

Logo Design Competition for the 70th Anniversary of Australia's Diplomatic Presence in Malaysia: Call for Submissions

In 2025, Malaysia and Australia will celebrate 70 years of Australia's diplomatic presence in Malaysia.

To commemorate this milestone, the Australian High Commission in Kuala Lumpur^{i*} (the Organiser) is organising a logo design competition. The winning design will be used as an official logo for all commemorative events throughout 2025.

We want to see your creative interpretation of the special relationship between our two countries. The logo design should incorporate identifiable elements of both Australia and Malaysia. This could include:

- Australian and Malaysian colours;
- Iconic flora and/or fauna; and/or
- Unique art/design elements from either country.

The contest opens at 1200 hours (KL time) on 2 December 2024 and closes at midnight on 22 December 2024 (Kuala Lumpur local time). Late submissions will not be considered.

The winner will receive two round trip tickets (KL – Sydney or vice versa) from Malaysia Airlines, along with 2 nights' accommodation (one room) at a Hilton hotel in either Sydney or KL.

All entries must be submitted to: **Public-Affairs-KLPR@dfat.gov.au**

Terms

Eligibility

- The competition is open to citizens of Malaysia and Australia. Only individuals may enter. Businesses and organisations are not eligible to enter. Participants must provide proof of citizenship if requested. By lodging an entry, participants agree to these terms which will form a contract between them and the Organiser.
- Participants must be at least 18 years old at the time of placing their valid entry.
- Australian High Commission in Malaysia staff, including immediate family members, are not eligible to enter the competition.

Submission

- There is no fee to enter the competition.
- Each participant may submit up to three designs.
- Entries should be submitted by email to the Organiser at: Public-Affairs-KLPR@dfat.gov.au

- Each logo submission must be accompanied by a short write-up (of no more than 150 words) in English explaining the participant's interpretation of the 70th anniversary through the logo design, e.g. by answering the following questions: What does the logo mean? What inspired the design? How does the logo design help promote Malaysian-Australian relations?
- The Organiser may reject submissions it considers offensive, abusive, and/or derogatory. A decision by the Organiser to reject a submission is final.

Logo Parameters

- Entries should be submitted in both colour and black and white versions.
- Entries must be submitted as jpg, jpeg, png or PDF files in high resolution (minimum of 300 dpi) and with file size of no more than 8 MB for each design. The winner may be asked to convert the winning logo design to scalable vector graphic format. For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (EPS or AI).
- Logo designs should convey a clear visual message and must be visually appealing as both small (as small as 3cm x 3cm) and large scales.
- Gradients of colours, contrast and other image elements may be adjusted by the Organiser, including to meet accessibility requirements.

Criteria for selecting winners

- The Organiser will shortlist submissions. The Organiser will appoint judges to pick one winner from the shortlisted submissions. This may include the Australian High Commissioner to Malaysia, High Commission officials, and others (together, the Judges).
- Submissions will be judged on the following criteria:
 - Originality – Does the design reflect distinctiveness and creativity? Is the design visually appealing and does it command attention?
 - Relevance – Does the design reflect and contribute to the goal of building the Malaysia – Australia friendship? Does the design tell a compelling story about Malaysia-Australia relations through promotion of the 70th anniversary logo?
 - Respect – Is the design respectful of Malaysia's and Australia's culture and national identity?
 - Aesthetics and Accessibility – Does the design demonstrate balanced visual and colour coordination? Is the design accessible for a wide range of people.
- The winner will be informed by email by the Organiser.
- The Judges' decision is final and their decision is not subject to appeal. The Judges reserve the right to declare no winner.
- No correspondence will be entered into regarding the decision of the Judges or the Organiser.

Intellectual property

- Participants warrant that all logo designs submitted are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person.
- Participants agree that the Organiser will own the intellectual property rights in the winning design. In consideration for the prize and other rights granted under these terms, the owner of the winning entry assigns all right, title and interest in the intellectual property rights in the winning logo design to the Organiser.

The owner of the winning entry consents to any acts that would otherwise infringe their moral rights, as defined in the Australian Copyright Act 1968 (Cth).

Prizes

- The winner will receive two return economy flights between Australia and Malaysia. The flights must be between Kuala Lumpur and Sydney. The flights can be used by the winner and a travelling companion or used by the winner for two separate flights.
- The winner will receive a voucher for 2 nights stay (one room for maximum 2 people) at either Hilton KL or Hilton Sydney.
- Travel to Australia or Malaysia is subject to the winner obtaining a valid tourist or other relevant visa, if required.
- If the winner is unable to obtain the relevant visas to enable entry into Australia or Malaysia, the prize will be deemed forfeited.
- Prizes are non-transferable and cannot be exchanged for any alternative prize, including that of a monetary value.
- The winner is responsible for any taxes and surcharges applicable to their flight, ensuring that they have comprehensive travel insurance for the duration of their trip, and all accommodation, (aside from the 2 nights' accommodation provided as a prize) food and all other costs associated with their trip (including domestic travel).
- Usage of prizes is subject to black out dates and validity as specified by Hilton Hotels and Malaysia Airlines. The winner will need to communicate directly with both organisations to organise their travel.

Disclaimer and other terms

The Organiser is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.

The Organiser reserves the right to modify, suspend or cancel the competition at any time.

Personal information collected by the Organiser will be handled in accordance with the Organiser's privacy policy, available at <https://www.dfat.gov.au/about-us/corporate/privacy>

These terms are governed by the laws of the Australian Capital Territory, Australia.

- For further information, please contact Public-Affairs-KLPR@dfat.gov.au.

ⁱ * The Commonwealth of Australia, represented by the Department of Foreign Affairs and Trade through the Australian High Commission in Kuala Lumpur.