



Organizer: Agriculture, Fisheries and Conservation Department (AFCD)

Co-Organizer: Hong Kong Society for Education in Art

The ocean is the cradle of life. Covering three quarters of the Earth's surface, it supports 80% of life on Earth, provides oxygen and regulates climate. Human survival indeed relies on this important natural environment. To guard the ocean and protect our marine environment, we must put words in to action.

Objectives

This competition aims to:

- promote and enhance public awareness and understanding of marine conservation;
- encourage students to develop their potential in art and creativity; and
- call for the public to give practical support to the protection of marine environment and resources by displaying the award-winning entries on the AFCD website and relevant printed promotion materials.

Theme of the Competition

Any content related to marine conservation is acceptable. For instance, keeping the ocean clean, participating in Hong Kong marine conservation activities (such as Hong Kong Reef Check, Marine Park Ambassador Scheme, etc), following the marine conservation codes, etc.

The marine conservation codes are available on the AFCD website

(http://www.afcd.gov.hk/english/conservation/con_mar/con_mar_edu/mar_con_edu.html).

Categories

- 1) Junior Primary (P.1-P.3)
- 2) Senior Primary (P.4-P.6)
- 3) Junior Secondary (F.1-F.3)

- 4) Senior Secondary (F.4-F.6)
- 5) Family (P.1-P.6 students and their parents)
- 6) Open (Hong Kong residents aged 16 or above)

Format of the Entry

- 1) Entry design can be in any shape and must be 2-dimensional measuring no more than 9cm × 28cm.
- 2) The entrant can use any kind of drawing tools, such as crayons, watercolour, coloured pencils, sketching pencils or computer, etc.
- 3) Entries must be drawn or printed in colour on an entry form. Please use A4 paper (plain paper or drawing paper) to print entry form downloaded from the website.
- 4) For entries produced by computer, a digital copy in JPEG format with 300 dpi resolution must be submitted as well.
- 5) Caption can be added to illustrate the theme of the entry.
- 6) Title of the entry must be included in the entry form.

Methods of Participation

- Entry form can be obtained through schools or downloaded from the AFCD's website (http://www.afcd.gov.hk/english/conservation/con_mar/con_mar_cor/MCC2015_competition.html).
- Submit the entry together with a completed entry form through the school, in person or by post to Marine Conservation Division (East), Agriculture, Fisheries and Conservation Department, 7/F, Cheung Sha Wan Government Offices, 303 Cheung Sha Wan Road, Kowloon. Please mark **“Ocean protection starts with us” Web Banner Design Competition** on the envelope.

Deadline of Submission

24 April 2015 [Entries received by mail will be dated by postmark.]

Judging Criteria

- 1) Content and Presentation (40%)
- 2) Composition and drawing technique (30%)
- 3) Creativity (30%)

Judging Panel

- 1) Mr. Michael Miller Yu
CEO of Creative House, Chairman of Hong Kong Outstanding Designers Association
- 2) Ms. Chan Mei-chun, May
Manager (Visual Arts) of Assessment Development Division, Hong Kong Examinations and Assessment Authority
- 3) Mr. Leung Hoi Yung

Founder of Hong Kong Innovative Education Foundation

4) Dr. Tsoi Kwok Ho, Samuel

Assistant Professor of the Department of Science and Environmental Studies, the Hong Kong Institute of Education

5) Ms. Chan Lai Sum, Lisa

Executive Committee of Hong Kong Society For Education In Art

Prizes

Prizes for each category :

Champion	A certificate and book vouchers worth HK\$1500
1 st Runner-up	A certificate and book vouchers worth HK\$800
2 nd Runner-up	A certificate and book vouchers worth HK\$500
Merit Award (5 places)	A certificate and book vouchers worth HK\$200

Additional award:

Best Participation School Award	Trophy
(1 place for both primary and secondary category)	

Announcement of Results

Results will be announced on the AFCD website

(http://www.afcd.gov.hk/english/conservation/con_mar/con_mar_cor/MCC2015_competition.html) on 30 June 2015.

Winners will be notified individually and invited to the Prize Presentation Ceremony scheduled for July 2015.

Enquiries

AFCD

Address : Marine Conservation Division (East), Agriculture, Fisheries and Conservation Department, 7/F, Cheung Sha

Wan Government Offices, 303 Cheung Sha Wan Road, Kowloon

Tel : 2150 7187 / 2150 7190

Fax : 2377 4427

Email : mar_con_east@afcd.gov.hk

Website : http://www.afcd.gov.hk/english/conservation/con_mar/con_mar_cor/MCC2015_competition.html

Terms and Conditions

- 1) Entrants must complete the entry form. The organizer reserves the right to exclude any entrant who provides insufficient or false information.
- 2) Each entrant can submit a maximum of 2 entries which must be completed by himself/herself (except for the Family Group). Late submission will not be accepted.

- 3) Entries must be the original works by the entrants and have not been published previously. The entrant should bear the legal responsibilities of the copyright of his/her entry. The organizer will not assume any liability.
- 4) All decisions about the results of the competition made by the organizer shall be final. The organizer reserves the right to disqualify any entrant or entry or retract any award from the entrant.
- 5) The organizer owns the copyright of all entries and has the right to publish, exhibit, print, and distribute entries through all kinds of channel as well as to use entrants' names and photos for non-commercial promotions without obtaining prior consent from the entrants or paying any fees to them.
- 6) The organizer has the right to use or dispose the submitted entries. If entrants wish to get back their entries, they need to submit a letter to the organizer within 30 days of announcement of results.
- 7) The entrants agree to be bound by the terms and conditions of the competition by submitting entries.
- 8) The organizer reserves the right to amend the rules and regulations or arrangements relating to the competition without prior notification.
- 9) In case of dispute, the decision of the organizer shall be final.

Personal Data Collection Statement

Personal information provided by participants is voluntary and will only be used by the AFCD for relevant activities. Such information will be provided to relevant staff for liaison and other related purposes. For enquires or amendment to the information provided, please send a written request to the AFCD. The information will be destroyed after the completion of the activity.