

# FameLab 2025 Terms, Conditions and Rules

## 1. The Competition

FameLab is a science communication competition owned and created by Cheltenham Festivals in the UK. FameLab has been run in over 30 countries around the world. FameLab Australia is produced by the Foundation for the WA Museum (FWAM).

Contestants are given three minutes to present their research in an original, entertaining way, while following the two cardinal rules of FameLab: no jargon and no PowerPoint. Presentations are judged on content, clarity, and charisma – the three Cs of FameLab.

Selected contestants will be invited to participate in comprehensive science communication training and will compete in the online Semi-finals taking place in June. Twelve national finalists will be flown to Perth for a 3-night immersive science communication workshop, and will compete in the live, on-stage Final in Perth on 18 September 2025. One national winner will go on to represent Australia in the online international FameLab Final in November 2025, and will be awarded with a trip to Cheltenham Science Festival in the UK in June 2026.

## 2. Territory and eligibility

The Competition is open to individuals who meet the criteria below:

- Citizens and permanent residents of Australia who are pursuing studies or working in a scientific field.
- International (non-Australian Citizen) researchers who are currently working and studying in Australia who can demonstrate a formal affiliation with an Australian institution.
- Students who are currently undertaking MSc or PhD qualifications.
- Postdoctoral fellows or early-career researchers who have received a MSc or PhD degree within the last five years.

**Unfortunately you are not eligible to enter if:**

- You are currently a science communication student and/or professional.
- You have participated in a previous FameLab National Final.

### 3. Competition dates

The opening date for applications for FameLab 2025 is 30 January 2025 and the closing date is 12 midnight AWST on 23 March 2025.

FWAM reserves the right to extend the closing date. Any entry received after the closing date will not be included in FameLab 2025 unless the deadline is extended by FWAM. FWAM accepts no responsibility whatsoever for any technical failure or malfunction or any other problem with any system, server, provider or otherwise that may result in any entry being lost, delayed or not properly registered.

All official FameLab communication and notifications will be to the email address provided in the competition registration form.

Qualified applicants will be notified by 7 April 2025 via email and invited to a 90-minute online science communication workshop prior to submission of a video for Semi-finals selection.

The deadline for video submissions is 20 April 2025.

Successful semi-finalists will be notified by 20 May 2025 via email. Full details of Semi-finals training will be provided at this time. Semi-finals will take place between 30 June and 4 July 2025.

FWAM reserves the right to offer a place to another participant if the offer to compete in the Semi-finals is not accepted within 1 week after notification, if the participant withdraws, or if the participant is unable to commit to the time and attendance requirements of the competition including workshops and training.

Regional Semi-finals will be held in June / July 2025. The selected finalists will receive masterclass training in July. The 3-night trip to Perth and live Final event will be held from 16 - 19 September 2025.

### 4. How to enter

The Competition will be promoted through the FWAM website ([fwam.com.au](http://fwam.com.au)) as well as social media and other channels.

Full details of the competition are available here:

<https://www.fwam.com.au/the-foundation-s-impact/education-learning-and-outreach/famelab-apply>

To enter, participants must complete and submit the application form available at <https://fwam.smartygrants.com.au/famelab-australia-2025>

Participants are responsible for ensuring they complete the application form fully and correctly. Once submitted, there is no option to change or edit the entry after the closing date.

## 5. The offer

The offer consists of a place at one of the FameLab 2025 online Semi-finals in June 2025 in one of the following regional competitions (TBC):

- Semi-final 1: Queensland and South Australia
- Semi-final 2: Western Australia and Northern Territory
- Semi-final 3: New South Wales and ACT
- Semi-final 4: Victoria and Tasmania

FWAM reserves the right to change the regional semi-finals composition depending on the location of the semi-finalists.

### The offer consists of the following:

Selected participants must attend training and deliver a semi-finals presentation as part of the Competition and partake in all programmed activities unless by prior agreement with FWAM.

Entrants must attend the Semi-finals to be eligible to continue into the FameLab National Final.

National finalists will be chosen by a panel of expert judges at each Semi-final. National finalists will be required to attend a three-night trip to Perth from 16 - 19 September 2025 to participate in intensive science communication workshops, networking events and the national, live Famelab Final.

Economy return flights from the finalists' nearest capital city, three nights' accommodation and all meals will be arranged by, and paid for by, FWAM. Allowances will be made available to National Final participants for any meals not provided.

National finalists must attend all FameLab activities during their Perth trip, and will be expected to participate in associated networking and promotional events. FameLab contestants from interstate will travel on 16 September.

The National Final will take place on the evening of 18 September.

Finalists will perform their presentations in front of a live audience. The National Final event will also be live streamed to a broader audience.

The winner of FameLab Australia 2025 will be determined by a panel of judges appointed by FWAM from the science and journalistic community, and the winner will be announced at the National Final. Decisions of the judging panel are final. No correspondence will be entered into.

#### Flights to Perth will be booked by FWAM as follows:

- The flights are not redeemable for cash and are not transferable
- Any changes made by the recipients to the booking after the ticket has been issued will incur a service fee at the recipients' expense
- The flights are for a return Economy class airfare only. Requests for upgrades cannot be accommodated.

#### 6. FameLab Australia winner's prize

The Final participants will be judged by a panel of judges, appointed by FWAM, who will select the winner based on the quality of their presentation and judging criteria determined by FameLab – the content, clarity and charisma of their presentation.

The Australian winner will compete in the International FameLab Final in November 2025 (to be held online) and will win a trip to the Cheltenham Science Festival in June 2026.

The Cheltenham Science Festival prize is personal to the winning participant and cannot be transferred to any third party. The prize cannot be exchanged for money or any other goods or services. FWAM accepts no responsibility for failure to notify a winning participant or failure to deliver the prize where such failure results from the provision of inaccurate contact details by the participant or from the acts or omissions of any third party (including, without limitation, any internet or postal service provider) and shall have no liability to any entrant if it is prevented from or delayed in delivering any aspect of the Competition or the prizes by acts, events, omissions or accidents beyond its reasonable control.

The winner of Australia FameLab 2025 will be invited to compete in the online FameLab International Final 2025, hosted and operated by Cheltenham Festivals. The winner of the International Final will be announced at the International Final.

The FameLab Australia winner's prize includes a trip to the 2026 Cheltenham Science Festival. This prize includes:

- Return economy flights to London with an airline carrier chosen by FWAM
- Transport from London to Cheltenham, UK
- 7 nights' accommodation at Cheltenham, UK

- Entry to selected events at Cheltenham Science Festival 2026 (events to be selected by the Organisers in consultation with the Winner)
- An allowance for the number of days in UK, excluding those spent in transit, paid in advance to departure
- AUD \$1,000 spending money

This prize is not transferrable and only the FameLab Australia Final 2025 winner may claim the prize. Any non-cash part of the prize including flights, accommodation or festival entry are not redeemable for cash.

#### The prize does not include:

- Securement of passport costs
- Securement of visa costs to enter the UK
- Other ancillary costs, such as personal items, phone and internet usage

#### Flight to the UK will be booked by FWAM as follows:

- The flight is not redeemable for cash and is not transferrable
- Any changes made by the recipient to the booking after the ticket has been issued will incur a service fee at the recipient's expense
- The prize-winner must hold and carry a valid passport
- The flights are for a return Economy class airfare only. Requests for upgrades cannot be accommodated.

## 7. Personal data

FWAM will collect and store the names and email addresses of all participants and the additional details of participants from their entry form. FWAM will use this personal data for the following purposes:

- managing the relationship between the participants and FWAM
- communicating with participants to answer their queries and/or organise their participation throughout the Competition
- administering and delivering the Competition
- coordinating the selected participants' attendance at the Semi-final and 3-night trip to Perth
- adding participants to the FameLab Australia alumni network
- marketing and publicity in accordance with section 8 below.

Where a participant has consented to FWAM doing so, FWAM may contact the participant using the personal data collected to provide information about the goods, services, courses or promotions that FWAM offers.

By participating in the Competition, participants consent to their personal data being processed by FWAM in accordance with, and for the purposes set out in, this section 7.

Participants can exercise their rights to access their personal data held by FWAM and withdraw their consent to the processing of their personal data by sending an email to: [wlubbe@fwam.com.au](mailto:wlubbe@fwam.com.au)

## 8. Publicity and rights

FWAM intends to publish the names, photographs and audio-visual material of the semi-finalists and finalists on FWAM's website, social media accounts, press releases and in other promotional and marketing material. By entering the Competition, each participant agrees to the use of their name and image and agrees to co-operate with any such publicity or marketing if they are selected as semi-finalists, finalists or win a prize.

Each participant also agrees to complete qualitative and quantitative surveys of their experience in FameLab within the stated time provided at the time of issuing each survey, and agree that survey results may be published for FWAM reporting purposes.

Participants will retain copyright in the entry material that they submit to FWAM. By entering the Competition each participant grants FWAM, free of charge, permission to use the entry material (including, without limitation, modifying and adapting it for operational and editorial reasons) in any media worldwide for purposes connected with the Competition. Participants who win a prize grant FWAM further permission to publish and exhibit their entry material (including, without limitation, modifying and adapting it for operational and editorial reasons) in print and any media worldwide for any FWAM purpose. Each participant confirms that the entry material is their original work, is not defamatory, does not infringe on any Australian laws, that they have the right to give FWAM permission to use it for the purposes specified above, and that all necessary consents for the submission of the entry material have been obtained.

All rights in FWAM's name and logo, websites, social media accounts, press releases and other promotional and marketing material, and all training course and examination content and materials (together the "FameLab Materials") shall vest in and remain with FWAM (or its licensors). By participating in the Competition, participants agree that they will not use, broadcast, publish, export, exploit, reproduce or copy part or all of the FameLab Materials.

## 9. Photographs, filming and recordings

FWAM may photograph, video, film or record proceedings, participants and attendees during the Competition.

FWAM, and any entity engaged by FWAM, may use such photographs, videos, films or recordings for purposes including but not limited to marketing, training materials, producing future conference materials (including transcripts, reports or summaries) which may be published or distributed in hard or soft copy or online or marketing or for the purposes of advertising future conferences or events or publishing the work and activities of FWAM (whether by means of promotional and publicity materials or programmes, publications, websites, electronic publications, social media or other means) without any payment or compensation being offered and without any request being made to the featured parties, and participants hereby consent to any such media being used anywhere in the world by, or on behalf of, FWAM.

## 10. Liability

FWAM and Partners are not liable for any loss, damage or injury whatsoever which is incurred or sustained by a recipient (including but not limited to indirect or consequential loss or loss arising from negligence) in the course of participating in or indirectly out of or in connection with FameLab (except for any liability which cannot be excluded by law). FWAM is not liable for any events beyond their control including but not limited to any legal travel restrictions imposed.

Finalists will not withhold information that may impact on their ability to undertake the program to the fullest of their ability including health, financial, and personal reasons.

(a) FWAM does not exclude or limit in any way its liability to the participants for any death or personal injury caused by FWAM's negligence, any fraudulent misrepresentation by FWAM, or any liability which cannot be excluded by law.

(b) Subject to paragraph (a), no liability is accepted by FWAM for:

1. loss of or damage to property belonging to the participant or anyone travelling with the participant (for example, watches, jewellery, cameras or clothing), or
2. losses or additional expenses incurred by the participant due to delays or changes in travel services, sickness, weather, strikes, riots, war, quarantine or any other cause beyond FWAM's reasonable control, or
3. any special, indirect, consequential or pure economic loss, costs, damages, charges or expenses.

## 11. General

FWAM may disqualify or refuse to accept the entry of any participant which does not meet the eligibility criteria in section 2 or does not otherwise comply with these Competition Rules.

## 12. Acceptance of Competition Rules

By participating in this Competition, participants are deemed to have accepted these Competition Rules.