



Australian Council of Agricultural Journalists



Farm Writers' Association of NSW Inc
P O Box 1108
Sydney, NSW 2001

MEDIA RELEASE

December 2009

Your chance to travel to Belgium - worth \$5,000 International Rural Writing Award

Did you write the best piece of rural writing published in NSW or the ACT in 2009?

You could be off to Belgium as Australia's entrant in the 2010 Star Prize writing contest run by the International Federation of Agriculture Journalists (IFAJ).

Farm Writers' Association of NSW Inc is calling for entries from NSW and the ACT for this prestigious IFAJ rural and agricultural writing award **by 31 December 2009**.

The Association will provide the NSW winner the means to the maximum value of \$5,000 to attend the IFAJ Congress in Ostend, Belgium by covering their registration, which includes accommodation and some meals, and contributing towards the cost of the airfare.

Association President Tim Powell said, "The best piece of writing on a subject of broad agricultural interest published during 2009 will be entered as the NSW & ACT finalist in a national contest to find Australia's entry for the international Star Prize."

The 2010 Star Prize will be presented at the IFAJ World Congress to be held in Ostend, Belgium 17-21 April 2010. Australia's entry will be selected from five state finalists.

Last year's NSW winner was The Land journalist Phil Thomson who attended the 2009 Congress in Fort Worth, Texas, USA.

John Deere sponsors the award both internationally and in Australia. The national prize is \$1,000 and a certificate is presented in the winner's home State.

Farm Writers' Association of NSW is offering this opportunity to new and continuing members who have had an article on a subject of broad agricultural interest published as editorial material in the print media or online during 2009. Find out how to join at <http://www.nswfarmwriters.org>

The application deadline is close of business, Thursday, 31 December 2009.

For more information: Ben Crow at bcraw@ppb.com.au or (02) 8116 3063

Further information follows and can be found on <http://www.nswfarmwriters.org>





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Rural Writing Award

Background information:

Farm Writers' Association of NSW holds regular forums in Sydney, and is a unique platform for the exchange of ideas pertaining to agriculture in NSW, Australia and internationally. Farm Writers' members come from a wide range of backgrounds but share a common dedication to promoting quality rural communication and a deeper understanding of rural issues amongst the urban community. Members include Australia's leading agri-business companies, rural industry organisations, banks, communication consultancies, advertising agencies as well as the state's regional print and electronic media organisations. This unique mix has always had a core commitment to rural journalism.

Farm Writers' is affiliated to the International Federation of Agricultural Journalists through our founding membership of the Australian Council of Agricultural Journalists (ACAJ).

The IFAJ Star Prize (a trophy, a gold pin and 750 Euros) is sponsored by John Deere and is presented at the annual IFAJ World Congress. Each IFAJ member is asked to select and enter the best article published in their country. Australia's entry will be chosen by the ACAJ from finalists put forward by each of ACAJ's affiliated (State) organisations. John Deere also sponsors the award in Australia, where the prize is \$1,000 and a certificate presented in the winner's home State.

The IFAJ also awards the **IFAJ Agricultural Photo Star Prize**. This competition is open to any member of a national association or guild that is a member of IFAJ - and more information on how to participate in this competition can be found at <http://www.nswfarmwriters.org>.

The **Australian Star Prize for Rural Photography** is organised by the ACAJ to recognize excellence in rural photography. Winners are chosen from finalists nominated by State rural media organisations affiliated with the ACAJ. The winning entry in each category will officially represent the ACAJ in the IFAJ Star Prize for Agricultural Photography, sponsored by DeLaval. International winners will be announced during the annual IFAJ Congress in Belgium, April 17 to 21.

The application deadline is close of business, Monday, January 8 2010.

For more information contact national award coordinator Gordon Collie, Phone: 07 3856 3614. Mobile: 0409 473343 or Email: gordon@agriprose.com.au

Phil Thomson's winning article published in *The Land* can be read at www.nswfarmwriters.org/IFAJ_STARPRIZE.htm.





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RULES

1. **Eligibility:** The contest is open only to members in good standing of Farm Writers' Association of NSW Inc. Corporate members may nominate up to three entrants. An individual may not enter more than one article, must be over 21 years of age and normally resident or working in New South Wales or the ACT.
2. **Articles must be** on a subject of wide agricultural interest and have been published as editorial material between January 1, 2009 and December 31, 2009 in print or on-line.
3. **Prize:** The winner of the NSW round will be awarded a certificate and a prize, not exceeding \$5,000 in value, to enable him or her to attend the IFAJ congress to be held in Ostend, Belgium, from 17-21 April 2010. The prize is to be taken in the form of registration and accommodation fees plus a contribution towards airfare and may not be converted to cash. The winner will be entered as the NSW Finalist in the national judging, administered by the Australian Council of Agricultural Journalists, to select the Australian entrant in the IFAJ Star Prize writing contest.
4. **Writing** will be judged on style, content, objectivity/balance and likelihood of winning the Star Prize. The layout and design of the article will not be considered in the judging. The judge's decision is final and no correspondence will be entered into.

To enter:

- Attach the text of the article in English to an e-mail to starprize@nswfarmwriters.org
- The email must be received by close of business Thursday 31 December 2009.
- The e-mail to which the article is attached must contain the following:
 - If the entrant is an individual, rural or retired member, the name, address, e-mail address and telephone number of the entrant. If the entrant is a corporate member, the name and address of the organisation, the name, email address and telephone number of the principal corporate contact and the name, position, email address and telephone number of the author.
 - The name of the publication or web site where the article was published along with the date and issue of the publication.
- Electronic proof of publication (for example, a jpeg showing the article as published along with the name of the publication/website and the date of publication) must be provided and the entrant must be prepared and able to mail, on request, a tear sheet or photocopy of the article as it appeared in the publication or online to The Star Prize, GPO Box 1108, Sydney, NSW 1043.

