



Runner up Tanya Moro

Live it, Love it, Learn it Snap it
Photographic Competition

Cairns Libraries, National Year of Reading Committee ran a creative photographic competition to capture the imagination of our library members, and to focus community attention on the major aims of National Year of Reading during the later half of 2012.

Early negotiations began with the Tropical North Queensland Institute of TAFE in Cairns as both the TAFE and Cairns Libraries found common issues with low reading participation levels of students and young people. It was decided to form a collaborative partnership, with the TAFE sponsoring

the winning prize (an iPad3) and Cairns Libraries purchasing e-readers for the runners' up prizes.

Entrants were encouraged to 'get snapped reading', showing that reading is an activity that can happen anywhere.

Our goals were to capitalise on the interest generated by National Year of Reading; engage some of our local National Year of Reading champions as judges; encourage the community to promote reading as an everyday activity; and to boost creativity and a sense of fun with reading.

Our excellent IT team devised an entry form to enable electric submission of entries via the library webpage. This allowed us to make certain fields compulsory, such as parent/guardian details for Under 18 entries, and acceptance of our Terms & Conditions.

The competition ran for two months with strategic marketing on various fronts, including posters and flyers in libraries and at the annual book sale; council, library, and TAFE website advertising; local newspaper articles; extensive social media promotion; and finally a burst of radio advertising. The response to the call for entries was exceptional and 195 entries were received. Creativity and quality was outstanding; judges could not separate

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the runners up so additional e-readers were purchased as prizes.

The competition generated considerable interest in the library, National Year of Reading, and reading in general. The entries represented all age groups and all parts of the region. A number of entrants joined the library so that they could enter the competition.

The entry form included a survey component which provided us with some interesting statistics. We noted 45% of entrants heard about the competition from a poster in the local library. This showed us that the library itself and our enthusiastic library staff are still our most effective advertising medium. The second most effective form of marketing was radio at 25%. The survey also showed that the entrants came from all parts of the region, with approximately 75% entries from females. Most entrants were under 50 years and 6 were over 70 years old.

Four local National Year of Reading champions were chosen as judges: renowned local artist, Arone Meeks; HOD, Visual Arts, Trinity Bay State High School, Janelle Williams; Deputy Director Tropical North Queensland Institute of TAFE, Donna-Maree O'Connor; and Manager, Cairns Libraries, Kerrie Still. The judges were given various criteria to inform their decision, including composition; use of light, colour, and effects; creativity; emotional, intellectual, and aesthetic response; amusement and empathy; originality; setting; insight; and, most importantly, the 'WOW' factor, the overall impact of the photo. The judges were encouraged to judge collaboratively and to use a simple scoring system to narrow down finalists.

The winning entry was submitted by library member Colin McCloud (Clifton Beach), described as 'a thought-provoking image of a 74-year-old

woman combining technology with tradition'. The stunning image depicts Colin's wife, Theresa, reading a library book by the gentle glow of her iPad. The judges found the lighting and composition of the photo to be particularly outstanding, and were impressed by the clever juxtaposition of 'old' and 'new' ways of reading in an increasingly technically enhanced world. Reading champion and judge, Donna-Maree O'Connor, praised the image's message that 'reading is for all of our life. There is a strong emotional connection to this photo and it tells a wonderful story. It was a standout entry.'

The winners were announced in a media release, and displayed electronically on Cairns Libraries' website and Facebook site. Banners showing winners and a selection of entries will be displayed in libraries. Photos will be used for a number of promotional activities in the future. The competition was a great success and we will be running a similar one in the future.

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Jayden Kubach, Speewah



Vivienne Dixon, Gordonvale



Laura Abdalla, Yorkeys Knob

WINNER

Colin McCloud, Clifton Beach



RUNNERS UP