

2010 Alltech

Young Leaders in Rural Journalism Award

Win a trip to Europe and the opportunity to meet rural journalists from around the world

The prestigious Alltech Young Leaders in Rural Journalism Award is once again being offered by Alltech in conjunction with the Australian Council of Agricultural Journalists (ACAJ) and rural media clubs around Australia. The award aims to identify up-and-coming journalists and support their development, both as journalists and as future leaders within the profession. The winner will attend the annual International Federation of Agricultural Journalists (IFAJ) congress in Ostend, Belgium, 17-21 April 2010. The award will cover airfares and registration costs for the Congress up to the value of \$5,000.

Judging criteria

The winner will be the entrant who best illustrates professional and leadership potential and a genuine commitment to rural journalism. Applicants should be interested in developing their profession as a whole, as well as broader international links with other rural journalists. The entry must reflect an understanding of the role played by local rural media clubs, the ACAJ and the IFAJ in supporting rural journalists and encouraging media to cover rural issues. The entry should also convey why the entrant wants to attend the IFAJ Congress and how they intend to make the most of the opportunity to achieve both their own personal goals and their broader vision for the profession.

The national award winner will be flown to Melbourne for an official presentation from Alltech. He or she should also be prepared to speak at events hosted by the ACAJ and its affiliates and produce a written report about his or her Congress experience.

About Alltech

Alltech is an international company providing natural animal health solutions through nutrition. The company employs more than 1,900 people in 85 countries and operates 14 production facilities, including two in the Asia-Pacific region. Alltech is recognised as one of the leading research-based animal health companies in the world. By providing natural, nutritional solutions to real problems, it works to respond to the industry needs and enhance customers' profitability.

About the ACAJ and the IFAJ

The ACAJ is Australia's national umbrella organisation for media, government, business and advisers interested in rural and regional Australia. It links both local rural media associations and professional organisations for rural journalists in some 30 countries around the world through its affiliation with the IFAJ. The highlight of the calendar year is the annual IFAJ congress.

For more information visit: www.acaj.org.au • www.ifaj.org
or contact ACAJ president and award coordinator Liz Harfull: lizk@adam.com.au • 0409 674 941

How to enter

Entrants must be a financial member of a rural media club affiliated with the ACAJ, and be 32 years of age or younger as of December 31, 2010. They must be actively working in the media in Australia, covering rural or agricultural issues. Journalists who have already attended an IFAJ congress do not qualify.

The entry must include:

- A covering letter containing your name, current position and employer and contact details (phone, e-mail and postal address)
- A 500 word essay on why you deserve the opportunity to go to the IFAJ congress, and how you intend to use it
- A brief CV
- Name and contact details for two referees
- Electronic samples of your work (scanned clippings or emailed recordings of three stories)

Entries must be submitted by email to Liz Harfull - lizk@adam.com.au. Hard copies or CDs may be provided as backup – post to Liz Harfull, ACAJ President, c/o PO Box 171, Crafers, South Australia, 5152.

Deadline

Close of business Friday, January 15, 2010.



New South Wales
Farm Writer's



Rural Media
South Australia



Queensland
Rural Press Club



Victoria
Rural Press Club



Rural Media
Association of WA

Nutrition, health, performance ...naturally

Previous winners

Alltech Young Leaders in Rural Journalism Award

**2009 winner Arlie Douglas, ABC Rural reporter, Queensland
IFAJ Congress - Texas, USA**

"The honour of winning the Alltech Young Leader in Rural Journalism wasn't just a trip to the United States but the start of an even more exciting journey.

"I smile even as I write about the highlights of the 2009 IFAJ Congress. What a wonderful week. It's rare you strike an event that manages to hold your interest for the whole program but this one did. The sessions were very informative and touched on issues of international significance.

"Overall the biggest highlight of the Congress was meeting like-minded people. I feel I've made some firm friends in the time I spent in Fort Worth and without a doubt some fantastic contacts, some of whom I've already called upon."



**2008 winner Catherine Miller, Stock Journal reporter, South Australia
IFAJ Congress - Austria and Slovenia**

"It was a once in a lifetime opportunity to attend the 2008 IFAJ conference in Austria and Slovenia as the recipient of the Alltech Young Leader in Rural Journalism award. This amazing week opened my eyes to European farming and EU agricultural policies, but without a doubt the highlight was the chance to network with some of the most highly respected agricultural journalists in the world.

"The conference brought home the global nature of agriculture today and the importance of Australian farmers remaining informed about how their competitors are operating and what their customers want. It was a great social and educational experience and has enabled me to form a world-wide network of contacts which are just an email away."



**2007 winner Paul Hooper, former Farm Weekly journalist, Western Australia
IFAJ Congress - Japan**

"I believe, [the Alltech Young Leaders in Journalism Award] is one of the most beneficial awards on offer for Australia's budding generation of rural journalists. The Alltech award is absolutely crucial to the survival of the industry and to showing young rural journalists that they can actually 'get out there' and experience the world and not go unappreciated in some small office in regional Australia."



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