

Media Release

Huge response to sowing the seeds of farmer health

*More than 675 entries from photographic artists as diverse as primary school students to experienced amateurs have entered the 'In Focus - Celebrating Farm Life' photography competition. The competition is part of the National Centre for Farmer Health (NCFH) biennial conference 'Sowing the Seeds of Farmer Health' in Hamilton, Victoria
17-19 September, 2012.*

The photography competition has attracted strong support, with a spectacular display of agricultural images exhibited at the renowned Hamilton Art Gallery from 29 August – 14 October.

Mr. Danny McOwan curator of the Hamilton Art Gallery commented that they have been overwhelmed by the support. "I have been most impressed by the breadth of areas covered by the entrants and the technical competence shown by many of the works," he says.

The competition has been divided into open, secondary and primary school categories, with seven diverse themes:

- **Of droughts and flooding rains** – Impact of weather events
- **Red sky at night** – Farming environment
- **Country wisdom** – Safe farming practices
- **Working the land** – Agriculture at work
- **Malting barley to Mallee bulls** – What we grow
- **Future farmers** – What does farming look like in the future
- **Images of farm life** (*primary school section*)

NCFH Event Coordinator Felicity Little said it was the 'Red Sky at Night (Farming Environment)' category that received the most entries, with an astounding 93 submissions received in the Open section alone.

"We're thrilled with the response to the competition, and it's encouraging to see Australians celebrating farm life in this way."

"With an astounding array of images from across the nation and some international entries, it's apparent that there's still much to celebrate about farm life, despite the tough times our farmers face on occasions" says Ms Little.

To enable further interest and allow people from across the nation to participate, judge and pick their favourite image, all photos have been loaded on the Farmer Health website www.farmerhealth.org.au/conference2012/peoples-choice. The People's Choice Award will go to the photograph with the highest number of combined votes online, from visitors to the exhibition and attendees at the Conference Welcome Reception, up until 17 September.

NCFH director, Sue Brumby, says the photographic competition, run in tandem with the conference, has provided an artistic outlet to introduce the conference to as wide an audience as possible. Photos will be on display in the lead up to and during the conference, with winners announced, at the official conference welcome reception on Monday 17 September from 6:30pm, tickets \$15.

'Sowing the Seeds of Farmer Health' has brought together a distinguished panel of international and Australian presenters covering every aspect of health, well-being and safety in rural Australia. Ms Brumby says with more than 160 delegates already registered for the conference, the photographic competition will create an eye-catching and fabulous backdrop to the occasion.

ASTW Travel Photographer of the Year Ewen Bell, distinguished photographer David Fletcher and local farmer and photographer Jill Frawley will judge the entries. The public are also invited to vote for their one favourite image by visiting www.farmerhealth.org.au.

Following on from the exhibition, a selection of images will be displayed at the Hamilton Base Hospital foyer for two weeks.

Strong local support has been gained from the Hamilton Art Gallery and competition sponsors: Art4Agriculture; Glenelg Hopkins CMA; Hamilton Camera City; Ivory Print; The Hamilton Spectator and Western District Farmer; Harvey Norman Hamilton; Livestock Intel; LMB Linke Livestock; RIST and Vision 2020 Australia.

For More information please contact National Centre for Farmer Health on (03) 5551 8533

Further Information:

Felicity Little

Event Coordinator

National Centre for Farmer Health

PO Box 283, Hamilton, VIC, 3300

T: (03) 5551 8585 F: (03) 5551 8267 E: Felicity.Little@wdhs.net

