

2019
Jurisdictional Scan: Photo Contests

Has your jurisdiction held a photo contest recently and would you be willing to share supporting materials?

JURISDICTION	REPLIED	YES/NO	CONTACT NAME
B.C PARKS	X		
ALBERTA PARKS	X		
SASKATCHEWAN PARKS	X		
MANITOBA PARKS	X		
ONTARIO PARKS	X		
SEPAQ (QUEBEC)	X		
NEWFOUNDLAND & LABRADOR PARKS	Inquiring Jurisdiction		Sian French
<p>COMMENTS: Has anyone run a photo contest recently? And if so, are you willing to share the supporting materials? We are planning to run a contest in January to augment our image database in support of a new client facing website we are hoping to launch in the spring. Any samples of submission forms, consent forms, contest rules, eligibility rules, image criteria, etc. would be much appreciated.</p>			
NOVA SCOTIA PARKS	X		
PARKS NEW BRUNSWICK	X		
P.E.I PARKS	X		
GOVERNMENT OF NORTHWEST TERRITORIES PARKS	X		
NUNAVUT PARKS	X		
YUKON PARKS	X		
PARKS CANADA	<input checked="" type="checkbox"/>	NO/YES	Elisabeth Lacoursière

COMMENTS:

Parks Canada has not organised a photo contest in recent years, but here are a few other tools/examples that could prove helpful.

To see a great example of how to run a contest on social media following the GoC regulations (i.e. in line with the Privacy Act), check out the Canada Youth Summit – Video Challenge, where they ask people to share videos on social media, but they HAVE TO enter on their website to be eligible to win:

· Tweet example: <https://twitter.com/CanadianPM/status/1113788313373040640>

· Entry Form: https://www1.canada.ca/en/contact/video_challenge.html

· Rules and Regulation:

<https://www.canada.ca/en/youth/services/canada-youth-summit/rules-Regulations.html> (link no longer active)

We have a contact in Social Media at PMO – the contest lead - in case they need more information. Also happy to share the rules and regulations attached from our Discover Canada Contest (needed strong support from legal services), and a copy of our declaration and release form that winners sign.

It's also important to note that if they plan on running a national contest open to Québec with a prize that has monetary value, they must register their contest with the Regie des alcools, des courses et des jeux in Quebec, and pay the applicable fee (3% of the contest prize):

<https://www.racj.gouv.qc.ca/en/forms-and-publications/forms/publicity-contests.html>.

Response Rate: 1/13 for **8%**

Key Findings:

- Not enough responses to provide key findings

Future Questions to Ask:

- Revisit question at a later date to capture more responses

Links to Resources:

- [Parks Canada Photo Contest Rules and Regulations](#)
- [Parks Canada Photo Contest Declaration and Release](#)