

Our Community Photo Bank Awards

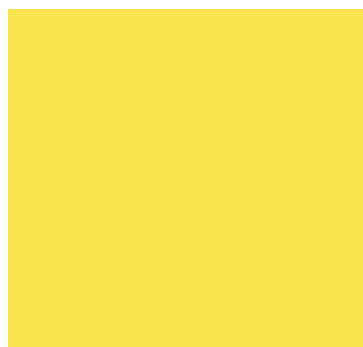
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Celebrating Our Community



\$5000 in
prizes for the
best photos



An initiative of



ourcommunity.com.au

Our Community Photo Bank Awards

Photos

Australia Post moves 5.51 billion mail items a year. At a conservative average of 300 words per letter, that's a lot of words. And at the international standard rate of one photo to a thousand words, that's 1.6 billion photos, which if printed out as 10x15 cm glossies would be enough to go round the world 19.8 times at the equator. Australia Post knows its photos.

We know that a photo can tug at our hearts, move our emotions, and kickstart our thinking. A great photo can sum up a situation or encapsulate a movement. The great photos of the past have shown themselves able to create sympathy, spur understanding, and prompt a recognition of our common humanity.

Australia's community sector is large and diverse, reflecting the extraordinary complexity and depth of Australia's society. Community groups do a lot with a little and this sector generally doesn't have much money to spend on showing itself off to the Australian public. Australia Post wants the public to know what great work is one by community groups. Australia Post sponsors the Marketing, Media and Post Centre – www.ourcommunity.com.au/marketing with hundreds of free help sheets, tools and media guides to help community groups market themselves better.

And part of that is showing what the groups, and the work they do, look like.

All these things come together in the new Australia Post, Our Community Photo Bank.

The Community Photo Bank

Australians don't have a clear idea of all the things community groups add to our society in every field of activity. We want to make it easier for them. We want to build up a gallery of photos that show the full extent of Australia's communities and the people who work with them – a free photo bank that can be drawn on by advocates, fundraisers, volunteers, newspapers, and writers.

The Community Photo Bank will be placed on www.ourcommunity.com.au, and will be open to anybody who needs to illustrate some aspect of the life of the community. Web users will be able to plug these photos freely into their own projects, making it simpler to show how we work together and care for each other.

We want you all to contribute to documenting Australian community life in all its infinite variety, and to encourage you to participate we're throwing in five thousand dollars in prizes.

Photo content

The photos we're looking for are about Australia's myriad communities and the work that community groups do within them. Show us the people you work with, and their problems, and their triumphs, and their ceremonies, and your projects. Show people – show them with respect, and affection, and clarity. Show them memorably and boldly, creating photos that will be picked out whenever people think about your community. Find your place in an online national gallery of the community sector. Share your vision. The gallery will be linked with The Australian National Library's 'Picture Australia'.

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What's the prize?

There are two prizes

1. The most popular photo.
2. The photo that best exemplifies the work of Australian community

Each prize will be worth \$2,500 — \$1,000 for the photographer, and another \$1,500 for the community group that nominates them.

And for everybody else who puts their photos into the community photo bank, you get the opportunity to open up an iconic image of your community and your organisation among people looking for illustrations. If people are writing about you or your community, don't you want them to show you as you want to be portrayed?

Who's eligible?

Anybody who's

- (1) taken a good photo that they can release for public use (see below) and
- (2) is nominated by an Australian community group.

How will the winners be chosen?

The winner of the Most Popular Photo Award will be chosen by the votes of visitors to the website. The winner of the Community Groups Award will be chosen by a panel selected from the Australian community sector and representatives from the staff of Our Community and Australia Post.

When?

You have until 22 October 2008 to submit a photo. The winners will be notified in November 2008.

How?

Submit your photos by uploading them to www.ourcommunity.com.au/marketing or posting them on disc (will not be returned) to: Photo Bank Awards, Our Community, 51 Stanley Street, West Melbourne 3003

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Marketing, Media & Post Centre

The Marketing, Media and Post Centre is one of the 16 Knowledge Centres developed by Our Community (www.ourcommunity.com.au) for Australia's 700,000 community groups.

Developed in conjunction with Australia Post, the Marketing, Media and Post Centre has been established to help community organisations promote themselves better, as well as provide resources, advice and other tools to help community groups improve their marketing efforts and their dealings with the media.

Resources at the Centre include:

Photo Bank: This section holds all the great community photos you can use for brochures, books, etc – and you can vote for the best community photo in Australia.

Layouts: Designed to provide community groups with free or low-cost access to a library of document templates that can be used in developing marketing materials.

Marketing and Your Community Group: Includes dozens of practical and easy-to-understand help sheets covering all aspects of marketing – from advertising campaigns to e-marketing, branding and campaigning.

Mailing and Database Management: Full of great tips and advice on creating a functional mailing database for your group, as well as managing and using it to best effect.

Media Contacts: A comprehensive list of media contacts from every state and territory in Australia. Contacts include details of radio stations, television stations and newspapers.

Media – Preparing Campaigns: Full of helpsheets to ensure your organisation not only puts together a successful media strategy, but can develop a top-notch media release and professionally communicate its messages to journalists.

Tools and Resources: Containing a number of useful tools developed specifically to help community groups with their marketing, mail marketing or print campaigns.

