

OFFICIAL ANTHEM DESIGN BRIEF

Oceania Nepali Sports Meet (ONSM)

1. ONSM Identity and Creative Direction

ONSM brings Nepali communities across Oceania together through sport, while celebrating shared heritage, identity, friendship, inclusion and sportsmanship. The Anthem should express this broader identity and create a lasting symbol that can connect participants, supporters and future generations.

Proposed guiding motto: “**United by Heritage, Inspired by Sport.**” This may be used as a creative theme for the competition and future ONSM branding, subject to formal ONSM approval.

For ONSM Mission, Vision and Core Values refer to <https://onsm.org.au/about-us/vision-mission-core-values/> for a clear creative reference point.

2. Objective

To create a powerful and lasting **official anthem for ONSM** that can serve as an emotional rallying cry. It should blend Nepali heritage with the modern and diverse cultural landscape of Oceania and unite communities through sport, friendship, sportsmanship, community spirit and shared aspirations.

3. Lyrical and Musical Direction

- **Target Length:** The final anthem should generally run for 90–120 seconds so it is memorable, practical for ceremonies and capable of building energy.
- **Language:** A Nepali-and-English format is encouraged, with Nepali grounding the anthem in cultural heritage and English supporting inclusion of younger and wider Oceania-born generations.
- **Core Themes:** Unity (Ekta), sportsmanship, courage, fair play, friendship, inclusion, community pride and the diaspora connection.
- **Imagery:** Entrants may draw on meaningful links between Nepal and Oceania, such as the Himalayas, Pacific Ocean, Southern Sky or other appropriate cultural and regional references.
- **Musical Character:** The final composition should be uplifting, singable and suitable for live sporting events and crowd participation.
- **Cultural Elements:** Traditional Nepali musical elements or instruments are encouraged where they strengthen the composition and are used appropriately.

4. Authenticity and Originality

To preserve cultural value, copyright integrity and genuine community participation, submitted lyrics and any later musical development must be the entrant’s or authorised collaborators’ own human-created original work.

- Generative AI must not be used to generate submitted lyrics, melody, composition or full-track rendering.

- Entrants shortlisted at either stage may be asked to provide reasonable evidence of their creative process. Evidence may include handwritten or digital drafts, notes, recordings, version history, composition files or other development records.
- Plagiarism or derivative work from existing songs or anthems may result in disqualification.

5. Two-Stage Submission and Selection Process

To allow strong lyricists to participate without requiring them to also be composers or singers, the Anthem competition will be conducted in two stages.

Stage 1 – Lyrics and Creative Concept

Initial entries must include:

- Complete proposed anthem lyrics in Microsoft Word or PDF format.
- A Creative Statement of no more than 300 words explaining the inspiration, meaning and how the lyrics reflect ONSM identity, Nepali heritage and the Oceania connection.
- An Originality Declaration confirming that the lyrics are original, unpublished and do not infringe third-party rights.
- Reasonable evidence of the creative process may be requested from shortlisted entrants.

A vocal recording, melody, sheet music or professional production is not required at Stage 1.

Stage 2 – Musical and Vocal Development

A small number of shortlisted Stage 1 entrants may be invited to develop the musical component. Stage 2 submissions should include:

- A simple vocal recording or demo in MP3, WAV or MP4 format demonstrating the proposed melody. Professional studio production is not required.
- Sheet music or chord progression in PDF or MusicXML format, if available; this is optional.
- Details of any musician, composer, arranger or vocalist collaborating on the Stage 2 development, together with confirmation that all contributors consent to the submission and applicable competition terms.

Where permitted by ONSM, shortlisted lyricists may collaborate with musicians, composers or vocalists. Any collaboration, ownership and credit arrangements must be declared clearly before final judging.

6. Eligibility

- The competition is open to individuals or collaborative teams from the Nepali community and the wider public.
- Each participant or team may submit a maximum of one original anthem entry.
- The submitted work must not have been previously published, commercially released or entered into another competition.

7. Submission Method and Closing Dates

Entries shall be submitted electronically by email to promotion@onsm.org.au and must include the participant's full name, email address, mobile number and completed Entry Declaration Form.

Stage 1 entries must be received by the advertised closing date and time. ONSM will advise shortlisted entrants of the Stage 2 requirements, development period and Stage 2 closing date. Late submissions may not be considered.

8. Assessment and Selection

Submissions will be assessed by the appointed ONSM Anthem Selection Committee. ONSM should publish the judging panel or panel composition, key selection stages and indicative timeline with the competition announcement to support transparency.

8.1 Stage 1 - Lyrics and Creative Concept

Judging criterion	Weight
Alignment with ONSM identity, purpose and creative direction	20
Lyrical quality and clarity	15
Creativity and originality	15
Strength of message and symbolism	15
Appropriate balance of Nepali heritage and Oceania identity	15
Memorability, emotional impact and potential for crowd participation	10
Potential to develop into a powerful and singable sports anthem	10
Total	100

8.2 Stage 2 Music and Final Anthem

Judging criterion	Weight
Musical quality and originality	15
Singability and memorability	15
Emotional impact and energy	15
Suitability for live sporting events, ceremonies and crowd participation	15
Effective integration of lyrics and melody	15
Appropriate use of Nepali cultural or musical elements, where included	10

Judging criterion	Weight
Overall impact as a lasting official ONSM anthem	15
Total	100

The judge's decision shall be final, subject to the rights reserved by ONSM below.

9. Intellectual Property

- Copyright remains with entrants for non-winning and non-selected material unless otherwise agreed in writing.
- Being shortlisted does not by itself transfer ownership to ONSM. ONSM may use shortlisted material only for competition assessment, consultation and promotion in accordance with the competition terms.
- Where Stage 2 involves collaborators, all contributors must identify their authorship or performance contribution and confirm their authority for the work to be submitted.
- Any requested changes or collaborative development involving shortlisted work must be agreed with the relevant creator(s), and ownership and credits must be confirmed in writing before final selection.
- The winning creator(s) grant ONSM an exclusive, perpetual, worldwide licence, or assign copyright if required under the final competition terms, to use, reproduce, perform, record, adapt, arrange and communicate the winning anthem for official purposes.
- ONSM may make reasonable production or arrangement changes to the winning anthem while preserving its core creative intent and appropriately recognising contributors.

10. Declaration

- The submitted lyrics, music and recordings, as applicable, are original or properly authorised.
- The work has not been copied from an existing song, anthem, lyric or musical composition.
- The entrant has authority to submit the work and has obtained consent from any collaborators.
- The submission complies with the stated restrictions on generative AI.
- All information provided is true and correct.

11. Enquiries

Questions regarding the competition should be directed to the ONSM Organising Committee using the contact details published with the competition announcement.

12. ONSM Rights

The ONSM Anthem Selection Committee reserves the right to:

- not select a winning entry if no submission meets the required standard;
- shortlist entries for Stage 2 development;
- request clarification or reasonable revisions from shortlisted entrants;

- permit or facilitate collaboration for musical and vocal development, subject to agreed ownership and credit arrangements;
- with the creators' written consent, explore a combined or refined concept where this is considered appropriate;
- verify originality and request evidence of the creative process before confirming a winner.