



'Keep The Vibe Alive' – Frequently Asked Questions

What's the difference between the concept and the film production?

The concept is your idea and an explanation of how it would look, feel and convey the promotion of health and wellbeing and challenge the notion of smoking being attractive for the LGBTIQ community. If you are chosen as a finalist, you will turn your idea into a fully produced short film which will be your final submission.

What does it cost to enter?

Entry is free, but all costs associated with creating your pitch will be at your own expense. There is no reimbursement for these costs.

Do I have to produce a video for the pitch?

You may produce a video idea for the pitch but it is not required. If you can produce a visual representation of what you wish to achieve, that would be handy. This could be fully produced or filmed on an iPhone. Alternatively you may submit your pitch as a written idea, using pictures or illustrations, as a storyboard, in graphics or dot points.

How do I submit my concept?

1. To enter participants must visit <https://www.quit.org.au/articles/keep-vibe-alive/> and complete the process detailed on that page.
2. Participants must email their pitch to mqff@cancervic.org.au with either their pitch as an attachment or a link to the download via Dropbox, sharebox, Yousendit etc.

What do I win?

Five finalists will be awarded \$4000 to develop their concept into a short film (30-55 seconds maximum). This grant money can also be used to hire a production company, if the entrant is unable to produce the film themselves. The winning film out of these five will win an additional \$4000 and will be shown before every screening at the 2019 Melbourne Queer Film Festival.

What happens if my concept is selected as one of the final five?

The final five concepts will be announced on Thursday 22 November 2018. You will have until Thursday 17 January 2019 to turn your concept into a film.

What are the deadlines?

Concept entries open on Thursday 11 October 2018 and close Monday 19 November 2018 at 10:00am. Finalists will be notified of their success on Tuesday 20 November 2018 and have until Thursday 17 January 2019 to produce their final films. Final film submissions must be uploaded by 10:00am on Thursday 17 January 2019. The public will be able to vote for their favourite film on Melbourne Queer Film Festival's Facebook page from Thursday 17 January 2019 until Tuesday 5 February 2019 at 10:00am. The winner will be announced and screened at the Melbourne Queer Film Festival launch event on Tuesday 12 February 2019.

Do I have to be a professional filmmaker or TV producer?



This competition is open to filmmakers 16 years and above of all skill and experience levels.

How is the concept judged?

Five finalists will be selected by a judging panel comprising from Quit Victoria, Melbourne Queer Film Festival, Minus18 and Thorne Harbour Health. The five finalists will be the entries who, in the opinion of the judges, have most effectively:

1. Executed the brief,
2. Met the following criteria: innovation, creativity, relevance and relatability, and
3. Created a submission suitable for use as a short film.

Where will my video be shown?

The five finalist videos will be shared on social media channels, including the MQFF Facebook page. Quit Victoria, Minus18 and Thorne Harbour Health will use the winning video across their digital media platforms.

Where do we put creative credits?

We only need basic credit information during judging of your concept. If your film is selected as a finalist, we will ask for a full list of credits then. No credits are required on the film at this stage. The winning film will be required to include the Quit Victoria and MQFF logos to the endframe.

What format should I use?

Film files must be provided in one of the following file formats: .MPEG4; .MOV; .AVI; or .WMV; or any other file formatted accepted by YouTube. The film file must be 30-55 seconds in length and must not contain any copyrighted works other than what is owned by the entrant.

Where can I upload my video?

A downloadable link (via Dropbox, sharebox, Yousendit etc) can be emailed to mqff@cancervic.org.au.

Do you accept work on disk?

While we prefer material to be emailed, you may submit entries via DVD or USB if your internet speed doesn't allow this. Submission in this way must be delivered by arrangement to the project manager prior to the deadline.

What rights do I retain if my work is chosen?

Cancer Council Victoria and Melbourne Queer Film Festival will own the intellectual property rights to the concept entries and films and may broadcast, publish or otherwise use them in the future. Entrants will retain all moral rights and will receive creative credit.