

For Immediate Release

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The Sony Alpha Awards returns for 2018
All Australian photographers – amateur and professional – encouraged to
showcase their talents

Overall winner to receive \$3,000 of Sony product and a photography
‘trip of a lifetime’ to Tanzania



Grand Prize Winner of the 2017 Sony Alpha Awards, taken by John Ford

SYDNEY, 19 February 2018 - The 2018 Sony Alpha Awards is now open with all Australian photographers urged to showcase their talents by submitting their stunning imagery.

The Sony Alpha Awards 2018 celebrates the greatest images captured on Sony Alpha cameras across Australia and New Zealand. With eight award categories on offer, including Portrait, Landscape, Macro, Sports, Editorial, Nature, Abstract and Youth, plus up to \$3,000 of Sony camera product per category available to win, Sony is encouraging both amateur and professional photographers to put themselves forward.

From the category winners, an overall grand prize winner will also be selected for a ‘once in a lifetime’ photography trip to Tanzania with [World Photo Adventures](#), paid for by Sony.

Jun Yoon, Head of Digital Imaging, Sony Australia and New Zealand says: *“The hugely successful launch of the Sony a9 in 2017 helped establish Sony as a market leader in mirrorless camera technology - empowering photography professionals and enthusiasts across Australia and New Zealand to capture truly stunning images. The Sony Alpha Awards is the perfect way to celebrate their talents and give their photos the platform they deserve.”*

Applicants in the seven adult categories can submit up to five photos through the Sony Alpha Awards [website](#). Eligible images must be taken with Sony Alpha cameras (body and lens).

Last year the inaugural Youth Category was launched, and Sony is very excited to announce that it will run as a standalone competition this year. Aimed at recognising aspiring young Aussie photographers, details on how to enter this category will be revealed shortly.

For the adult categories, Twenty-one lucky finalists (3 from each category) will then be chosen by Sony Digital Imaging Global Ambassadors and professional photographers, [Mark Galer](#) and [Craig Parry](#).

Finalists from all categories will be invited to attend the Sony Alpha Awards ceremony on 26th April 2018 in Sydney where the winners will be announced.

Submissions will close on **2nd April 2018**.

2018 Sony Alpha Awards – Prize and Category Summary

Prizes:

- **Grand Prize:** Overseas trip for the winner, plus \$3,000 of Sony Alpha gear
- **Category Prize Winners:** \$2,000 of Sony gear per category
- **Youth Award:** To be announced

Categories:

Portrait

A photo of a person which reveals more than just the surface of the subject.

Landscape

A photo of a place or thing¹ in a built environment.

Macro

A photo captured at high magnification (magnification of less than 25:1 is unlikely to be considered).

Sports

A photo of a sport being played, or related to the culture of a sport.

Editorial

A photo captured as part of a larger body of work (image series, illustration for an article, advertisement, etc). Judging in this category will consider the context of the image capture, especially in the shortlist stage. Entrants submitting work from an image series may be required to supply the full series for consideration.

Nature

A photo of the living world. Animals, plants, fungi – anything from prokaryotes on up. Images that do not prominently feature living things may be penalised; such images may be submitted as landscape.

Abstract

A photo in which there is no subject, or the subject is not immediately apparent.

Youth

Details on how to enter this category will be announced shortly via the competition [website](#).

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¹ Photo compositing this category for technical purposes will not be penalised

Notes to Editors

All entries to the Sony Alpha Awards are free via www.sony.com.au/alphaawards

Please visit the website for rules and conditions of entries.

Key dates

- 19th February, 2018 – entries for the Alpha Awards open
- 2nd April, 2018 – entries for the Alpha Awards close
- 9th April, 2018 – finalists contacted
- 26th April, 2018 – winners announced

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Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

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