

MEDIA RELEASE

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Attention: News Editor

Capture the region's essence

Photographers are invited to focus on the 'Essence of the Great Southern', the theme of the 2012 Great Southern Development Commission (GSDC) digital photography competition.

In association with Albany Gateway and Albany Camera House, the GSDC is running a fourth round of the popular competition, which last year drew almost 400 entries.

First prize is \$400 from the GSDC plus a \$200 Albany Camera House print voucher, and the total prize pool is \$1600.

Albany Camera House is offering a complimentary print voucher to all entrants in the competition.

GSDC Chief Executive Officer Bruce Manning said the competition was a great opportunity for photographers in the Great Southern.

"In previous competitions photographers have entered some great images that have helped the GSDC to promote the region in all manner of contexts," Mr Manning said.

"This year we invite entries that depict the essential character of the Great Southern.

"Photographers can choose their own angle – it might be historical or contemporary aspects of the region, in rural or urban settings, or it might be people, places or events," Mr Manning said.

Images entered in the competition must have been taken in the Great Southern within the past 12 months.



Ed Nelson's winning photo from the 2011 GSDC digital photography competition, showing his sons Ricky and Bill flying high at Bremer Bay.

The Great Southern takes in the local government areas of Albany, Broomehill-Tambellup, Cranbrook, Denmark, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup, Plantagenet and Woodanilling.

Entries can be submitted through Albany Gateway at www.albanygateway.com.au from 8.30am on Friday 16 March and will be accepted until 5pm on Friday 13 April.

People unable to submit entries on-line from home can upload their photos at Albany Camera House, Shop 11 at Dog Rock Boulevarde.

Photographs will be moderated before being published in the competition gallery on the Albany Gateway website.

Voting for the most popular photos in the gallery, for two \$50 prizes from Albany Gateway, will remain open until Friday 20 April.

Judging of the main prizes will be carried out by an independent panel including a professional photographer. The winners will be notified and prizes will be awarded at the end of April.

Photographers must ensure that any necessary permissions have been obtained from identifiable persons in the photograph, or permission from parents or guardians if identifiable children are depicted.

This year's competition terms and conditions include a new provision that entrants agree that their contact details may be passed to third parties wanting to use an image.

The terms and conditions also outline acceptable and prohibited post-processing that may be carried out before a photo is entered.

Full terms and conditions of the competition are available on Albany Gateway and the GSDC website at www.gsdc.wa.gov.au.

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