



Final Report 2015

Applicants must read the *SAGIT Project Funding Guidelines 2014* prior to completing this form. These guidelines can be downloaded from www.sagit.com.au

Final reports must be emailed to admin@sagit.com.au as a Microsoft Word document in the format shown **within 2 months** after the completion of the Project Term.

PROJECT CODE	: AC114
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PROJECT TITLE	(10 words maximum) SEED TO STORE – YOUTUBE PROMOTION OF GRAIN GROWING

PROJECT DURATION

*These dates **must** be the same as those stated in the Funding Agreement*

Project Start date	February 2014
Project End date	December 2014

PROJECT SUPERVISOR CONTACT DETAILS

The project supervisor is the person responsible for the overall project

Title:	First Name:	Surname:	
Ms	Deanna	Lush	
Organisation:			
AgCommunicators			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

Office Use Only

Project Code	
Project Type	

ADMINISTRATION CONTACT DETAILS

Title:	First Name:	Surname:	
Ms	Deanna	Lush	
Organisation:			
AgCommunicators			
Mailing address:			
Telephone:	Facsimile:	Mobile:	Email:

Project Summary

Executive Summary (200 words maximum)

A few paragraphs covering what was discovered, written in a manner that is easily understood and relevant to SA growers. A number of key dot points should be included which can be used in SAGIT communication programs

Seed to Store – The Story of Australian Grain was a new You Tube competition which ran complimentary to the Royal Adelaide Show’s 2014 prize schedule. The project called on South Australian’s to develop a short video clip promoting ‘grains’. Essentially, the competition aimed to connect the community with food production and showcased the grains sector as being modern, innovative and sustainable. It also helped get the grains sector into social media in a more informal and engaging manner.

The inaugural competition received 22 quality entries, with the bulk being from secondary schools as teachers encouraged their students to enter. The Royal Adelaide Show (via Brad Ward) has suggested that this is a fantastic number of entries to receive for a first year competition. The winning entry, judged by Cosi, Kathleen Allen and Malcolm Buckby received \$1000. The top five clips can be downloaded on the Royal Adelaide Show’s website at <http://www.theshow.com.au/showground/royal-adelaide-show/show-entriesresults/results.jsp>

The competition was managed by AgCommunicators and supported by the GRDC and SAGIT with inkind support provided by the Royal Agricultural & Horticultural Society.

Seed to Store was the first You Tube competition ever run by the RAS. This new concept has provided a quality activity for engaging young people, especially students, in grain production.

Project Objectives

A concise statement of the aims of the project in outcome terms should be provided.

Seed to Store – The Story of Australian Grain core objectives were to:

- Attract a range of quality entrants to produce a one minute video showcasing the journey of grains, legumes, oilseeds and pulses from being seed in the ground to food for people and livestock. Concepts which needed to be addressed include best practice science, innovation, farming and food production in South Australia – essentially it is the journey of grain from the paddock to our plate.
- Generate positive media (both radio, print and web based) promoting the grains sector and competition.
- Engage students and the community in the process of producing high quality grains.

Overall Performance

A concise statement indicating the extent to which the Project objectives were achieved, a list of personnel who participated in the Research Project including co-operators, and any difficulties encountered and the reasons for these difficulties.

The Seed to store You Tube Competition received 22 competitive entries. The top five entries were high quality and portrayed best practice grain production in South Australia. The top five entries were:

- FIRST PRIZE: Art4Agriculture Grains Young Farming Champions – Rebecca Thistlethwaite, Daniel Fox, Diana George and Jessica Kirkpatrick. <https://www.youtube.com/watch?v=ZrmVPbNJsVU> (301 views)
- SECOND PRIZE: ‘What does the plant say’ – Bethany Simpson, Meg Jarvis, Chelsea Arthur, Ayeisha Bishop, Eliza Bastian and Pieter Cillie, Booleroo Centre <http://youtu.be/MTParxcjyMA> (937 views)
- THIRD PRIZE: ‘Seed to Store’, Marni Greenshields, University of South Australia <http://youtu.be/aAYM1FcPwis> (257 views)
- FOURTH PRIZE: Adele Justice and Ann Rowett, Xavier College <https://www.youtube.com/watch?v=FkT6SnfC8Fk&feature=youtu.be> (128 views)
- FIFTH PRIZE: Urrbrae Agricultural High School Team 5 – Kelsey Adams, Clare Edgecombe, Cody Faucett, Fletcher Wood and staff Nick Jackson and Tracey Ireland <https://www.youtube.com/watch?v=z1uqj139jwU&index> (104 views)

Other points to note:

- A total of 1727 views to the clips have been made, with the top viewed being What does the frog say – with 937 clicks.
- The Winning clips received significant media coverage which recognized the entrants, the need to promote the grains industry and the quality of the grains sector. Media is attached in appendix 1.
- The media coverage reflected extremely positively on SAGIT and GRDC. A highlight was David Shannon doing a live broadcast with the Country Hour! (Image attached).
- Teacher provided feedback they would like a formal in school presentation on the industry and associated careers to complement the initiative.
- Teachers and students have approached us and asked to be involved again.
- Points of interest:
- To assist entrants who live in urban areas or anyone unable to have access to a farm to get footage of seeding, harvesting and other on-farm activities it was decided to provide a stock footage resource for entrants. Our team generated a range of stock images and footage which represented best practice farming in South Australia. It was publicized to entrants to contact Peter Angus for the link to access the AgCommunicators stock footage library and to allow dialogue between them and Peter rather than widely promoting the link.
- Note that an entry fee of \$10.00 per entry was also added. This was managed by the RA&HS and is considered an administration fee for servicing the competitive entry. This fee was not received by AgCommunicators

Key Performance Indicators (KPI)

*Please indicate whether KPI's were achieved. The KPI's **must** be the same as those stated in the Application for Funding and a brief explanation provided as to how they were achieved or why they were not achieved.*

KPI	Achieved (Y/N) If not achieved, please state reason.
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A blue ribbon winner, from a competitive field, of the inaugural More than Gumboots and Tractors! YouTube competition promoting grains.		Yes
Active promotion of the Clips and positive publicity for the sector and its achievements.		Yes
Technical Information (Not to exceed three pages) <i>Provide sufficient data and short clear statements of outcomes.</i>		
Action #	Outcome	Date Achieved
1	Developing entry guidelines in line with other competitive entry categories. Engaging with stakeholders to ensure all are on board. Researching entrant criteria, liaison with Show, ensuring publicity through show schedules.	YES May 2014
2	Developing branding of campaign / working with designer on logo / establishing web and facebook page to promote award	YES May 2014
3	Web design fees to establish web page and logo	YES May 2014

4	Printing flyers to assist in the competition promotion plus postage. Include cover letter.	A4 and A3 flyers were developed and distributed to schools and Universities as follows: <ul style="list-style-type: none"> • A3 Seed to Store Posters and flyers sent to 50 South Australian Secondary Schools • A3 Seed to Store Posters and flyers distributed at: University of Adelaide – Waite and Roseworthy Campuses Flinders University of South Australia. UniSA – Magill Campus and TAFE SA – City Campus. • A4 posters were sent to agricultural organisations. 	YES May 2014
5	Development of data base to advertise the competition to - calling groups and encouraging them to be involved, visiting schools / organisations / Uni's etc and meeting with groups if required. Engagement necessary to promote messages.	The following promotional avenues were employed to ensure a wide reach of the initiative: <ul style="list-style-type: none"> • Distribution of advert to the RAS data base • Distribution of advert to 50 schools linked to RAS. • Email advert to ATASA (Ag Teachers association of SA) who sent to their teaching list. • Email advert to all state University media departments and ag faculties • Email advert directly to SA agricultural secondary schools • May 23rd Flyer posted to all to Mid North Young Guns (64 different producers) • Email advert throughout the Agricultural Bureau of South Australia (1200 growers) • Email advert to Grains and Fodder Sponsors • Email advert to Grains and Fodder Distribution list • AgCommunicators Mail Chimp advert to Ag Ex Alliance network, GRDC & SAGIT contacts • Facebook posts with RAS / SAGIT 	YES August 2014
6	Travel to organisations to promote get people on board.	Peter Angus and Belinda Cay visited Secondary Schools and presented the concept to: <ul style="list-style-type: none"> • Urrbrae Agricultural High School • Nuriootpa High School • Booleroo Centre District School • Balaklava High School • Xavier College • Westminster College • Trinity College • Prince Alfred College 	YES August 2014
7	Development of media and communication campaign to promote competition outcomes	Note summary in communication section	YES December 2014
8	Follow up calls	Support was provided to entrants as required.	YES

	to chase entries		September 2014
9	Providing support to video entrants - namely directing them to film best practice farmers	Done. All entrants were emailed and invited to view our stock footage library and chat with us about their entry. Follow up calls were made to remind them of entry cut off dates.	YES September 2014
10	Receive a diverse array of competitive entries	22 entries received which was a fantastic result. Brad Ward, RA&HS commented that this is a tremendous effort for a first year competitive entry. Note the link to entries in the conclusion section.	YES September 2014.
11	5 x finalist support awards @ \$200 each (can be used for travel, equipment or other) but should help them complete the clip and commit to the project	This criteria was altered to change the amount of total prize money on offer, this was agreed necessary following feedback from University media students and lecturers, plus the fact that PIRSA launched a competing YouTube competition at the Show offering a \$5000 winning prize (note we met with the team prior to them launching their competition and asked them to reconsider – but they had a mandate to deliver. They received only 5 entries). Our Seed to Store winner received \$1000	YES August 2014
12	\$500 award to blue winner video	This criteria was changed... The winning entry received \$1000 cash with second receiving \$200 and third \$100. We absorbed this in the budget so no additional costs will be incurred by SAGIT / GRDC.	YES August 2014
13	Reviewing five finalist entries and selecting finalists, arranging payment of awards, arranging certificates	Belinda Cay, Deanna Lush and Peter Angus reviewed the 22 entries and using the judging criteria selected a top 5 entries for review by the official judging panel. Certificates and RA&HS prize ribbons were arranged for entrants. Congratulatory letters were sent to each participant and all finalists received free entry tickets from the RA&HS.	YES August 2014
14	Judging: Arranging judging day, getting in industry judges, Selecting blue ribbon winner (review of final videos, ensuring all	The judging panel comprised of Kathleen Allan (GRDC), Malcolm Buckby (SAGIT) and Andrew “Cosi” Costello from “South Aussie with Cosi”. A criteria for judging was developed to ensure clear and consistent judging. The winner was selected with the highest cumulative points. Judging day was coordinated with the Royal Adelaide Show. We booked a position on the Main Coke Stage. Coke Stage MC’s were briefed on the award and video’s were uploaded prior to the day to ensure a seamless event.	YES September 2014

	participants have gained permission to post footage on web, arranging presentation ceremony)		
15	Facilitation of event ceremony / arranging event. 2 x staff (one as MC other as registrations and support) envisage whole day each.	<p>The event was facilitated by Andrew 'Cosi' Costello, with guest presentations by Kathleen Allan (GRDC) and David Shannon (SAGIT).</p> <p>The staging connections crew from the show were provided with a running sheet for our allocated stage time and professional comperes also helped introduce and conclude the session.</p> <p>Top 5 entrants were notified and sent show competitor passes and information about the announcement of awards during the Royal Adelaide Show on the Coke Stage (we were on at 10:15 am). Note that for the duration of the 2014 RAS the top 5 grains video clip competition entries were played on a screen in the Golden Grains Pavilion for viewing by the general public.</p>	YES
16	Developing promotional You Tube clip summarizing awards / presentation of blue ribbon / golden grains and industry plus report for SAGIT / GRDC	<p>A video clip capturing the award ceremony was uploaded to YouTube and can be viewed at https://www.youtube.com/watch?v=5_s_zsWXuC0&feature=youtu.be</p> <p>However, it was not publicized because it was decided that it would be better to promote the winning YouTube clips as promotion for the grains industry.</p>	

Conclusions Reached &/or Discoveries Made (Not to exceed one page)

Please provide concise statement of any conclusions reached &/or discoveries made.

This was the first time the Royal Adelaide Show ran the Seed to Store contest as a competitive entry... The show provided extremely positive feedback at how the initiative was run and delivered.

As per the post media release issued, Kathleen Allan of the GRDC Said that she was thrilled at how the initiative increased awareness of the role of food production in Australia," She further said that the competition is an exciting initiative which allows agriculture to be promoted through social media, which is fundamental in reaching the young generation of consumers."

SAGIT Trustee David Shannon believes it is important to remind people where their food comes from, and was excited that the You Tube clip gave entrants the opportunity to showcase modern, innovative and sustainable

farming.

David stated that “The link between where food begins and the end product can be lost because of little knowledge of grains and how they fit into our food production systems,”.

David thought entries were excellent and loved meeting the students and presenting with them on ABC Country Hour. He was impressed with the media coverage also.

The main conclusion is that this is a valuable initiative to continue with, the main discovery is that the competition needs to be facilitated by a project officer and that the project could be built upon by offering in school presentations promoting the grains industry and its associated careers. Feedback received suggests that teachers will incorporate it into their teaching if we can help provide curriculum links through science, agriculture, sustainability and technology (i.e. through PLP). Our team have the ability to increase these components in successive years.

Intellectual Property

Please provide concise statement of any intellectual property generated and potential for commercialisation.

NA

Application / Communication of Results

A concise statement describing activities undertaken to communicate the results of the project to the grains industry. This should include:

- *Main findings of the project in a dot point form suitable for use in communications to farmers;*
- *A statement of potential industry impact*
- *Publications and extension articles delivered as part of the project; and,*
- *Suggested path to market for the results including barriers to adoption.*

Note that SAGIT may directly extend information from Final reports to growers. If applicable, attach a list of published material.

Our team put substantial effort into communicating this project in a fun and engaging way... We recognized that to attract participants we need a good brand and engaging images so we developed the Seed to Store – The Story of Australian Grain logo and branding, which was carried across all communication products. Examples of the logo and branding are in the appendix. This branding was respectful to both SAGIT, GRDC and the RA&HS.

Perhaps one of the most exciting promotional aspects of the competition was the presentation ceremony, which occurred during the Royal Adelaide Show on the Coke Stage at 10:15 am with each of the top 5 entries being played. Our celebrity MC – Andrew “Cosi” Costello did a fabulous job at engaging the students, crowd and funding bodies alike! He was engaging, entertaining and showed a genuine interest in the entrants and their videos. He awarded the top five place getters with the sashes and engaged them in meaningful discussion about their clip and the industry.

Overall feedback from the entrants was excellent, our team received a phone call from the girls parents who entered the “What does the Plant Say” clip. They said the support they received from Peter and Cosi gave the students an experience they will never forget. They were very excited to be on the County Hour, and played this clip back at their school. The blue ribbon winners, via Rebecca Thistlewaite, gave their \$1000 back to the Art4Ag initiative as they were keen to reinvest in the industry. Rebecca called Peter and said the team were thrilled to be involved.

Cosi was so impressed with the event and initiative that he called our team a few weeks after and asked if we would consider engaging him as the face of the 2015 Seed to Store You Tube competition. Cosi was keen to work with us to build on the initiative and offer schools complementary presentations. Essentially, Cosi is keen to become the grains ambassador who works to promote the grains sector. Exciting!

Media Releases were issued throughout all stages of the Seed to Store Project via the AgCommunicators extensive media database and was picked up by a range of print, radio and electronic media. The following media releases were issued. These are provided as an appendix.

- 1) Monday 26th May 2014: Win \$1000 cash in new 'Seed to Store' YouTube clip competition
- 2) Tuesday 4th August 2014: Così to judge new 'Seed to Store' YouTube clip competition
- 3) Tuesday 9th September 2014: Inaugural YouTube clip winners promote grain industry at RAS

Some highlights on the media front include:

- David Shannon and entrants appearing live on the ABC Country Hours on Tuesday 9th September. The team had around 4 minutes to discuss the project and goals.



- Great coverage in the Stock Journal in the Cropping Section...



- South Australian Country Hour – online post: And this Little Piggy went to the Show!
<http://www.abc.net.au/news/2014-09-09/tues-ras-show/5730798>
- Facebook posts on the SAGIT and AgCommunicators page promoting the winners and David Shannon's media activity!
- The Plains Producer



- The Society Magazine: Win \$1000 cash in new 'Seed to Store' YouTube clip competition article
- The Society Magazine: Inaugural YouTube clip winners promote grain industry at RAS

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THE SOCIETY ROYAL ADELAIDE SHOW

From seed to store

Victors in the Golden Grains Pavilion of this year's Show will be able to check out the finalists in the 'Seed to Store' YouTube clip competition, which is designed to tell the story of Australian grain.

The top five entries will be shown in the pavilion throughout the Show, as well as on the Cokes stage, with the winner to be announced on September 7.

Seed to Store – The Story of Australian Grain competition was created by the South Australian Grain Industry Trust, the Grains Research and Development Corporation and the Royal Agricultural & Horticultural Society of SA.

Royal Show Grain Committee councillor and Society board member Belinda Cloy said she couldn't wait to see the range of submissions which document the 'seed to store' process and capture the story of Australian grain.

"The grains sector is fundamental to Australia with growers producing about 33,500 million tonnes of grains, legumes, pulses and oilseeds each year," she said.



"Often when people think of the grains industry they think only of wheat, barley and farmers – other important areas include research, development, agronomists, agritourism, extension, logistics, food production and other grains, such as legumes and oilseeds.

"This competition is about telling a story which perhaps best practice, science, innovation, farming and food production in South Australia – essentially it is the journey of grain from the paddock to our plate."

The entries are expected to highlight a diverse range of players in the paddock to plate process, as well as the many seed related roles and careers in the industry.

The winning YouTube clip will be promoted via Facebook and other media channels.

Inaugural YouTube clip winners promote grain industry at Show

SEED TO STORE
The Story of Australian Grain

The inaugural winners of the Seed to Store – The Story of Australian Grain YouTube Clip Competition were announced on Tuesday 9 September during grain day celebrations at the Royal Adelaide Show.

Chanelle Nihil's Andrew 'Cos' Costello, along with the Grains Research and Development Corporation's (GRDC) Edriean Alan and South Australian Grain Industry Trust's (SAGIT) David Shannon showcased the top five entries on the Cokes Stage.

"This is the first year the Royal Adelaide Show has run the Seed to Store contest as a competitive entry and it is an exciting initiative which allows agriculture to be promoted through social media, which is fundamental in reaching the young generation of consumers," An Alan told.

The competition, managed by AgCommunications and is sponsored by the GRDC and SAGIT, which worked collaboratively with the Royal Agricultural & Horticultural Society to coincide the launch of the clips with the Show's 175th birthday.

SAGIT Kaitice David Shannon believes it is important to remind people where their food comes from, and was excited that the YouTube clip gave entrants the opportunity to showcase modern, innovative and sustainable farming.

First prize was awarded to AN Agriculture Grains Young Farming Champions Rebecca Thelathwall, Daniel Fox, Dean George and Jessica Skerzick, all from New South Wales.

Second prize was "What does the plant say?" by Belinda Simpson, Meg Davis, Chelsea Arfuz, Aysha Bishop, Bao Boston and Peter Cillo, and third prize was "Seed to Store" by Mark Odenkirk.

"We were really pleased to receive 22 entries and appreciate the support we received from secondary schools in South Australia as teachers encouraged their students to enter. The Royal Adelaide Show has supported that this is a fantastic number of competitive entries to receive for a first year competition," Mr Shannon said.

The winning entry received \$1000 cash with second receiving \$500 and third \$100.

The top five clips can be downloaded on the Royal Adelaide Show's website <http://rasa.com.au/quality>



Just like 'What does the plant say?' Andrew Cosper (right) and...

- Media post and distribution through the Art4Ag network: <https://art4agriculturechat.wordpress.com/category/competitions/>
- Distribution of videos through the National Association of Agricultural Educators: http://www.naae.asn.au/media/ATASA_documents/results-seed-to-store.pdf

- Post of the winning entry on the Royal Adelaide Show's Facebook page:
<https://www.facebook.com/RoyalAdelaideShow/posts/827969553904246>
- Advert posted on the AgExcellent Web site (note part of site now expired)
http://agex.org.au/seed-store-video-competition/?doing_wp_cron=1437829803.7841360569000244140625
- Media distribution via the RAS media network:
theshow.com.au/public/download.jsp?id=49933
- Presentation of the Seed to Store winning videos to the 84 farmers who attended the Grains and Fodder presentation day at the Royal Adelaide Show on the 9 September.
- Local papers were approached with some great coverage being posted, for example in the Flinders News: <http://www.theflindersnews.com.au/story/2620409/students-take-out-second-prize-in-youtube-comp/?cs=12>

POSSIBLE FUTURE WORK

Provide possible future directions for the research arising from the project including potential for further work and partnerships.

We were fortunate to receive funding for a round two of the Seed to Store You Tube Competition. So far it is going extremely well. We believe that this competition will get more entries of a higher quality. With our celebrity ambassador, Cosi, who has already been out in schools promoting the competition there is quite the buzz with schools now ringing us and asking us to visit.

Important notes: We have a number of learnings we are implementing this year as follows:

- *Revised online entry procedure – last year the RAS Website was difficult to navigate - this process has been simplified.*
- *We have provided two clear competitive sections – Secondary School Students and Open (community, schools leavers, tertiary and TAFE students)*
- *Ensure that judges have a debrief to review their placement decisions (i.e. greater opportunity to debate results).*
- *All judges have been sent the dates for the presentation etc at the outset to ensure these are in the diary.*

AUTHORISATION
Name: Deanna Lush
Position: Directors, Agcommunicators
Signature
Date: 20/8/15

Submit report via email to admin@sagit.com.au as a Microsoft Word document in the format shown ***within 2 months*** after the completion of the Project Term.

Some Images from the Day!



Seed to Store: Project Branding



Create an entertaining one minute YouTube clip profiling the South Australian grains industry to **WIN \$1000 CASH** and feature on the Coke Stage at the 2014 Royal Adelaide Show.

Seed to Store – The Story of Australian Grain is an exciting new video clip competition which will run complementary to the Royal Adelaide Show's 2014 Competitions.

Simply produce a one minute video showcasing the journey of grains, legumes, oilseeds and pulses from being seed in the ground to food for people and livestock.

Concepts you might like to consider include best practice science, innovation, farming and food production in South Australia – essentially it is the journey of grain from the paddock to our plate.

> Enter online at www.theshow.com.au

(Select 'Show Entries and Results' then 'Online Entries' and then 'Seed to Store – The Story of Australian Grain')



The Seed to Store video clip competition is an initiative of AgCommunicators and is proudly sponsored by the South Australian Grain Industry Trust and Grains Research and Development Corporation with support from the Royal Agricultural and Horticultural Society of SA.

Appendix: Seed to Store Media Release – Winner Announcement:



MEDIA RELEASE

Tuesday, September 9, 2014

Inaugural YouTube clip winners promote grain industry at RAS

The inaugural winners of the *Seed to Store – The Story of Australian Grain YouTube Clip Competition* were announced at today's grains day celebrations at the Royal Adelaide Show.

Channel Nine's Andrew 'Cosi' Costello, along with the Grains Research and Development Corporation's (GRDC) Kathleen Allan and South Australian Grains Industry Trust's (SAGIT) David Shannon showcased the top five entries, and awarded the prestigious blue ribbon, on the Coke Stage.

"This is the first year the Royal Adelaide Show has run the Seed to Store contest as a competitive entry and we are thrilled at how the initiative has increased awareness of the role of food production in Australia," Ms Allan said.

"The YouTube clip competition is a new competitive entry which involves developing a one-minute video clip promoting the grains sector. It is an exciting initiative which allows agriculture to be promoted through social media, which is fundamental in reaching the young generation of consumers."

The competition, managed by AgCommunicators and supported by the GRDC and SAGIT, which worked collaboratively with the Royal Agricultural & Horticultural Society to coincide the launch of the clips with the show's 175th birthday.

SAGIT Trustee David Shannon believes it is important to remind people where their food comes from, and was excited that the YouTube clip gave entrants the opportunity to showcase modern, innovative and sustainable farming.

"The link between where food begins and the end product can be lost because of little knowledge of grains and how they fit into our food production systems," he said.

"With 16,800 grains of wheat in a loaf of bread and around 1600 grains of barley in a can of beer the YouTube clips will help to reconnect people with the source of grains in their food."

First prize was awarded to Art4Agriculture Grains Young Farming Champions Rebecca Thistlethwaite, Daniel Fox, Diana George and Jessica Kirkpatrick, all from New South Wales.

Second prize was 'What does the plant say?' by Bethany Simpson, Meg Jarvis, Chelsea Arthur, Ayeisha Bishop, Eliza Bastian and Pieter Cillie, and third prize was 'Seed to Store' by Marni Greenshields.



The Seed to Store video clip competition is an initiative of AgCommunicators and is proudly sponsored by the South Australian Grain Industry Trust and Grains Research and Development Corporation with support from the Royal Agricultural and Horticultural Society of SA.



The Story of Australian Grain

“The standard of the competition was extremely high, with entrants using great editing and communication skills to show the process of food production in Australia,” Mr Shannon said.

“We were really pleased to receive 22 entries and appreciated the support we received from secondary schools in South Australia as teachers encouraged their students to enter. The Royal Adelaide Show has suggested that this is a fantastic number of competitive entries to receive for a first year competition.”

The winning entry received \$1000 cash with second receiving \$200 and third \$100.

The top five clips can be downloaded on the Royal Adelaide Show’s website at <http://www.theshow.com.au/showground/royal-adelaide-show/show-entries-results/results.jsp>

Top five entries included:

FIRST PRIZE: Art4Agriculture Grains Young Farming Champions – Rebecca Thistlethwaite, Daniel Fox, Diana George and Jessica Kirkpatrick.

<https://www.youtube.com/watch?v=ZrmVPbNJsVU>

SECOND PRIZE: ‘What does the plant say’ – Bethany Simpson, Meg Jarvis, Chelsea Arthur, Ayeisha Bishop, Eliza Bastian and Pieter Cillie, Booleroo Centre

<http://youtu.be/MTParxcivMA>

THIRD PRIZE: ‘Seed to Store’, Marni Greenshields, University of South Australia

<http://youtu.be/aAYM1FcPwis>

FOURTH PRIZE: Adele Justice and Ann Rowett, Xavier College

<https://www.youtube.com/watch?v=FkT6SnfC8Fk&feature=youtu.be>

FIFTH PRIZE: Urrbrae Agricultural High School Team 5 – Kelsey Adams, Clare Edgecombe, Cody Faucett, Fletcher Wood and staff Nick Jackson and Tracey Ireland

<https://www.youtube.com/watch?v=z1uqi139iwU&index>

ENDS

For media interviews: Belinda Cay, AgCommunicators 0423 295 576



Seed to Store: Entry Criteria

ENTRY REGULATIONS & CONDITIONS

Please carefully consider the following before placing your entry:

1. To be eligible to enter the competition you must:

- Entry is open to all ages.
- Be an Australian Citizen or have permanent residency in Australia (proof may be required).
- If aged 17 years and under obtain the consent of your parent or guardian to enter the competition. Your parent or guardian must also agree to these entry and performance regulations on your behalf.
- Enter as an individual or as a group. Only one prize will be awarded per winning video clip.
- Agree to these entry regulations and conditions.
- Have the permission of all the participants. You must ensure that anyone you include in your entry agrees to participate, knows that they are being photographed and/or videoed and completes the Royal Agricultural and Horticultural Society of SA Release for Use of Photographs and Video Clips, Talent Release Form. These are available from the RAS YouTube competition web page.
- Produce your own work. You must ensure that the video clip you make is created by you as an entrant and does not contain material over which someone else holds copyright or other intellectual property rights without their consent (stock footage excluded).

2. The YouTube video clip must meet the following criteria:

- Be approximately one minute (NO more than 1:15 minutes).
- Applicants must profile the modern and innovative farming technologies / research and development used to produce high quality grains.
- Applicants must include South Australian / Australian farmers, scientists and representatives who demonstrate on-farm sustainability and best practice management.
- Showcase how farming has progressed over 175 years (optional).
- Ensure people filmed have given endorsement to the footage being viewed at the Royal Adelaide Show.
- Complete the AgCommunicators Stock Release.

Appendix: Judging Criteria / Video Clip Competition Score Sheet

Entrant name:

The video clip must be about one minute (maximum 1:15 minutes).	/10
The video must tell an interesting and creative story about the journey of grain from seed in the ground to food and products for people and livestock.	/10
The video should incorporate key components such as South Australian/Australian farmers, scientists, representatives who demonstrate on farm sustainability and best practice management and consumers and must include all OR any of the following – grains, legumes, oilseeds and pulses.	/10
Include the end product of nutritious and healthy grains, legumes, oilseeds and pulses and happy consumers.	/10
The production quality of the video is satisfactory and professional.	/10
The content is suitable for viewing by members of the public attending the Royal Adelaide Show.	Yes/No
No coarse language or inappropriate images or content is used.	Yes/No
Completed the Royal Agricultural and Horticultural Society of SA Release for Use of Photographs and Video Clips, Talent Release Form.	Yes/No
Completed the AgCommunicators Stock Photograph and Video Footage stock footage form if applicable.	Yes/No
Total	/50

Selection Panel Member Comments: