



## **Category 2 - Video**

**“No ‘mucking’ about needed!”**

**WIN A CASH PRIZE AND GET  
PUBLISHED**



# Cream of the Crop Video Competition

**NSW secondary  
students are being asked to  
explore occupations that can  
link to a career in agriculture  
in a creative and innovative  
way.**



# Are You

- **Creative and innovative**
- **Budding photographer**
- **Budding videographer**
- **Budding script writer**
- **Budding actor or**
- **Just passionate about agriculture.....**

...then grab a video and tell your story  
and

Win a CASH PRIZE



# **A Number of Prizes are on Offer!**

- **Junior High School (Year 7&8) \$500 Best Presentation**
- **Middle High School (Year 9&10) \$500 Best Presentation**
- **Senior High School (Year 11&12) \$500 Best Presentation**

*Note: Other prizes may be awarded if the judges identify additional entries with a high standard of excellence.*



# **Who can enter?**

**Any NSW secondary  
student (under 19)**



# Competition Aims

- Increase ability of the food sector to attract the best and the brightest
- Tap into multimedia technology as a vehicle to encourage students to study agriculture
- Use social media to encourage young people to view agriculture related careers as an occupation of first choice
- Provide a vehicle to showcase rural and regional youth.
- Provide networks for young “Ag Ambassadors”



# The task

- **Students in NSW are invited to create a video of up to three (3) minutes of an occupation/s that can lead/link to a career in agriculture**
- **The objective is to explore the theme that a career in agriculture is more than just farming**



# The Task cont...

- Examples include scientist, accountant, veterinarian, natural resource management, photographer, videographer, stock and station agent, auctioneer, marketing, public relations, linguist. The possibilities are endless!!!!
- This competition is an exciting opportunity to explore occupations in a creative and innovative way.





FOOD  
FOR  
THOUGHT



# **There's more to agriculture than being a farmer.**

- A career in agriculture refers to a job at any step along the way – from growing something on a farm, to when it gets eaten, worn or enjoyed.
- The agricultural sector includes people who are working with or supporting farmers: from scientists and researchers developing the latest innovations, to veterinarians, mechanics, tradespeople, transporters, legal and professional advisers, to marketing and sales people in some of Australia's leading businesses.
- There are abundant career opportunities across this exciting industry supply chain.



# **People living in cities can have an agriculture related career t**

- **Agribusiness is big business and we need more Australians to get involved.**
- **There are also a wide range of agricultural opportunities available to those living in metropolitan areas. The sector is underpinned by research, innovation and a broad range of supporting jobs based in Australia's cities.**



# Examples Include:

- a diesel mechanic who specialises in producing engines for farm machinery,
- a scientist developing the latest crop and sustainability technologies
- a designer working to turn fibres into clothes
- a master craftsman building wooden furniture
- a chef creating culinary delights with fresh Australian produce.



# **What does the future hold for jobs in agriculture?**

- **With the world's population rapidly growing, increased agricultural production is essential in order to meet demand.**
- **This is likely to translate into considerable growth in agriculture related career opportunities in the near future.**
- **Your career in agriculture will play a valuable role in Australia's economic future and the food security of our region.**



# Where to start

- There are many ways to begin your career in agriculture.
- If you enjoy rural studies, biology, chemistry, environmental science, geography, economics, computing, construction, food studies, automotive, industrial arts, retail, metalwork and engineering...then a career in agriculture could be for you.



# Further information

- The competition is open to either individuals or groups but teamwork is strongly recommended.
- Other students with specialist skills may add value to your entry.
- Teams are limited to a maximum of three members.
- All team members must be from the same school.
- All school team members must be from the same year e.g. all year 11.



# Video Format

We will accept the following video formats

- AVI (preferred format)
- WMV
- MPEG
- MOV
- MP4





# How will the video be judged?

Video submissions will be judged based on the criteria below.

- Script – how closely the video covers the specified topic guidelines.
- Creativity- the overall originality of the video; use of original ideas, illustrations, and style.
- Coherence- does the video meet the objective of the contest.
- Cohesiveness –is the video understandable, informative, and/or enjoyable to audience?
- Accuracy of information.
- Adherence to time limit.
- Overall Video Quality.



# Tips for Entrants

- Give your video a catchy title

E.g.

- “It’s not all Mud and Flies”
  - “Gumboots can be a fashion statement”
  - “My MOOving Tales”
  - ‘Agriculture is just about being a Farmer isn’t it (or not) ?’
- Presentations should only include sourced materials which have received a permission to publish. This includes, for example, photos; illustrations; and music
  - Acknowledge all information sources.



# More tips for entrants

- Music used must be original, permitted or Copyright-free.
- Any display or reference to brands, logos etc. must be incidental, non-promotional, and not infringe on any copyright or trademark rights.
- Signed entry forms must be completed by student participants and a teacher.
- Entry is to be supplied on CD, DVD or USB device



# More tips for entrants

- An entry depicting an occupation should ensure that people in the occupation demonstrate safe workplace practices, e.g. wearing safety glasses and appropriate footwear.
- It is recommended participants use a handy cam HD Video camera to record footage.
- Its is also important that the camera has a microphone input and headphones jack.
- It is recommended that you use a microphone that can be plugged into the camera for interview purposes and reasonably good tripod.



# Examples

Inspiration can be found here:

- <http://www.youtube.com/watch?v=eVIBODCIBMI>
- <http://www.youtube.com/watch?v=m0OrNRsPH0w>
- <http://www.youtube.com/watch?v=nQwJodSMvXM>



# Closing date

- Entries close 1<sup>st</sup> December 2011 5pm (EST)
- Entries must be posted and reach Art4Agriculture by 1<sup>st</sup> December 2011
- Signed entry form must be included
- Entries must be on a CD or USB and posted to

Cream of the Crop Competition,  
c/-Art4Agriculture.

PO Box 20 Jamberoo NSW 2533



# **Competition Rules and Regulations and Entry Form**

**Entry form  
&  
terms and conditions  
can be found here**

[www.art4agriculture.com.au/creamofthecrop/](http://www.art4agriculture.com.au/creamofthecrop/)



# **Where do I send my entry?**

**Post your entry to:**

**Cream of the Crop Competition**

**PO BOX 20**

**JAMBEROO NSW 2533**





# **Remember, The Judges are Looking for ...**

**Your ability to:**

- **communicate your passion.**
- **engage and influence your audience.**



**Entries judged to be the  
best 12 best videos  
will be announced via the  
Art4Agriculture website  
By 18<sup>th</sup> December 2011**



# **Awards and Presentations**

**Category winners will be  
announced**

**at a function in their honour  
during**

**the 2012 Royal Easter Show.**

**Details to be advised as soon as  
possible.**



# Cream of the Crop

is an Art4Agriculture initiative  
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**Woolworths**  
*the fresh food people*



**Australian Government**  
**Rural Industries Research and  
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**RIRDC** [www.rirdc.gov.au](http://www.rirdc.gov.au)

