



# **Category 1 - PowerPoint**

**TELL YOUR STORY**

**COMPETITION**

**WIN A CASH PRIZE AND GET**

**PUBLISHED**



# Cream of the Crop Story Competition PowerPoint Category.

**NSW secondary and tertiary  
students are being asked to take  
the bull by the horns  
and turn their rural tales into  
cash cows.**



**If you can,**

- **Spin a yarn about sheep**
- **Chew the fat about pigs**
- **Or talk turkey about poultry.....**

...then 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
- Tertiary (Undergraduate and Tafe ) \$500 Best Presentation
- Tertiary ( Postgraduate - under 30yrs) \$ 500 Best Presentation

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



# **Who can enter?**

**Any NSW secondary  
or tertiary students  
(under 30)**



# **The Task**

**Entrants must explain**

**why everyone should be provided with opportunities to gain knowledge and skills about the production of the food they eat, fibres they use and the environment they live in.**

**Your PowerPoint should include a brief reference to the social, environmental and economic importance of agriculture to our communities and the country as a whole.**



# The task cont....

Select a theme and a message for your PowerPoint that conveys agriculture's importance and relevance to everyday life while assuming the audience will have limited knowledge of the study of agriculture.

Think of the task as if a local shop keeper asked  
“Why is it important to study agriculture and what do you learn? “

How would you explain?



# 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 or tertiary institution.
- All secondary school team members must be from the same year e.g. all year 11.





**Competition Rules  
and Regulations  
and Entry Form  
can be found here**

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



# More Tips for Entrants

- Presentations should only include sourced materials which have received a permission to publish. This includes, for example, photos; illustrations; graphs and/or charts.
- Acknowledge all information sources.
- Format:



Landscape oriented PowerPoint presentation.



No sound please!



Ppt. or Pptx.



# What makes a great presentation?

## 1. INTRODUCTION

- Shake hands with your audience – introduce yourself to them to make your story personal
- Select three key points you want to make and list them



# **What makes a great presentation cont ...?**

- 2. Talk about your first point and then link it to your second point**
- 3. Talk about your second point and then link it to your third**
- 4. Talk about you third point**



# 5. CONCLUSION

- Summarise your presentation.
- Remind your audience of the relevance of your presentation to them.
- Use a strong exit line—so that you have a good firm ending to the presentation (not a weak tailing off).



# What makes a good presentation?

## Summary

- Offer a unique perspective and encourage readers to reflect more deeply on the issue.
- Provide an explanation of the topic that includes your unique point of view.
- Use simple facts and simple language that the majority of the readers will understand.
- Be proactive – Provide a realistic solution or call to action that readers should consider.
- Finish strong – Restate your point of view in the conclusion.



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

**Your ability to:**

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



# Examples for Entrants

- For some excellent tips and pointers have been created for the Cream of the Crop Competition by Rob Greenall from Agvet Projects

- Find it here

“Getting Heard by the Herd – The secrets to getting your message across”

<http://www.art4agriculture.com.au/creamofthecrop/>





# More examples

Previous winners' presentations can be found at links below.

Please note the competition theme has been updated for 2011

- <http://www.art4agriculture.com.au/creamofthecrop/2009Finalists.html>
- <http://www.art4agriculture.com.au/creamofthecrop/2010Finalists.html>



# 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



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



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# **Awards and Presentations**

**Category winners will be announced  
at a function in their honour during  
the 2011 Royal Easter Show.**

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



# Competition Aims

- Identify young passionate ‘Ag Ambassadors’ and use their stories and social media to spread the good news stories about modern agriculture
- Tap into multimedia technology as a vehicle to encourage students to study agriculture
- Build community knowledge about primary production.
- Reinforce to students that the community values what they do.
- Provide a vehicle to showcase rural and regional youth.
- Provide networks for our young “Ag Ambassadors”



# Cream of the Crop

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



**Australian Government**  
**Rural Industries Research and  
Development Corporation**

**RIRDC** [www.rirdc.gov.au](http://www.rirdc.gov.au)



**Department of  
Primary Industries**

