



Australian Council of Agricultural Journalists



**Rabobank**

Media Release  
February 28 2014

## Win a trip to Scotland: Broadcast Award Open

Australian broadcast journalists have the opportunity to win a trip to Scotland this year as part of the 2014 Rabobank Australian Star Prize for Rural Broadcasting.

The 2014 award was launched today in Sydney at a Farm Writers Association of NSW lunch.

The award is run annually by the Australian Council for Agricultural Journalists (ACAJ), in association with Australia's five dedicated rural media clubs.

Each club will select finalists to represent them in the competition, with the overall national winner receiving airfares and registration costs to attend the 2014 International Federation of Agricultural Journalists (IFAJ) congress in Scotland in September this year.

The Rabobank Australian Star Prize for Rural Broadcasting invites entries from state clubs in each of the following three categories:

- Television – for the best piece produced primarily for broadcast on television.
- Radio – for the best piece produced primarily for broadcast on radio.
- Online broadcasting – best web-based report produced primarily for broadcast via internet (need to exhibit a complexity of reporting by the inclusion of at least three of the following – video, audio, text, images).

“This award offers a fantastic prize and an opportunity for Australian rural journalists to benchmark their work against the best in the world,” ACAJ president Tim Powell said.

“Based on the 2013 crop of winners, where finalists nominated by the Australian Council of Agricultural Journalists won six of nine awards plus a second and third placing at the International Federation of Agricultural Journalists World Congress, our rural journalism is world class,” Mr Powell said.

Rabobank acting Chief Executive Officer Australia and New Zealand, Peter Knoblanche, said Rabobank was pleased to continue supporting this prestigious award recognising excellence in Australian rural journalism.

“These awards recognise excellence at the national level, and most importantly, allow our best journalists to network with their peers from around the world. Agribusiness is a global business and Rabobank is pleased to support an award that puts Australian rural reporters on the world stage,” Mr Knoblanche said.

Journalists should contact their state rural press club for details about how to enter. Entries for most states close in mid-March.

**Further information available from the ACAJ website - [www.acaj.org.au](http://www.acaj.org.au) – or award coordinator Stacey Milner [milners@agforceqld.org.au](mailto:milners@agforceqld.org.au) telephone 07 3236 3100.**



Paul Dellow (President – Farm Writers Association of NSW), Sean Murphy (ABC Landline – 2013 Winner, Rabobank Australia Star Prize for Rural Broadcasting), Mitch Adermann (Rabobank)