectual property in the entry with appropriate acknowledgement wherever possible.
  15. Information collected from these entries will only be used for the purposes of this competition. It will not be passed on to any third party except for the purposes of promoting the competition (as detailed in point 8).
  16. Certificates of participation for entrants will be printed using the spelling given on the entry form or the student entry spreadsheet. If given spelling is incorrect, certificates can be reprinted upon request, however, there may be a delay.
  17. Students are eligible to enter the Buy Smart Competition, but are not eligible to receive a monetary prize, if any member of their immediate family:
    - a. is a staff member of the Liquor, Gaming and Fair Trading Division (LGFT) of the Department of Justice and Attorney-General
    - b. sits on the Buy Smart judging panel.
- If the student is part of a group entry, the group is eligible to win a monetary prize. However, the prize money will only be divided equally among the students who are not immediate family members of an LGFT staff member and/or the Buy Smart judging panel.

## Send entries to:

Office of Fair Trading  
GPO Box 3111  
Brisbane Qld 4001

[buysmart@qld.gov.au](mailto:buysmart@qld.gov.au)  
13 QGOV (13 74 68)  
[www.qld.gov.au/buysmartcomp](http://www.qld.gov.au/buysmartcomp)



Follow us on



# Entry form

Complete **one** entry form per entry. Photocopies of this form are acceptable.

1. Check you've complied with the terms and conditions (on reverse).
2. Type or clearly print details in **BLOCK LETTERS**.
3. Students sign to confirm their own work.
4. Parent, guardian, teacher, or group leader to ensure form is complete and sign.
5. Submit this form with the competition entry.



## Category

(please tick school year)



Years 4–6



Years 7–9



Years 10–12

Consumer-related topic				
Entry target audience				
Entry type Eg: board game, website, video, poster, brochure, song, video game				
Digital entry details Eg: website address, file type				
What I/we learnt during this project: (Up to 100 words)				
Number of entrants (maximum of 4 group members)	1	2	3	4

Type or clearly print names in **BLOCK LETTERS** of all entrants who completed this entry project.  
Use the names you would like to appear on the certificate of participation.

Students sign to declare this is their own work.

Name	Year level	Signature
1		
2		
3		
4		

School/organisation details:

School name:	
Address:	
Teacher/supervisor name:	
Email:	Phone:

Entry submission:

– Please submit entries even if all student photo consent forms haven't been collected.

I/ the teacher/supervisor/parent/guardian have read and accepted the conditions of entry for this competition.

Name:	Signature:	Date:
Email: (if different from above)	Phone:	

# Entry form

Office of Fair Trading | [www.qld.gov.au/buysmartcomp](http://www.qld.gov.au/buysmartcomp)



Queensland  
Government

# Queensland Government Film/photo consent form

Please send in your Buy Smart entries even if all student photo consent forms haven't been collected.

Activity/location/context/purpose	BUY SMART PROGRAM	
	Date	/ /
I,	(insert name)	
of	(insert address)	
For parents/legal guardians of children (if applicable)		
1. <b>declare</b> that I am the parent/legal guardian of the following child or children		
(collectively, 'the children')		
2. <b>agree</b> to the State of Queensland, its employees, officers, agents and contractors ('the State') (a) making images or recordings, whether sound, digital or otherwise, of me and the Children ('Images and Recordings'); (b) using, publishing or reproducing the Images and Recordings in any form (in whole or in part) and by any medium, including but not limited to newspapers, magazines, brochures, television advertisements, promotional videos, websites, CD-ROM or other multi-media, for public relations, promotions, commercial and advertising purposes ('Promotional Materials'); and (c) retaining or storing the Images and Recordings (including those incorporated into Promotional Materials), in hard copy or digitally, including but not limited to, deposit of the Images and Recordings into a Queensland Government Image Library;		
3. <b>agree</b> that the rights granted to the State under clause 2 of this Photo Consent Form are perpetual and that I will not receive any payment, royalty or other consideration (whether monetary or otherwise) from the State in connection with the making, use or storage of the Images and Recordings;		
4. <b>agree</b> to the State collecting, storing, handling, accessing, managing, transferring, using and disclosing personal information about me and the Children, including but not limited to our name, details and image, in connection with the Images and Recordings or the Promotional Materials;		
5. <b>acknowledge and agree</b> that any Promotional Materials which refer to me and the Children, expressly or by implication, are, at the date of publication, made in good faith and are not intended to defame or offend me or the Children or bring me or the Children into disrepute and, to the best of the State's knowledge, are true and correct;		
6. <b>agree</b> that the State is the owner of the copyright in the Images and Recordings and the physical Images and Recordings; and		
7. <b>acknowledge</b> I am signing this Photo Consent Form of my own free will, on the full understanding and comprehension of the terms of this Photo Consent Form.		

<b>Signed by:</b>	<b>Witnessed by:</b>
Print name	Print name of witness
Signature	Signature
Date / /	Date / /

## Office use only

Contact officer	Department/Agency
Phone	Photographer/credit

## Privacy notice

The Department/Agency is collecting the information on this Photo Consent Form in order to use Images and Recordings of you or the Children in Promotional Materials for the Queensland Government and as otherwise stated above. This information will only be accessed by authorised employees within the Department/Agency. Some of this information may be given to other departments/agencies, contractors of this Department/Agency and other departments/agencies and authorised users of the Queensland Government Image Library for the purpose of using Images and Recordings of you and the Children in Promotional Materials. Your information will not be given to any other person or agency unless you have given us your consent or we are required or permitted by law.