

Mental Health  
Awareness Week  
21-27 September

mhaw.nz  
#MHAWNZ

## Wellbeing Photo Challenge FAQ

### How does it work?

1. [Register](#) for Mental Health Awareness Week (MHAW) updates so we can keep you updated on everything about it! The People's Choice Grand Prize winner will take home a [Nikon Z 50 mirrorless camera](#) worth \$1,899 and there will be other awesome daily prizes.
2. Like or follow our [Facebook](#), [Instagram](#) and/or [Twitter](#) pages.
3. Snap and share a photo based on the daily [Te Whare Tapa Whā](#) theme, upload it to your Facebook, Instagram or Twitter account (make sure your post is "public" or the MHF team won't be able to see it) with the hashtag #MHAWNZ. On Facebook, please tag us @MentalHealthFoundationNZ for your post to be seen. If you're not sure how to make your post public, it's super easy (see our FAQs below).
4. A winner will be picked each day by Mental Health Foundation (MHF) staff, through a staff majority vote. The winning photo will be posted the following day on the MHF's Instagram, Facebook and Twitter accounts. Daily winners will be contacted through social media and sent their prize at the end of the challenge.

**BONUS: People's Choice Grand Prize winner!** At the end of the five days, Nikon ambassador Esther Bunning will pick her top two photos from the five winning daily photos (plus a wildcard). A poll with three photos will be created by Wednesday, 30 September (through email and social media) for the public to pick their favourite photo. The winner of this poll will receive a [Nikon Z 50 Mirrorless camera](#) worth \$1,899!

5. Please see our [terms and conditions](#) for this competition.

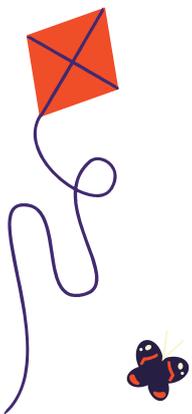
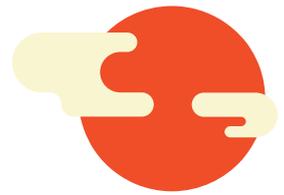
### FAQ

#### **Do the photos have to be taken on the day they are posted?**

No, we have no way of knowing when you took the photos. However, we do hope most people who take part in the competition do so with a goal of reimagining their wellbeing through fresh eyes and expect most entries will be taken on the day or close to it.

#### **Is there an age limit for competition entries?**

You must be the minimum age for the social media platform you are using to be eligible to enter this competition. The age limit for Instagram, Facebook and Twitter is 13 years old. There is no maximum age.



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## How many winners will there be?

There will be six winners in total (one winner each day, plus the People's Choice Grand Prize winner). Winners will be contacted and will receive their prize at the end of the event. Daily winners will be picked by MHF staff. At the end of the five days, Nikon ambassador Esther Bunning will pick her top two photos from the five daily winning photos (plus a wildcard). A poll will be created with the three photos and the public will vote for the People's Choice Grand Prize winner.

## What's the judging criteria?

Along with the rules that are mentioned under 'how does it work?', we'll be keeping an eye out for great photos and interesting interpretations of each day's theme in the caption!

## How do I get involved?

You must post your photo on social media (Facebook, Instagram, or Twitter) on the relevant day (e.g. post a picture relating to the theme of 'Whānau' on Monday, 21 September). You're welcome to post on multiple social media platforms, but it won't increase your chance of winning.

When you post your photo, you need to tag the MHF page (this is a requirement for Facebook posts but would be very helpful on Instagram and Twitter, too) and use the hashtag #MHAWNZ. Please make sure your post is public. If your post is not public, the MHF won't be able to see your image and you won't be eligible to win.

## Need some inspiration for the daily themes?

Read Nikon ambassador Esther Bunning's [top photography tips](#) related to each daily theme so you can take some fantastic photos throughout the week!

## Do I have to use the hashtag?

Yes, only photos that use the correct hashtag #MHAWNZ will be eligible to win.

## How will I know my photo has been seen?

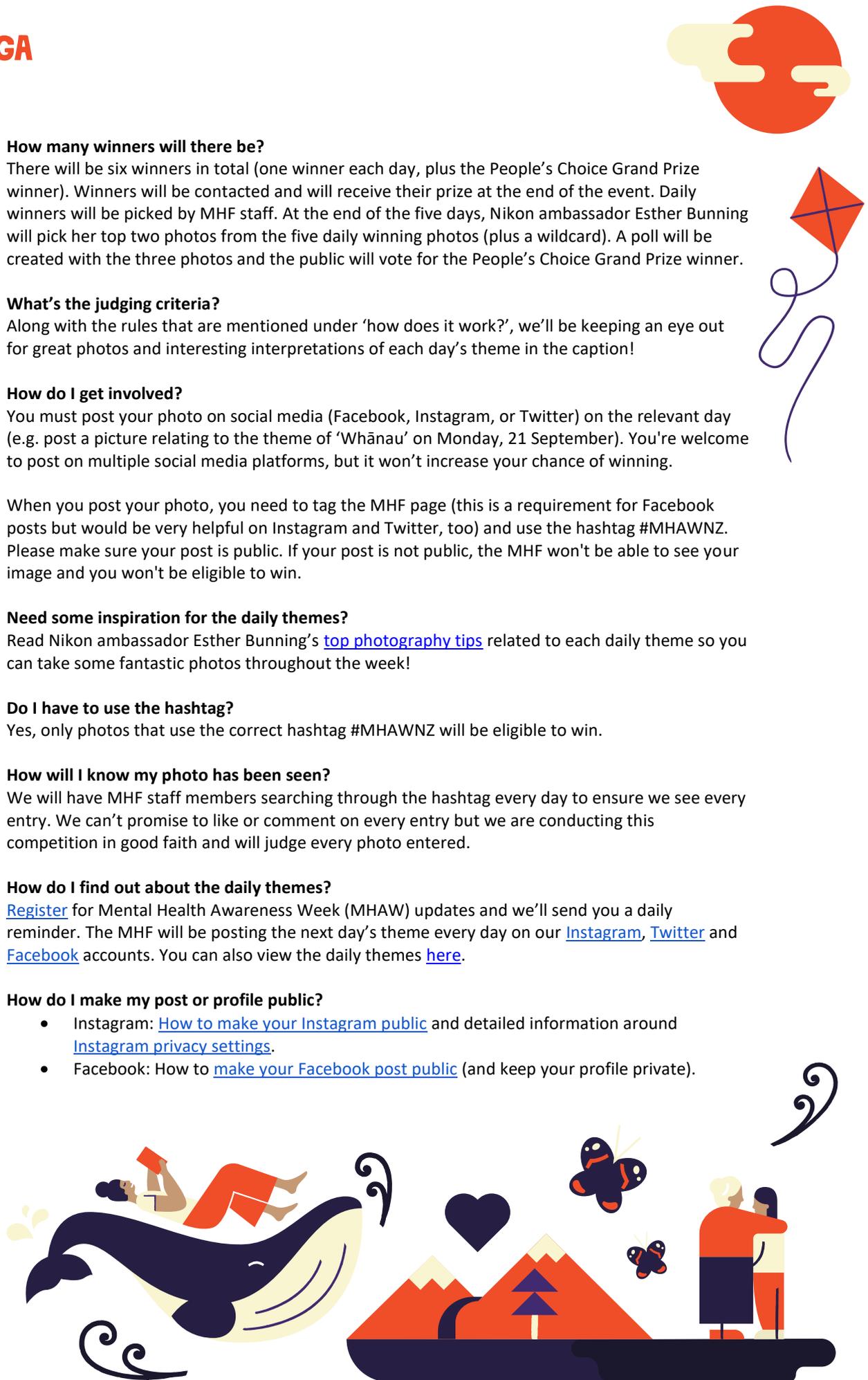
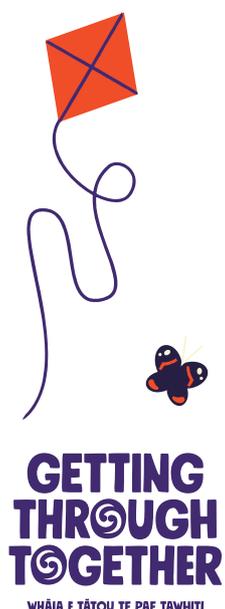
We will have MHF staff members searching through the hashtag every day to ensure we see every entry. We can't promise to like or comment on every entry but we are conducting this competition in good faith and will judge every photo entered.

## How do I find out about the daily themes?

[Register](#) for Mental Health Awareness Week (MHAW) updates and we'll send you a daily reminder. The MHF will be posting the next day's theme every day on our [Instagram](#), [Twitter](#) and [Facebook](#) accounts. You can also view the daily themes [here](#).

## How do I make my post or profile public?

- Instagram: [How to make your Instagram public](#) and detailed information around [Instagram privacy settings](#).
- Facebook: How to [make your Facebook post public](#) (and keep your profile private).



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- Twitter: How to [make your Tweets public or private](#) and how to [make your Twitter account public](#).

### What if I miss a day, or get the themes mixed up?

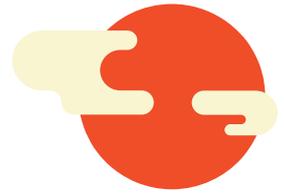
You don't have to post every day to be eligible to win! You can only win a daily prize if your entry aligns with the theme of the day AND is posted on the correct day. Don't worry if you miss a day – start again tomorrow!

### Will all photos with #MHAWNZ be voted on by the community?

No. We encourage you to post your favourite photo each day. The MHF will vote for the daily winners and Nikon ambassador Esther Bunning will handpick the final two photos (from the five daily winners) for the public to vote on for the People's Choice Grand Prize winner.

### What if I just want to do the Wellbeing Photo Challenge for fun?

Fun is key to this challenge! If you'd rather not enter the competition and keep your photos private, we would still love you to take part by sharing your snaps with whānau and friends.



GETTING  
THROUGH  
TOGETHER

WHĀIA E TĀTOU TE PAE TAWHITI