

OCEAN:VIEWS

Dive into your creative side and share your story.



CREATIVE
COMPETITION
• CALL FOR ENTRIES •

your entry kit





An invitation

New Zealand's oceans are an inspiration to us all, and we all have our own special appreciation for them. Whether catching fish for the family table, swimming off a favourite beach, or admiring a pod of dolphins, everyone has their own dreams and memories.

This competition is a way of capturing those dreams and memories.

New Zealanders are renowned for their creativity, and through visual arts, music, short film and creative writing WWF hopes to attract and stimulate new work that will go on to represent our amazing marine environment for generations to come.

It is true, however, that many artists struggle to make a living, let alone afford holidays. That's why the winners will take home one of five prizes, with the overall winner receiving a holiday for two to the Pacific Islands. On this journey, the winner will have the opportunity to witness marine species such as whales, turtles and seabirds that travel through New Zealand's vast oceans on their epic migrations through the Pacific Ocean – a reminder of how truly vast our oceans span, beyond New Zealand waters and around the world.

I'm proud to be part of an organisation that brings together concern for our environment with the arts. I'm passionate about both, and I'm very much looking forward to seeing, hearing, reading and listening to the entries, and finding out from our incredibly talented panel of judges which ones are the winners in June 2011.

Chris Howe
Executive Director, WWF-New Zealand



competition overview

OCEAN:VIEWS is a national competition calling for creative works reflecting on and celebrating New Zealanders' unique connection to our seas. For generations our oceans have inspired us, shaped our way of life, and helped define who we are as a nation. They are an inseparable part of New Zealand's cultural identity.

WWF is calling on New Zealanders across the nation to delve into their creative side over summer and give their **OCEAN:VIEWS** – submissions of creative works in any of the four categories: music; creative writing; short film; visual art.

Benefits to artists:

- The grand prize winner will receive a trip for two to the Pacific Islands to experience first hand the incredible species that live in our oceans.
- Runner up winners will receive other fabulous prizes.

Four creative categories:

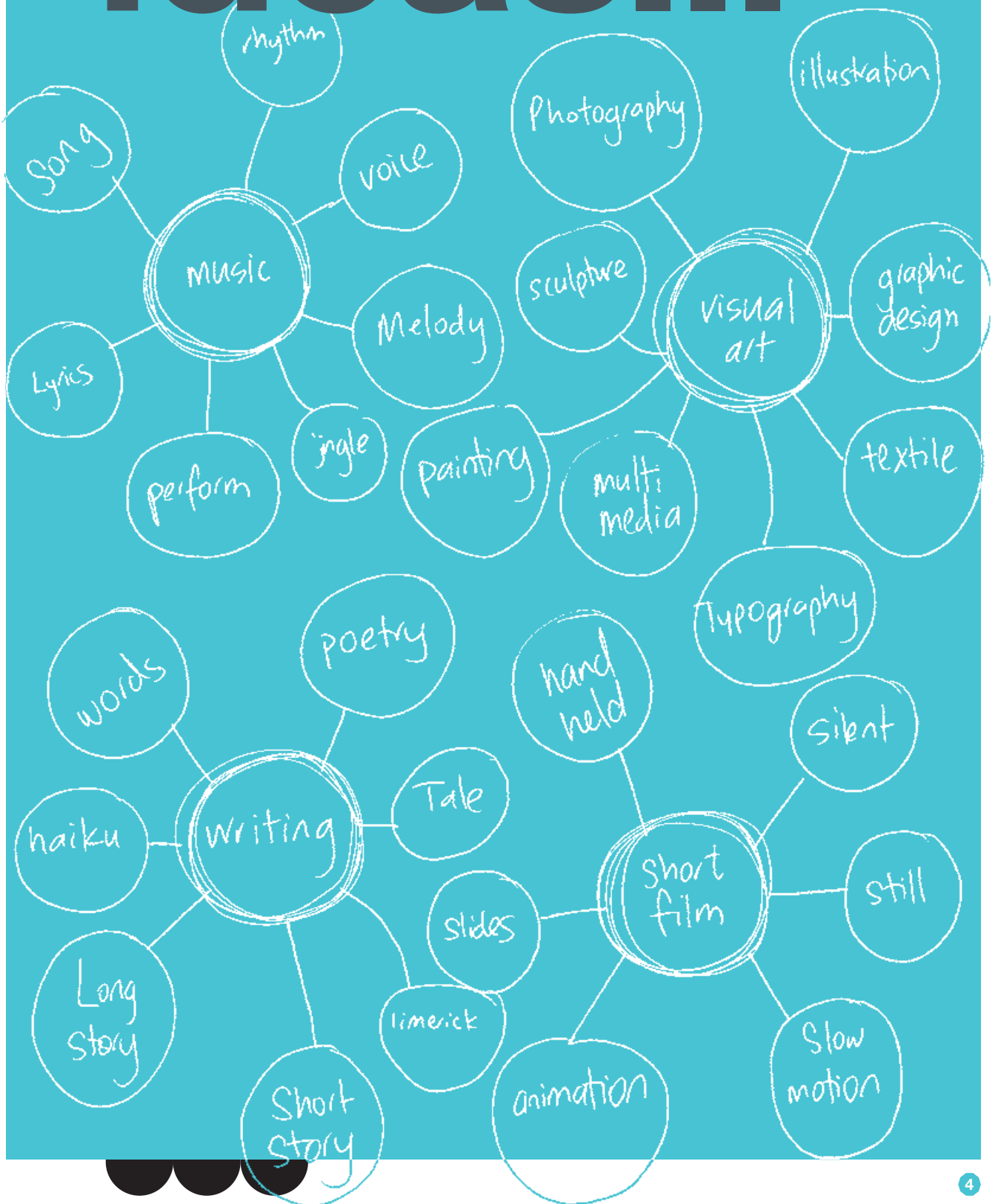
- 1) Music
- 2) Creative writing
- 3) Short film
- 4) Visual art

(including, but not limited to, photography, illustration, graphic design and multimedia).

*"New Zealand begins with
sea and ends with sea.
Understand this and you begin
to comprehend New Zealand
and the New Zealander."*

Maurice Shadbolt

ideas...



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entries close/ 15 april 2011

On World Oceans Day – 8 June 2011

– the **OCEAN:VIEWS** short-listed work will be unveiled and the winners announced online (wwf.org.nz/oceans). The short-listed works will then be exhibited in installations throughout the country.

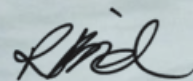
Each creative work will stand alone, but together **OCEAN:VIEWS** will create a completely unique reflection of how we view our oceans – our national story of why our oceans and our people are inseparable. WWF hopes to inspire people to reflect on the significance of our oceans, and the opportunity we have today to protect it for future generations.

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The Ocean. It's my work, my sanctum and my inspiration. I marvel at the energy, the productivity and the sheer space occupied by our oceans - this is truly a blue-planet. I am absolutely passionate about our oceans, and am fortunate to have a job that allows me to indulge in this passion. Every day is an experience - conservation action, learning, collaborating and knowing that our efforts are contributing to life thriving in the deep blue is the ultimate reward. Working for a living planet - it's at the heart of it.

How about you?



Rebecca Bird
Marine Programme Manager
WWF-New Zealand

OCEAN:VIEWS

A creative competition
celebrating New Zealanders'
connection to the sea.



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creative competition

rules & regulations

OCEAN:VIEWS is a competition by WWF-New Zealand. The Competition begins on 1 December, 2010 and ends on 15 April, 2011.

Eligibility:

The Competition is open to all New Zealanders or New Zealand residents, and is free to enter.

How to participate in the competition:

To participate in the Competition visit <http://www.wwf.org.nz/oceans> upload your Entry directly to the website: (See below for Submission format and content).

All Submissions must be received by midnight 15 April, 2011.

Submission format and content.

Each Submission will be judged on the following criteria:

- a. creativity;
- b. originality; and
- c. how it best represents New Zealand's amazing oceans and how they shape our identity as New Zealanders

All submitted entries must:

- be accompanied by a brief description of the piece demonstrating how the artwork represents the beauty of our oceans and how our oceans shape our identity as New Zealanders;
- be completed by the entrant;
- be submitted only once;
- be intended for family audience and contain only content that, in the sole and unfettered discretion of the Sponsor is suitable for all persons;
- not, in the sole and unfettered discretion of the Sponsor, contain any nude, sexually explicit, disparaging, discriminatory, libelous or other inappropriate content;
- not, in the sole discretion of the Sponsor, contain any commercial content that promotes any product or service other than that of the Sponsor;
- not, in the sole discretion of the Sponsor, contain any language suggesting or encouraging illegal activity;
- not contain anything that infringes anyone's rights;
- not contain any copyrighted works (other than as owned by the Competition entrant);
- contain entirely original materials;
- not have been previously published for a commercial audience.

If you are using images and/or footage depicting a person other than yourself, you must first obtain the permission from that person to use their image. For complete rules and regulations, visit [wwf.org.nz/oceans](http://www.wwf.org.nz/oceans).



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Grand Prize

The grand prize for the overall winner is a **wildlife watching trip for two to the Pacific Islands**, to witness marine species such as whales, turtles and seabirds that travel through New Zealand's vast oceans on their epic migrations through the Pacific Ocean – the original version of the great Kiwi OE.

Finalist Prizes:

Exciting prize packages for winners of the individual categories will be announced in the coming weeks.

There are a number of exciting prizes available to be won!



express yourself

why our oceans?

From our iconic beaches and familiar rocky shores, New Zealand's oceans cover an astonishing 4.2 million square kilometers. This vast area of staggering natural diversity ranges from the remote subtropical Kermadec Islands and its 10km deep trench in the north, to the icy subantarctic waters in the south. New Zealand's Exclusive Economic Zone is the fifth largest in the world, and home to an exquisite diversity of wildlife including seabirds, dolphins and whales, fish and deep sea corals. Almost half of the creatures in New Zealand's oceans are found nowhere else on the planet.

Our oceans sustained Māori and then provided the resources for the livelihoods of the first Europeans. They are a central part of our culture and history; generations of New Zealanders have drawn creative inspiration from our seas, and our marine environment remains an inseparable part of what it means to be a New Zealander today.

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about WWF- New Zealand

WWF-New Zealand is part of the WWF International Network, the world's largest and most experienced independent conservation organisation. It has close to five million supporters and a global network active in more than 100 countries.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which people live in harmony with nature. This is achieved by working on the ground with local communities, and in partnership with government and industry, using the best possible science to advocate change and effective conservation policy.

For more information, visit wwf.org.nz

