

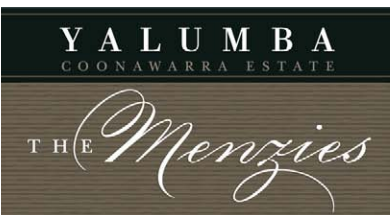
Background

The library of photographs available to the PBA (Penola Business Association) is both limited in number and appeal for marketing and promotion.

The Acquisitive Photographic Competition is seen by the Association as a means of acquiring images of commercial value necessary for the promotion of our region. Previous winning entries are on display at the Penola Coonawarra Visitor Information Centre, **please note that images containing people or unique buildings in Penola are looked upon favourably by the judges.** Landscape and non specific lifestyle photos are not the focus of this competition.

Conditions

1. All exhibits to be taken by exhibitor but can be developed and printed under any conditions. Entries close 4:30pm Monday, 9th May, 2011.
2. All exhibits must be lodged at Yalumba Coonawarra Estate 'The Menzies' Wine Room, Riddoch Highway, Coonawarra by 4:30pm Monday, 9th May, 2011.
3. Late entries will not be accepted, unless by prior arrangement.
4. The Penola Business Association reserve the right for preferential use of the winning photographs for the purpose of marketing and promotion.
5. All photographs used for marketing and promotion will acknowledge the photographer.
6. All entries must reflect the Penola/Coonawarra region and its people, according to the theme of the year.
7. The competition is open to amateur and professional photographers.
8. The judges decision is final.
9. Minimum size (35 sq inches 7" x 5") 226 sq cm.
Maximum size (320 sq inches 16" x 20") 2064 sq cm.
10. All exhibits to be mounted but not framed.
11. All exhibits must be accompanied with a digital copy on CD that will be retained by the Association for their existing library (.jpg file format only).
12. Photographs may be in colour or black and white.
13. Entry is limited to three photographs per photographer.
14. Entry is \$2 per photograph. Please include cash or cheque with your entry. School students are free.



With Thanks

The Penola Coonawarra Arts Festival would like to thank the Penola Business Association and 'The Menzies' Wine Room for their co-ordination of this official Festival Event.



Penola Coonawarra Arts Festival 2011

Acquisitive Photographic *Competition* 2011 *entry form*

Yalumba Coonawarra Estate 'The Menzies' Wine Room

Riddoch Highway, Coonawarra Tel: 08 8737 3603

Exhibition of works
Thursday 12th - Sunday 22nd May 2011

Winners announced at the Official Opening
Saturday, 14th May at 3pm

Acquisitive Photographic Competition 2011

The theme for 2011 is *Focus on Penola*

The concept of the competition is designed to encapsulate imagery to *entice* visitors to the Penola Coonawarra region, while *highlighting* the historic events of 2010 for Penola with style and vibrancy.

Major Prize

\$500 from Penola Business Association

Second Prize

Accommodation at Yalumba Coonawarra Estate "The Menzies Retreat" *
and a \$50 voucher for "Upstairs" at Hollick Restaurant

Third Prize

TBA

Highly Commended

TBA

People's Choice Award

Accommodation at "Ardmeen" Rural Retreat *

School Students

TBA

* Not redeemable on Public Holidays & subject to availability.

Entry Form

To accompany entries

Photographer's name: _____

Address: _____

Postcode: _____

Phone number: (_____) _____

Category: Adults School Students

Entry Title 1: _____

Entry Title 2: _____

Entry Title 3: _____

I have read and accept the entry conditions.

Please include me on the Photographic Competition database.

I have included \$ _____ entry fee

Signed: _____

Contact: Yalumba Coonawarra Estate 'The Menzies' Wine Room

Tel: 08 8737 3603 Fax: 08 8737 3604