

Frequently Asked Questions

Who can enter the competition?

The competition is open to Australian citizens and permanent residents who are residing in Australia during the competition period. Entries may be submitted by an individual or a team. If you are under 18 years of age, you must have permission from a parent or legal guardian to enter and may be asked to provide written consent.

Can I enter as a team?

Yes. Entries may be submitted by an individual or a team. If your team is selected as a finalist, travel and accommodation will be provided for a maximum of two team members, where applicable.

Is there an entry fee?

No. Entry to the competition is free.

Does the 30 second ad include the endframe?

Yes. The required Specsavers x Flickerfest endframe is included within the 30-second maximum running time.

Where do I get the official endframe?

The official endframe can be downloaded from the Flickerfest Specsavers Competition page. Only the supplied endframe may be used.

What file format should I submit?

Your entry must be submitted via FilmFreeway in the following format:

- MP4 (H.264)
- Maximum file size of 200MB
- Maximum bitrate of 50 Mbps
- AAC audio, 128 Kbps, stereo
- Maximum resolution of 1080p

Please refer to the Terms and Conditions for the full technical specifications.

Can I use copyrighted music?

Yes, provided you have the appropriate rights or licence.

You are responsible for obtaining all necessary permissions for any music used in your entry. This includes commercial music, royalty-free music, commissioned works and original compositions. Specsavers and Flickerfest may request evidence that you have the appropriate rights to use the music.

Can I use stock footage, graphics or sound effects?

Yes. You may use licensed stock assets, provided you have the appropriate licence and the licence allows their use in this competition and any associated promotional activity.

Do I need talent and location releases?

Yes. If people appear in your commercial, you must obtain signed talent release forms. If you are filming in a location that requires permission, you must also obtain the appropriate location release.

Can I use Artificial Intelligence (AI) to create my entry?

Yes, AI tools may be used as part of the film making process. However, films must remain driven by human authorship, creative direction and performance. You must also ensure

- the content is original and does not infringe another person's intellectual property or other rights
- appropriate human review and creative oversight has been applied
- you remain responsible for the accuracy, legality and suitability of your entry
- you disclose your use of AI in your directors statement.

Please see Section 9.4 of the Terms and Conditions for full details on the use of AI for your entry.

Can I use the Specsavers logo in my commercial?

Yes. You must only use the official competition assets supplied by Flickerfest and Specsavers. These assets are licensed solely for creating and submitting your competition entry and must not be altered or recreated. Please read the full Competition Terms and Conditions regarding use of any Specsavers and Flickerfest intellectual property after the competition.

Can I publish my commercial before the finalists are announced?

No. Entries must not be published, shared, screened or made publicly available before the finalists are announced, unless you have received prior written approval from Specsavers or Flickerfest.

If my entry is not successful, can I still share my work publicly?

Yes. Once the finalists have been announced, all entrants will be provided with an approved endframe to download from the Flickerfest website which specifies your film was made for the competition. After adding this “made for” endframe, you are welcome to share your commercial publicly.

Who owns the copyright in my film?

You retain ownership of your film and its intellectual property. By entering the competition, you grant Specsavers certain rights to use your entry for promotional purposes, as outlined in the Competition Terms and Conditions. Finalists and the Major Prize winner grant exclusive, irrevocable, worldwide usage rights.

How are the finalists chosen?

A panel of judges appointed by Specsavers and Flickerfest will assess all eligible entries against the competition brief.

How is the winner selected?

The five finalists will be published online for public voting. The finalist receiving the highest number of valid public votes during the voting period will be awarded the Major Prize.

When will finalists be notified?

Finalists will be contacted by email within 30 days of the competition closing date.

When will the winner be announced?

The Major Prize winner will be announced at the Flickerfest Bondi Closing Night on 31 January 2027 and will also be notified by email.

What do finalists receive?

Each finalist will receive:

- \$20,000 prize money
- Their commercial screened at Flickerfest Bondi, with the potential to be screened on the national tour and on national television
- Inclusion in the public voting campaign
- Flights and one night's accommodation to attend Flickerfest Bondi, if they reside outside the Sydney metropolitan area – provided for 1 person if entered by an individual or 2 people if entered by a team

- Further \$50,000 prize money if your film wins the public vote award

What if I cannot attend Flickerfest Bondi?

If you are unable to attend, you may nominate another representative to attend on your behalf, subject to approval by Specsavers.

Will all my travel expenses be covered?

Flights and one night's accommodation are included for eligible finalists who live outside the Sydney metropolitan area. Finalists are responsible for any additional expenses, including meals, airport transfers and incidental costs.

Can my entry be disqualified?

Yes. Entries may be disqualified if they do not comply with the Competition Terms and Conditions, are not original, infringe another person's intellectual property, do not have the required permissions or releases, or otherwise breach the competition rules.