

# 2026 Hoodie Design Competition

## TERMS AND CONDITIONS

1. Information on how to enter the Competition and Prizes form part of these terms and conditions (the **Terms and Conditions**). By participating, entrants agree to be bound by these Terms and Conditions. Entries must comply with these Terms and Conditions to be valid.
2. The Competition will be conducted by The University of Sydney (ABN 15 211 513 464 and CRICOS Number 00026A) Jane Foss Russell, Level 7, Maze Crescent, Darlington NSW 2008 (the **Promoter**) during the period specified below.
3. This is a game of skill and chance plays no part in determining the winner.

### Competition period

4. The competition titled 2026 Hoodie Design Competition (the **Competition**) commences at 09:00 (AEST) on 27 April 2026, and closes at 23:59 (AEST) on 10 May 2026 (the **Competition Period**).
5. Any Competition Entry (defined below) that is submitted outside the Competition Period, not completed in accordance with these Terms and Conditions, or incomplete, will not be eligible to win and will be excluded from the Competition.

### Eligibility to enter

6. Entry is open to persons who, during the Competition Period:
  - are currently enrolled University of Sydney students;
  - are residents of New South Wales; and
  - are over 18 years of age.
7. Each entrant can submit a maximum of one Competition Entry (defined below).

### How to enter

8. To enter, entrants must, during the Competition Period, submit their design as an attachment through the online entry form (the **Competition Entry**) as per the following design requirements:
  - Be a JPG, PNG, or TIFF file
  - Fit the maximum size: 30 cm wide × 40 cm high
  - Include at least 2–5 colours

- Create an original design that relates to the University of Sydney and your experience as a student.

Entrants are strongly recommended to save their working files (such as a PSD, AI, EPS) in case changes are required to ensure the design is able to be printed on the product. If a design is determined to be incapable of being printed on the relevant product for production and the required changes cannot be made, the Promoter reserves the right to select an alternative short-listed Competition Entry.

### No AI tools

9. All entries must be the original work of the entrant and must not use any artificial intelligence (AI) tools or software to create or help create their design. If the Promoter considers any Competition Entry was made using AI, it may be disqualified.

### Competition Process

10. The Competition will be conducted in two rounds:

**Round one:** three validly submitted Competition Entries will be short-listed against the criteria specified in clause 11 by a panel comprising representatives from the:

- University Marketing team; and
- University Sydney Union (**USU**) staff.
- A previous winner or runner-up of the Hoodie design competition.

The three (3) entrants whose Competition Entries are shortlisted will be classified as finalists (the **Finalists**).

**Round two:** the Finalists' Competition Entries will be published on the University's Instagram channel for a 'People's choice' selection, where the Competition Entry that receives the highest number of likes by 2 June 2026 will be declared the winner (**Winner**).

The remaining two Finalists will classify as the **Runners Up**. The Finalist with the second-highest number of likes will be the first Runner Up, and the Finalist with the third-highest number of likes will be the second Runner Up.

11. In **Round one**, the designs will be judged against the following criteria:

- alignment with the theme as described in clause 8;
- creative thinking; and

- likely cost/length of time/ability to be produced.

Each criterion will be weighted equally, unless otherwise stated. The judges' assessment will be based solely on the merits and chance will play no part in determining the Finalists.

### **Fine-tuning and adjustment to designs**

12. Finalists agree that the University Marketing team may modify their original Competition Entry during the mentoring and refinement period to ensure they meet production and printing standards and to prepare the final Competition Entry for the People's Choice vote on social media. During this adjustment period, the Finalists may be requested to help fine-tune their designs in preparation for the 'People's Choice' selection in Round two.

Adjustments to the design may include:

- Changes to colour, shape, or style
- Resizing of design elements
- Reconstruction of the design
- Any other modifications the University's Marketing Creative Studio team deems necessary.

13. The University Marketing team will make the final decision on the design that proceeds to the People's Choice vote in round two (the **Final Competition Entry**).

### **Prize**

14. The prize for the Winner is a \$2,000 gift card, and a hoodie featuring the Winner's design (valued at approx. \$64.95 – 89.95). The Winner's design will also be produced on the USU hoodies, on sale at the USU stores and USU online stores in 2026.
15. The prize for the first Runner Up is a \$200 gift card.
16. The prize for the second Runner Up is a \$200 gift card.
17. The Winner and the Runners Up will be credited by the University and the USU in promotional activities. The Winner and Runners Up will also be able to publicise their achievement in the Competition. With the Winner's consent, their name and signature will be printed on a label that is attached to the hoodies.

### **Judging date and time**

18. The judging process will follow the indicative schedule specified below (dates may change):
- Judging period for shortlisted Finalists: 11 May - 15 May 2026
  - Shortlisted Finalists notified: 15 May 2026
  - Mentoring/fine-tuning period: 18 May - 29 May 2026
  - 2026

- Public vote live on social media: 1 June - 2 June 2026
- Votes counted/Winner notified: 3 June 2026
- Winner announced: 9 June 2026
- Hoodies released: From July

### **Winner notification**

19. For round one, the three shortlisted entrants (i.e. the Finalists) will be notified in writing by email on 15 May 2026.
20. To become the Finalists, the shortlisted entrants must acknowledge receipt of confirmation within 24 hours or alternative entrants may be selected for the shortlist at the Promoter's discretion.
21. The Winner and Runner Ups will be announced via the University of Sydney Instagram account on 9 June 2026. The University will contact the Winner and the Runners Up within 48 hours via their nominated email address after they are announced on social media.

### **Use of entrant's personal information**

22. Entrants agree to participate in reasonable promotional activities related to the Competition or any Prize, free of charge, and consent to the Promoter and the USU using their name, image and Competition Entry in promotional materials.
23. Entrants consent to being filmed, photographed, recorded or broadcast without compensation during the Competition or Prize-related activities, and to the Promoter reusing such material at any time.
24. Entrants also consent to the Promoter disclosing their personal information, including their Competition Entry, with third parties including to the USU.

### **Intellectual property rights and moral rights**

25. By entering the Competition, each entrant grants the Promoter, its successors and affiliates, a royalty-free, non-exclusive, worldwide, sub-licensable, perpetual and irrevocable licence to use, reproduce, distribute, adapt, publish, broadcast, communicate and perform all or part of their Competition Entry (including any Final Competition Entry) for conducting and promoting the Competition (including USU reproducing the winning design on hoodies) and for other non-commercial purposes.
26. Subject to clause 27, by entering into this Competition, entrants consent to the Promoter dealing with their entry content in any way that may otherwise infringe the entrant's moral rights and agree not to assert their moral rights (wherever such rights are recognised) in respect of their Competition Entry (including any Final Competition Entry) against the Promoter, or its assigns, licensees, successors or USU.

27. In consideration of the award of the Prize, the Winner assigns to the Promoter all rights, title and interest in any intellectual property rights in their Final Competition Entry – whether created alone or with the University Marketing team or others – including present and future copyright, trade marks, designs or know-how. The Winner agrees to sign all documents and take reasonable steps required by the Promoter to give effect to this assignment.
28. The Winner agrees the Promoter will grant USU a licence to use their Final Competition Entry (i.e. the winning design) on merchandise sold to the public. The Winner also agrees the Promoter may use their winning design in future promotional campaigns by the Promoter, such as anniversary celebrations or commemorative events.
29. The Promoter grants the Winner a royalty-free, non-exclusive, worldwide, irrevocable, and perpetual licence to use their Final Competition Entry for self-promotion, such as on personal social media or in their design portfolio. The Winner may only use the Promoter and the USU's names, logos, and trade marks in a form approved in writing by the Promoter and USU. However, the Winner must not use their Final Competition Entry for any other purpose, including commercial use, without the Promoter's prior written consent.

#### **Use of Final Competition Entries**

30. The Promoter may contact the two Runners Up to propose a further agreement for the use of their Final Competition Entries. This may include featuring their designs in future promotional campaigns by the Promoter, such as anniversary celebrations or commemorative events, and/or licensing it to USU for use on merchandise sold to the public.
31. The Winner acknowledges that if the supplier selected by the USU cannot exactly reproduce their Final Competition Entry design (for example in colour or material), the Promoter, USU and the supplier may choose the closest match. The Promoter will advise the Winner of any changes and make reasonable efforts to preserve the integrity of the original design.
32. The Winner is not entitled to any royalties or compensation, including for their design work, materials, software or any sales or merchandising of their Final Competition Entry by the Promoter, the USU or any third party.
33. The Winner acknowledges that all decisions about pricing and promotion of merchandise featuring their Final Competition Entry will be at the sole discretion of the Promoter and the USU retail outlet.

34. The Winner acknowledges that the production and sale period will be determined by the Promoter and the USU retail team and may change.

#### **General conditions**

35. If entrants are invited to answer a question, send in comments, photos and/or videos (or other multimedia) as part of their entry, each entry must have obtained the permission from all persons appearing in photos/videos and all owners of properties appearing in photos/videos to enter this Competition in accordance with the Terms and Conditions.
36. Each entrant warrants that their entry is not, and its use by the Promoter or other persons will not infringe the rights (including intellectual property rights) of any third party.
37. Each entrant is responsible for notifying the Promoter of any changes to his/her residential address, email address or phone number during and after the Competition Period.
38. A decision of the Promoter in relation to the conduct of the Competition, including the selection of winning entries, is binding and conclusive and no correspondence will be entered into.
39. Unless otherwise specified in these Terms and Conditions, Prizes must be claimed within the time specified by the Promoter when contacting the Winner and Runners Up about their Prize. If a Prize is event-based or contains perishable goods, the Prizes will be forfeited in full if not claimed by their expiry date. If a Prize is not claimed within the specified time, the Promoter may, at its discretion, withdraw the Prize or award the Prize to the next best valid entry or entries, as determined by the judges. The Promoter will make reasonable efforts to contact the original Winner and Runners Up before forfeiting any prize.
40. Prizes are not transferable or redeemable for cash. The Prizes or any element of them cannot be exchanged for any other prize/s. The contents of the Prizes will be at the Promoter's sole discretion.
41. If a Prize involves the winner or winning entry participating in an event, if any part of the event is postponed, cancelled or varied for any reason, then at the Promoter's discretion, the winner forfeits all rights to participate in the relevant event and no cash or alternative prize will be substituted for that element of the prize.
42. Any expense, including taxes, spare parts, maintenance or delivery costs, associated with accepting, taking or using a prize, will be the prize winner's sole responsibility.

43. The Promoter makes no warranties or representations about the fitness for purpose or suitability of any Prize and will not accept responsibility for the quality or fitness for any purpose of any Prize, or the failure of any Prize to be of merchantable quality. If liability under terms implied by legislation cannot be excluded by the Promoter, the liability of the Promoter is limited to re-supplying the relevant goods or services or paying the cost of replacing them.
44. No responsibility will be taken by the Promoter for any changes in dates, times or cancellations or other arrangements that may prevent a winner from accepting, taking or using a Prize.
45. The Promoter may, in its absolute discretion, disqualify:
- any entry which is not original, is not completed in accordance with these Terms and Conditions, infringes the intellectual property rights of any third party, contains any objectionable or poor quality content, or has the potential to damage the reputation of any person; or
  - any individual who tampers with the entry process, submits an entry that is not in accordance with these Terms and Conditions, or who has in the opinion of the Promoter, engaged in unlawful or improper conduct that is designed to, or is likely to, adversely affect the fair and proper conduct of the Competition or is generally damaging to the goodwill or reputation of the Promoter.
46. The Promoter reserves the right, in its reasonable discretion, at any time before the awarding of the Prizes to cancel or vary the Competition, or cancel, vary or withdraw its Prizes. If the Promoter cancels or varies the Competition, or cancels, varies or withdraws its Prizes, the Promoter is not:
- liable to any person for any costs, loss or damage whatsoever arising out of, or in connection with, such cancellation, variation or withdrawal; or
  - required to conduct the Competition at any other time.
47. The Promoter accepts no responsibility for late, lost, incorrectly submitted or misdirected entries, for any technological malfunction or failure, Internet traffic congestion, or for outdated or incorrect contact details by which the entrant cannot be contacted during business hours on relevant dates.
48. Entrants enter the Competition at their sole risk. With the exception of liability which cannot be excluded by law, the Promoter is not liable for, and an entrant releases the Promoter from, liabilities relating to any direct or indirect loss or damage which is suffered or sustained, as a result of entering the Competition, failing to win, winning, accepting or using a Prize.
49. Nothing in these Terms and Conditions excludes, restricts or modifies any consumer guarantee, right or remedy conferred by the Australian Consumer Law (Schedule 2 of the Competition and Consumer Act 2010 (Cth) or any other applicable law that cannot be excluded, restricted or modified by agreement.
50. Any information or material provided by entrants to the Promoter when entering the Competition will be used by the Promoter for the purpose of promoting the Competition, conducting the Competition, administering the Prizes and as otherwise specified in these Terms and Conditions. The Promoter may disclose your personal information to our related bodies corporate, service providers and where relevant social media platform operators for these purposes. If you do not provide the requested information we may not be able to process your entry. The Promoter's privacy policy available at its website <https://sydney.edu.au/privacy> contains information about how entrants may access and correct their personal information held by the Promoter, and how to make a privacy complaint.
51. The Promoter may vary these Terms and Conditions where reasonably necessary (for example, to substitute a prize of equal value or greater value where the original prize becomes unavailable, or to comply with any applicable law). If we vary these Terms and Conditions, we will notify you of the changes by publishing the updated terms on our website promoting the Competition. If you do not agree with the varied terms, you may withdraw your entry by notifying us in writing before the judging date.
52. These Terms and Conditions are governed by the laws of New South Wales, Australia. Entrants submit to the non-exclusive jurisdiction of the courts of New South Wales..
53. By entering this Competition, the entrant:
- accepts the Instagram terms of use, available at <http://instagram.com/legal/terms/>;
  - accepts the TikTok terms of use, available here at <https://tiktok.com/legal/page/us/terms-of-service/en>
  - acknowledge that the Competition is in no way sponsored, endorsed, or administered by, or associated with, Instagram or Tik Tok; and
  - completely releases Instagram.