



4 June 2015

Dear Australian Abbeyfielders,

Abbeyfield Australia photo competition

Are you a budding photographer? Abbeyfield Australia is holding a photography competition to find the best photo of Abbeyfield Houses and their residents. The competition is kindly sponsored by the **IHGroup** (Insurance Brokers for Abbeyfield Australia), and entry is free to all Abbeyfield members, supporters and Abbeyfield House residents.

Essentially it's a fun way for Abbeyfield Australia to build a stock of photos portraying Abbeyfield Houses and their residents

What to photograph?

We're looking for the best four photographs of Abbeyfield Houses and their residents going about their normal lives. The photos don't need to be set pieces or staged group photos; we'd rather more informal / personal images which portray ordinary life in an ordinary Abbeyfield House. All photos must be taken after 1 June 2015.

Four prizes will be awarded:

1. The best photograph showing more than one person
2. The best photograph of a single person
3. The best photograph portraying of life in an Abbeyfield House
4. The best photograph of an Abbeyfield House (internal or external)

Every prize winner will receive:

- a framed certificate; and
- a \$200 gift voucher / movie voucher courtesy of Trevor Heafield, our IHG Account Manager.

How to enter?

Get your entries in by 11.55pm Sunday 19 July, 2015. Photographs and signed consent forms may be emailed to admin@abbeyfield.org.au or posted on CD to PO Box 1293, Collingwood, Vic 3066. Please do not lodge photos by sms.

Photo specifications and file format

All photos must be taken after 1 June 2015. Ensure your subject is well lit and in focus, and please use the medium to high resolution setting on your digital camera (say 3 - 6 mega pixels). Submitted photographs must be in a .jpg file format.

Ownership of photograph

All photographs submitted as part of the competition will become the property of Abbeyfield Australia Ltd and may be used publicly by Abbeyfield Australia for marketing / promotional purposes.

Where and how will the photos be used?

Abbeyfield Australia will use the photos in PowerPoint presentations, emails, website material and hardcopy publications. The images may be publicly published on the internet and or used in Abbeyfield produced reports and brochures.

Consent is important

It's important to have the written consent of all people photographed before they are photographed. A simple consent form is attached. If any person does not want to be photographed please do not pressure them.

Judges' decision is final

The winning photographs will be judged by an independent panel comprising:

- Trevor Heafield of IHG
- David Hawker, Chairman of Abbeyfield Australia's Communications Committee.

The judges' decision is final and no correspondence will be entered into.

Happy snapping,

Communications Committee
Abbeyfield Australia

The great Abbeyfield Australia photo competition 2015 entry form

Lodge this Entry Form with your photos(s)

Name of photographer	
Photographer's address	
Photographer's phone number	
Photographer's email	
Name / Title of photo (if any)	
Description of material - Tell us about the photo – where it was taken, who's in it, what's the subject?	
Name of person/s giving consent to be photographed in the photo	
Signature of person/s giving consent	
Name of Guardian / Power of Attorney (if relevant)	
Signature of Guardian / Power of Attorney (if relevant)	

Conditions of Entry

1. Entry to the Photo Competition is free and open to all residents, employees, families and supporters.
2. The Photo Competition closes at 11.55pm on Sunday 19 July 2015.
3. Photos entered must be taken after 1 June 2015.
4. The subject matter must be relevant to Abbeyfield residents, or Abbeyfield housing / aged care
5. If a photo is taken of a person, his/her permission for the photo to be entered in the competition must be obtained. Parental permission must be obtained if taking a photo of a person under the age of 18. Guardian permission must be obtained where applicable.
6. Photos can be no larger than 7mb and lodged via email to admin@abbeyfield.org.au or posted in the mail on digital media to PO Box 1293 Collingwood, Vic 3066 (Do not submit hardcopy photographs.)
7. The winning photographs will be considered by the judges to best represent the Abbeyfield organisation and Abbeyfield housing or aged care..The judges' decisions are final.
8. Prizes are not redeemable for cash.
9. Entries will become the property of Abbeyfield Australia Ltd (Abbeyfield) and may be featured in Abbeyfield publications, on its website or in any other Abbeyfield media.
10. All entrants must provide an entry form with their photos when entering the Competition. Entries will not be accepted without a completed entry form.

Abbeyfield Australia Limited

ABN 91 005 954 905

All post to: PO Box 1293 Collingwood VIC 3066

Email: admin@abbeyfield.org.au