



Melbourne Business School Case Competition 2020

RULES, REGULATIONS AND COMPETITION STRUCTURE

The following rules and regulations apply to all participants of the MBS Case Competition 2020. It is expected that members of each team familiarise themselves and abide by these rules throughout the competition.

Section 1: Rules and Regulations

1. To uphold the integrity of the competition and the results, all competitors must abide by the strictest standards of professional ethical conduct becoming of an MBS student. Any violation of the following competition rules will result in automatic and immediate disqualification.
2. The case used in the competition will, to the best of the organisers' knowledge, be unpublished and untested. The case will be made available via email at the Launch. Under no circumstances is the case to be reproduced, either electronically or in hard copy, nor shall it be shared with non-participants.
3. Teams must contain a minimum of 3 people and a maximum of 4 people.
4. Team names must be consistent with the principle of professionalism detailed in point 1. Teams who register by an inappropriate name will be asked to change their name to finalise their registration.
5. All ideas generated by a team belong to the team and not the individuals participating. Team members that withdraw from a team cannot prevent the team from competing. In this instance, participation in the competition will be considered on a case by case basis if the number of members in the team falls below the minimum of three.
6. The Case Competition Partner will have the rights to all presentations, including any information and/or recommendations provided, to assist them in the nature of the problem.
7. This competition is for current Graduate students of Melbourne Business School (MBS Master of Management Suite, Master of International Business and Specialist Masters programs). Participants must be enrolled in at least one subject in the current semester to be eligible to compete. If you have registered in a team with any undergraduate student or student from another faculty without proper notification and approval, your team will be disqualified with immediate effect.
8. Participants who have worked or are currently working for the sponsor company must declare this via the online registration form and each request will be considered on a case-by-case basis. Teams who do not provide timely notification will be disqualified with immediate effect.
9. Members of the MBS Student Association Committee and/or 180 Degrees Consulting must declare this via the online registration form and each request will be considered on a case-by-case basis. Teams who do not provide timely notification will be disqualified with immediate effect.
10. Members of the MBS Student Association Committee and/or 180 Degrees Consulting Committee who are directly involved in the planning, organisation or execution of the MBS Case Competition are ineligible to compete.
11. All participants must watch an online launch video which will be made available on **Friday 7 August 2020, 5pm**.
12. Prizes will be awarded to all MBS Case Competition Finalists (1st - 4th place).
13. Important announcements and information will be distributed to the email addresses provided by participants. **All participants are responsible for checking their email accounts in a timely manner.**

Section 2: Competition Structure

DELIVERY METHOD:

Due to the impact of the COVID-19 pandemic, the MBS Case Competition 2020 will be delivered completely online with zero face-to-face contact between students, industry and staff. Teams are asked not to meet in person during the competition, and all events, workshops and presentations will be conducted online.

TIME ZONES:

All time and date information in this document is given in Australian Eastern Standard Time (GMT + 10)

ONLINE PLATFORMS:

We may use a combination of the following channels and platforms during the competition:

- Zoom
- Emails
- Canvas LMS
- MS Teams

Teams can choose to use any other zero-contact communications method/platforms during the competition.

COMPETITION FORMAT, EVENTS AND KEY DATES:

Please note as per time zone information above, the following dates and times are in AEST time. Further information about each activity will be outlined below:

Activity	Date and time
Team registrations open Registration link will be available from this date on the MBS Case Competition website .	Monday 27 July 2020
Team registrations close	11.59pm Sunday 2 August 2020
Case launch Launch video and case materials made available at 5.00pm via email.	5.00pm Friday 7 August 2020
Q&A session Teams to submit questions by Sunday 9 August.	6.00pm - 7.00pm Tuesday 11 August 2020
Pre-screening submissions due	11.59pm Thursday 13 August 2020
Pre-screening outcomes and preliminary offers emailed to participants	Wednesday 19 August 2020
Workshop 1: Crack the Case A live webinar for all students who receive a preliminary round offer.	6.00pm - 7.00pm Thursday 20 August 2020
Workshop 2: Presenting to Win A live webinar for all students who receive a preliminary round offer.	6.00pm - 7.00pm Friday 21 August 2020
Preliminary Round	1.00pm - 5.00pm Tuesday 25 August 2020
Workshop 3: Design Thinking A live webinar for all final round students.	5.30pm - 7.30pm Wednesday 26 August 2020
Final Round	4.00pm - 7.00pm Friday 28 August 2020

Case launch (Friday 7 August: 5.00pm)

The 2020 MBS Case Competition launch video will be circulated to all registered teams at **5pm, Friday 7 August**. The launch will include important information regarding the case and competition structure. Along with the launch video, teams will receive a pdf case materials file which will provide students with key data and information regarding the case.

Q&A Session (Tuesday 11 August: 6.00pm - 7.00pm)

A live Q&A session will be held at **6.00pm - 7.00pm, Tuesday 11 August** to answer questions teams have about the case and materials. The session will be delivered by a representative from the Case Partner company and Austin Chia, the Academic Lead for the MBS Case Competition.

To ensure the session flows, teams will be required to submit their questions through this [form](#). Questions must be submitted **by 11.59pm, Sunday 9 August** (one submission per team).

Questions will be collated and answered at the live session. For anyone unable to attend the live session, it will be recorded and circulated to all teams the following day.

Pre-screening Stage

The pre-screening period will commence directly after the launch on **Friday 7 August until Wednesday 19 August**. Using the information presented at the launch, Q&A session and in the case materials, teams will be required to produce a 4 PowerPoint slide (maximum) document that includes:

- a cover page with your team name and the name and student ID number of each team member (1 page);
- a situation analysis of the business case (1 page); and
- an overview of your approach/strategy to answering the case as well as any initial thoughts regarding recommendations (2 pages).

All submissions must use **Microsoft PowerPoint** or **PowerPoint converted to PDF** as their visual aid. All other file formats will be rejected.

All pre-screening documents must be submitted by **11.59pm, Thursday 13 August**. A submission link will be emailed to the Team Leader immediately after the launch.

Pre-screening outcomes will be circulated by email by **Wednesday 19 August**. The top 20 teams will move forward to the Preliminary Round and will be allocated into one of four streams. Room allocations and more information will be advised in the outcome email.

Teams who receive an outcome for the Preliminary Round who no longer wish to participate in the competition must advise organisers immediately so that the place can be offered to another team.

Workshops

1. Attendance at the Crack the Case Workshop (Thursday 20 August) and Presenting to Win Workshop (Friday 21 August) is optional but strongly recommended for all team members that have been selected to participate in the Preliminary Round.
2. Attendance at the Design Thinking Workshop (Wednesday 26 August) is optional but strongly recommended for all team members that have been selected to participate in the Final Round.

Preliminary Round (Tuesday 25 August: 1.00pm - 5.00pm)



1. Preliminary Round structure:

- Tech check and set up – 5 minutes
- Presentation time - 10 minutes
- Q&A – 10 minutes
- Judges Deliberation – 5 minutes
- All presentation slides for the preliminary round should be submitted by **9am on Tuesday 25 August**. The submission link will be emailed to the Team Leader. Alterations may not be made to the presentation after submission.
- Teams should be online and ready to join their allocated room at least 15 minutes before their allocated time slot for presentation.
- Teams must return to the assigned room at 4.15pm for the announcement of results.

2. Presentations:

- All presentations must use Microsoft PowerPoint or PowerPoint converted to PDF as their visual aid. All other file formats will be rejected.
- Team members must respect social distancing requirements and join from their own device.
- The use of smartphones and/or mobiles during the presentations is strictly prohibited.
- The team can nominate one or more speakers for the presentation. There is no requirement for all team members to present, however, it is highly recommended and is usually seen favourably by judges.
- Participants should identify themselves by their respective team names on all submitted materials. Team members' names and student numbers should also be included.

3. Times will be strictly adhered to. Room Coordinators will time the presentations and teams will be notified when there are "3 minutes" and "1 minute" remaining, then cut off at the 10-minute mark.

Final Round (Friday 28 August: 4.00pm - 7.00pm)

1. Final Round structure:

- Tech check and set up – 5 minutes
- Presentation time - 10 minutes
- Q&A - 10 minutes
- Judges Deliberation - 5 minutes
- All presentation slides for the final round should be submitted by **9am on Friday 28 August**. The submission link will be emailed to the Team Leader. Finalists may continue to work on their presentations after the preliminary round but alterations may not be made to the presentation after submission.
- Finalists can remain in the Zoom meeting after they have done their presentation.
- Finalists should be online and ready to join the meeting at least 15 minutes before their allocated time slot for presentation.
- Observers will be allowed into the presentation room for the final round.

2. Presentations:

- All presentations must use Microsoft PowerPoint or PowerPoint converted PDF as their visual aid. All other file formats will be rejected.

- Team members must respect social distancing requirements and join from own device.
- The use of smartphones and/or mobiles during the presentations is strictly prohibited. Attention and respect must be given to all teams who are speaking.
- The team can nominate one or more speakers for the presentation. There is no requirement for all team members to present however it is highly recommended and is usually seen favourably by judges.
- Participants should identify themselves by their respective team names on all submitted materials. Team members' names and student numbers should also be included.

3. Times will be strictly adhered to. Room Coordinators will time the presentations and teams will be notified when there are "3 minutes" and "1 minute" remaining, then cut off at the 10-minute mark.

Section 3: Guidelines for participants

1. Teams are expected to conduct all necessary research through all publicly available resources.
2. Plagiarism and Collusion is strictly prohibited and will result in immediate disqualification.
3. The time and links for the presentations will be communicated to the Team Leader by email.
4. The dress code for all rounds is **Business Attire**.
5. Any questions or issues should be emailed to mbs-casecomp@unimelb.edu.au as soon as possible.

Section 4: Panel of Judges and Evaluation

1. Panel of Judges:

- The Judging Panel for the Preliminary Round will consist of industry representatives, and academics from the Faculty of Business and Economics.
- The Judging Panel for the Final Round will consist of an industry representative from the Case Partner company, the Deputy Dean, MBS and an academic from the Faculty of Business and Economics.

2. Judges will evaluate each team based on:

- The proposed strategy addresses the key issues of the case;
- Depth of research and analysis;
- Clarity and logical structure of the presentation;
- Practicality and feasibility of recommendations;
- Innovation and evidence of a creative and rigorous approach to problem solving;
- Effective delivery of the presentation and use of visual aids;
- Q&A answers directly address the question and display a sound understanding of the case;
- Additional metrics to be decided and agreed upon by the judging panel.

Section 5: Privacy & Data Protection

1. **Use of Personal Information:** The Personal Information provided by entrants will be used by the University for the purposes of facilitating the entrants' participation in the Case Competition and will also be provided to the Competition judging panel and third-party sponsors for this purpose. In addition, by entering this Competition each entrant agrees that:
 - a) the University may film, photograph and screen capture the Case Competition proceedings and upload the film and photographs, which may contain the entrant's image, name and/or voice, to the University's website and use the film and photographs for other University promotional, educational and reporting purposes, whether related to the Competition or otherwise;
 - b) the University may use their name and contact details for the purposes of the Competition and for each entrant to receive ongoing University communications and marketing material, whether related to the Competition or otherwise;
 - c) the University may provide their name and contact details to the Competition judging panel and sponsors (individuals and entities external to the University) for the purposes of facilitating networking opportunities for the Competition entrants; and
 - d) at the University's reasonable request, the Winner will take part in the University promotional activities which may include their name and image published in the University's promotional materials (such as the University's website, marketing materials, advertising, printed materials and social media channels) and for ongoing promotional activities not related to this Competition.
2. Privacy and Data Protection Act 2014 (Vic) www.unimelb.edu.au/governance/compliance/privacy
3. Under Privacy Laws, 'personal information' means any recorded information or opinions (whether true or not)

that identify an individual or allow an individual to be identified. The University is committed to protecting personal information provided by you in accordance with Privacy Laws. The University has a comprehensive privacy policy addressing issues relating to the use, collection, security and access to personal information available at the Privacy Policy. All information collected by the University is governed by the Privacy Policy. For further information about how the University deals with personal information, please refer to the Privacy Policy or contact the University's Privacy Officer at privacy-officer@unimelb.edu.au.

4. **Privacy Contact Details:** You may access any personal information you have provided by contacting the Partnerships team via fbe-industryprograms@unimelb.edu.au.

Section 6: Content & Confidentiality

1. **Content:** Entrants agree that they are fully responsible for any Content. The University is not liable in any way for such Content to the full extent permitted by law and may remove or decline to publish any Content without notice for any reason whatsoever. Entrants warrant and agree that:
 - a. they will not submit any Content that is unlawful or fraudulent, or that the University may deem in breach of any intellectual property, privacy, publicity or other rights, defamatory, obscene, derogatory, pornographic, violent, abusive, harassing, threatening, objectionable with respect to race, religion, origin or gender, or otherwise unsuitable for publication;
 - b. their Content shall not contain viruses or cause injury or harm to any person or entity;
 - c. they will obtain prior consent from any person or from the owner(s) of any property that appears in their Content;
 - d. the Content is the original work of the entrant that does not infringe the rights of any third party or otherwise they will obtain full prior consent from any person who has jointly created or has any rights in the Content to the uses contemplated by these Terms, and the Content does not infringe the rights of any third party;
 - e. they consent to any use of the Content which may otherwise infringe the Content creator's/creators' moral rights pursuant to the Copyright Act 1968 (Cth) and warrant that they have the full authority to grant these rights; and
 - f. they will comply with all applicable laws and regulations, including without limitation, those governing copyright, content, defamation, privacy, publicity and the access or use of others' computer or communication systems.
 - g. Without limiting any other terms herein, the entrant agrees to indemnify the University for any breach of the above terms.
2. **Use of Competition Entry:** Any materials submitted by an entrant via the Competition including but not limited to prototypes, presentations, comments, recordings and images will become the property of the Case Competition Partner and entrants are granted a non-exclusive, royalty-free licence to use the materials they submit for the Competition for their own non-commercial educational purposes (not including publication). By registering for this Competition, entrants agree to assign the rights to their Competition materials to the Case Competition Partner.
3. If this Competition is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the University, including but not limited to technical difficulties, unauthorised intervention or fraud, the University reserves the right, in its sole discretion, to the fullest extent permitted by law:
 - a. to disqualify any entrant; or
 - b. to modify, suspend, terminate or cancel the Competition, as the University deems appropriate.
 - a. Except for any liability that cannot by law be excluded, including any statutory consumer guarantees provided under the consumer protection laws of Australia, the University (including its respective officers, employees and agents) excludes all liability (including negligence) for any personal injury, or any loss or damage (including loss of opportunity), whether direct, indirect, special or consequential, arising in any way out of the Competition.