

Attention Stakeholders and Editors

Media Release

Celebrating Farm Life Through the Eye of a Camera!

'In Focus – Celebrating Farm Life': National photography competition



The National Centre for Farmer Health is holding its 2nd biennial conference 'Sowing the Seeds of Farmer Health' from 17th – 19th September in Hamilton, Victoria and will again host the national photography competition 'In Focus – Celebrating Farm Life' with open and school student sections.

There's no cost involved, the competition has great exposure, and there is generous cash prizes to be won. Avid photographers, photography clubs and school students are encouraged to enter their chosen photos into the competition by Wednesday 1st August 2012.

The aim of the competition is to involve farmers, agricultural workers and their families, school students and the non-farming community in positively promoting agriculture to a broader audience, through art. The competition proved a big hit during the inaugural conference in 2010, with over 250 entries, and over 125 high calibre entries already submitted in 2012. Event organisers are expecting a fantastic exhibition of images to be on display at the renowned Hamilton Art Gallery from 29th August until 14th October.

The focus is on 'Celebrating Farm Life', and professional and amateur photographers alike are invited to enter photographs in the following 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 says the common portrayal of farming and agriculture in recent years has been one of drama or gloom.

"For those who have experienced aspects of country life, we know there is still much to celebrate, and the photography exhibition hopes to portray this," Felicity says.

"We are giving the community the opportunity to share their visions of all that agriculture and farming means to them through the lens of a camera."

This year, we're awarding the school with the highest proportion of entries \$300 (secondary) and \$200 (primary). The 'People's Choice' prize will be awarded to the photograph with the highest number of votes online, from visitors to the exhibition and the Conference Welcome Reception.

Art4Agriculture has also teamed up with the National Centre for Farmer Health photography competition and is offering an 'Art4Agriculture Blue Ribbon Award' for the best photograph in both primary and secondary categories, as selected by Art4Agriculture. This includes a \$100 cash prize each, an Art4Agriculture multimedia USB, cap, shirt and art pack. They are also offering the secondary school with the highest proportion of student entries the opportunity to compete for the 2013 Archibull Prize, www.art4agriculture.com.au/archibull.

Judges are renowned photographers David Fletcher, Jill Frawley and ASTW Travel Photographer of the year Ewen Bell. Winners will be announced and prizes presented at the Conference Welcome Reception on Monday 17th September, from 6.30pm at Hamilton Art Gallery.

The competition is proudly brought to you by the National Centre for Farmer Health in partnership with Western District Health Service and Deakin University and is sponsored by David Rendell & Associates, Glenelg Hopkins CMA, Hamilton Camera City, Hamilton Spectator and Western District Farmer, Harvey Norman Computer Superstore, Ivory Print, LMB Linke Livestock, Rural Industries Skill Training Centre Inc and Vision 2020 Australia.

Further details about the photography competition and the conference 'Sowing the Seeds of Farmer Health' can be found at www.farmerhealth.org.au/conference2012/home

**For More information please contact
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For more information visit www.farmerhealth.org.au

