

2019 China New Zealand Year of Tourism – Chinese Social Media Competition

- Promoting Dunedin as a Tourist Destination to Chinese Tourists

Rules & Details of the Competition

Summary

Fancy organising an event like the Jaffa Race down Baldwin Street? Or the Rubber Duck Race down the Leith?

What about rewrite part of a Chinese TV historical drama and set that in the historical buildings in Dunedin?

Or play a real life game of Cluedo with Chinese characters in Larnach's Castle?

Or set up a race of competitors dressed up as Yellow-eyed penguins surfing down the sand dunes at Sandfly Bay?

Or write a current Chinese story set in Dunedin?

Then Video it and Promote it through popular Chinese social media Platforms so more Chinese will know about Dunedin as a tourist destination?

This competition may be of interest. Details of the competition are on www.dunedinshanghai.com/news

The prize will be \$3,000. The winning entry will be publicised in social and general media.

Entries close on **31 August 2019**. All entries to be submitted in the **attached** Proposal Form to dunedin@terramark.co.nz.

Shortlisted entries will be notified and will run their campaign from 16 September to 15 November 2019.

Background

2019 is the China New Zealand Year of Tourism. The Dunedin Shanghai Association (DSA) is planning to launch a Chinese Social Media competition to promote Dunedin as a tourist destination to Chinese tourists.

The objectives of the competition are:

1. To promote Dunedin as a tourist destination to Chinese tourists. The competition will be impact focussed.
2. To encourage the use and understanding of Chinese social media by the tourism sector in Dunedin.
3. To highlight the value of Chinese students and new immigrants to Dunedin as a cultural and economic resource for Dunedin.

Details of Competition:

1. The competition is open to anyone living in Otago, NZ.
2. Any entry to the competition must submit a proposal which comprises the following:
 - a. Promote Dunedin as a tourist destination to Chinese tourists, or promote a Dunedin tourist destination to Chinese tourists
 - b. The proposal must include promotion through Chinese social media, by video or other means. The promotion may involve the running of an event which may raise the profile of Dunedin as a tourist destination. Examples of such events that have been organised before are the Jaffa Race down Baldwin Street, and Rubber Ducks race down the Leith River. (Note that the events do not have to be on that scale as entrants must also consider all regulatory requirements and organise a public event like that). Alternatively, it may be in other formats which raise the profile of Dunedin as a tourist destination.

- c. It is the entrant's responsibility to ensure that all regulatory requirements are met and all relevant consents are obtained. If any regulatory requirements are to be met or consents are to be obtained, they must be set out in the proposal. If an event is to be held in a public place, we suggest that entrants should contact Marilyn Anderson, Dunedin Events organiser at the Dunedin City Council (tel 4774000; email: Marilyn.Anderson@dcc.govt.nz) to identify what requirements may need to be met. If the event is to be held on a private property, the written consent of the property owner must be provided as part of the proposal.
- d. At the other end of the spectrum, the proposal may be a promotional video or information packages which are launched on the social media platform about a particular Dunedin tourist attraction or about Dunedin in general.
- e. In all cases, the impact of the social media campaign will be the main criteria for determining the winner. If the proposal involves any particular tourist attraction, the proposal must include consent of the owner or operator of the Dunedin tourist attraction for the event and campaign to be run.
- f. The proposal must also set out what will happen with the campaign, the proposed budget, what Chinese social media platform will be used, and what evidence they will provide of the campaign's impact.
- g. This competition is intended to encourage collaboration and team effort. Accordingly, entrants may include teams of University of Otago/Otago Polytech students and/or collaborations between students and Dunedin tourism businesses. It is likely that the impetus will come from those who have Chinese social media skills. They may approach Dunedin businesses to assist them in coming up with a viable proposal. Alternatively, a student team may run the whole campaign themselves.
- h. All entries must be submitted by 31 August 2019 to dunedin@terramark.co.nz and the competition will follow the timeline below:
 - i. By 31 August 2019: Teams to submit their proposals.
 - ii. From 1 September to 14 September 2019: Judging Panel to assess proposals and shortlist compiled.
 - iii. 15 September 2019: Shortlisted entries notified.
 - iv. 16 September 2019 to 15 November 2019: Shortlisted entrants organise and run their events/campaigns.
 - v. 15 November 2019: Submit evidence of campaigns together with impact evidence to the judging panel for assessment.
 - vi. 28 November 2019: Announcement of winner.
- i. Prize: \$3,000. The winning entry or entries will be publicised to social and general media.
- j. The decision of the judges will be final. All enquiries to Teresa Chan – teresa@tchanlaw.co.nz or (03) 477 1069.
- k. Judges:
 - i. Teresa Chan- Chair of Dunedin Shanghai Association;
 - ii. Jasmine Chu – previously Chinese Social Media advisor to the University of Otago;
 - iii. Dr Craig Lee- Lecturer at University of Otago Tourism Department, with knowledge of Chinese Social Media;
 - iv. Rebecca Twemlow, Director of Firebrand;
 - v. Sponsor representative- BNZ is the Sponsor of this competition.