

How to run a competition

Marketing guide (Version 1)

Part 1: Create a plan

Before you get started you need to plan out the competition. Cover all bases:

- Background (why)
- Purpose (what is the aim)
- Goal/s (how you will measure success; make sure they are SMART)
- Competition/promotion period (when)
- Who can enter (and what you will be checking when drawing winners)
- Entry procedure (how people will enter, how many times they can enter)
 - **NOTE:** make sure you comply with any terms, conditions and policies of hosting platforms. Example: [Facebook](#) specifically prohibits using personal timelines and friend connections in promotions (i.e. share on your timeline / tag a friend). However [Instagram](#) does not specifically prohibit this (e.g. #hashtag your photo to enter).
- Prize details (what, how many, costs, which budget do they come from)
- Prize draws (how prizes are drawn (chance or skill), when the prize/s will be drawn)
- Competition promotion (how you plan to promote the competition to get entries, budget)

Depending on the competition you may need to include other information. For example if the competition is designed to capture leads at an event, what is the lead treatment post competition?

Make sure you have your manager or director's endorsement.

Part 2: Terms and conditions

Firstly, determine if your competition is a 'Game of Chance' or a 'Game of Skill'.

Game of Chance	Game of Skill
Winners are drawn at random. For example: Like our Facebook post to go into the draw to win. Likers will be assigned a number and the winning number is picked by random electronic selection (e.g. number generator).	Winners are chosen based on set criteria. For example: Comment in 25 words or less to win. A panel of judges will chose the winner/s based on the most inspiring story.

Next you need to contact the TAFE Queensland [legal team](#) for a template based on your competition type. It can be useful at this stage to provide a copy of the competition plan as an email attachment so they can provide appropriate advice and guidance.

Once you've completed the terms and conditions they need to be reviewed and approved by the legal team. Please allow for a *minimum* of two (2) weeks for this review/approval process.

If the competition is complex (for example multiple draws throughout a set period), please allow more time.

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Part 3: Seek approval / briefing note

To proceed with your competition and purchasing/giving prizes, you must seek approval from the most appropriate person per the Financial Management Delegations ([PDF available on SPOT](#)).

For example, a position with Level 1 Financial Management Delegation (FMD)(most regional general managers) or the CFO can approve up to \$10,000 for the provision of gifts/donations, while the CEO can approve up to \$20,000. See page 9 of FMD document for Level 1 delegated positions, and page 36 for all positions that can approve gifts/donations.

The most appropriate way to seek approval is by briefing note submitted via [HPE Content Manager \(HPECM\)](#). The purpose of a briefing note is to inform, seek approval, or both. By using HPECM and seeking approval via a TAFE Tracker, TAFE Queensland meets their record keeping obligations and is prepared for audits. You should allow a minimum of one week for this process.

A briefing note follows this structure:

- Purpose
- Background
- Key issues (why, reference legal team involvement)
- Implications (any policy and/or legal considerations)
- Financial implications (budget)
- Attachments (e.g. copy of terms and conditions)

You should coordinate with your local executive services team to complete the approval process.

Part 4: Coordinate collateral and promotion

Referring to your plan, you need to create any supporting collateral and start coordinating any promotional activities. For example: design, print and hang posters, produce and schedule a social media post + boost, write and send an EDM/s.

Linking to terms and conditions

All promotional collateral should reference the competition terms and conditions. These must be loaded to the TAFE Queensland website, and a short/vanity URL can be requested via a [TAP request](#) (with approval evidence attached). Please allow for a minimum of two full business days for T&Cs to be uploaded. NOTE: you must have received both legal and FMD approval to proceed before taking this step, and you cannot run any competition without terms and conditions.

Part 5: Run the competition

Send the competition live or wait for it to begin, ensuring it runs smoothly or according to plan. But be flexible and prepared for any changes, and make sure you monitor it appropriately.

If you do make any changes to the competition and they affect the T&Cs, make sure they are updated as soon as possible. Also remember to advise any stakeholders of changes.

Part 6: Post-competition tasks

Set a meeting or calendar reminder to select the winners when/as appropriate and make sure you follow the draw details as set out in your T&Cs.

Don't forget to publish the winners on our website, or on social media (you will have specified where you are publishing these details in your T&Cs). These plus the T&Cs must stay live for three (3) months after the competition ends and all prizes are claimed and collected (including any unclaimed prize draws).