

# TAGLINE COMPETITION



[www.ozhongkong.com](http://www.ozhongkong.com)

## What we mean to you

Very simply, a tag line is used to convey (in not more than about eight words) the essence of an organisation or business. Here are some examples:

ANZ – we live in your world

BHP Billiton – resourcing the future

BP – beyond petroleum

Ernst & Young – quality in everything we do

Citibank – Citi never sleeps

New South Wales – there is no place like it

Hong Kong – Asia's world city

## Australian Association – XXXX

So what does the Association mean to you? We are inviting members to submit a tagline in this competition with a chance to win a night in a Luxury Room with lunch buffet for two at the Mistral Restaurant at the Sofitel Macau at Ponte 16.



Here are a couple of tips — start by writing down **three adjectives** that describe the Association and then jot down the **greatest value** you believe we provide.

Entries should be submitted by email to [president@ozhongkong.com](mailto:president@ozhongkong.com) by close of business on 26 February. All entries will be considered by the General Committee at their meeting in March and the winner will be announced at the Rugby Sevens event on 24 March.