

SUCCESS IN PRESS

COUNTRY PRESS SA
2019 AWARDS



February 28, 2020
Stamford Grand, Glenelg





2019 CPSA Awards Stamford Grand, Glenelg

The 109th Annual gathering of Country Press SA commenced on Friday, February 28 with a Google Workshop.

Saffron Howden, Teaching Fellow, Australia & New Zealand, Google News Lab delighted the participating delegates with her superior knowledge of the Google search products.

In the evening, more than 120 guests eased their way into a beautifully presented function space overlooking the Glenelg Beach, to enjoy the Awards night.

As President, it was a great honour to welcome all of the guests and finish my address with a lively video that celebrates the important role that we play within our respective communities.

Past President, Ian Osterman ensured that all guests were comfortably entertained as he is quickly becoming a favourite MC of the Association.

Guests were treated to a beautiful sunset whilst being transported back in time to reflect on the State's history through a musical performance by Adelaide Songs. Paul Roberts and his fellow singer-songwriters presented a creative blend of music which honoured our home city.

It was wonderful that most member newspapers were recognised for their efforts in some way. However, The Border Watch News Group certainly had good reason to celebrate. The Border Watch received 7 awards, The South Eastern Times received 2 and the Penola Pennant received 1. Furthermore The Bunyip received 3, The Leader also received 3 and The Courier received 1.

Another successful event was achieved and a lot of this can be attributed to the work that Trevor McAuliffe has managed.

This annual gathering is the glue that connects the members, staff and guests in the most unique and special way. This connection is critical to the continued success of our industry.

It also presents us with a terrific opportunity to celebrate the success of the emerging superstars of our industry as we again witnessed at this year's event.

I wish everyone well as we continue to navigate our way through the ongoing challenges that we're currently facing. We've been faced with much hardship this year but I am confident that our commitments will be rewarded and opportunities will be abundant.



Darren Robinson,
President
Country Press S.A.

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BEST NEWSPAPER - CIRCULATION OVER 4,000

THE BORDER WATCH



Brett Kennedy and Paul Roberts.

JUDGE'S COMMENTS JOE ITALIANO

All entrants in the 2019 Best Newspaper, over 4000 circulation, are commended for their continued focus on delivering the best possible publications for their communities.

The papers submitted for judging indicate that all entrants continue to play important roles and that readers appreciate their on-going contributions to community engagement and well-being.

These roles are more important today than ever, particularly with the "salt and pepper" dissemination of information via various online platforms. The hard copy newspaper remains the most trusted carrier of news and information in regional and rural communities.

News and pictorial coverage were of a high standard with tight, well written stories a feature of all papers. However, there was again an absence of smaller news stories – two and three paragraph briefs – particularly in early general news pages. These stories add variety to the overall offering so all papers would be well advised to look at this as a way of improving story count at minimal, if any, cost.

Most papers could also improve shelf appeal by ensuring they do more than

one story/one pic front pages. Front pages which stood out during judging had more than one story and included pointers. One paper submitted for judging carried one seven column pic and just three paragraphs on its front page. One pic/one story should be the exception and not the rule.

There also appears to be a tendency to be driven by press capabilities rather than publishing principles. Some papers appear to allocate sections/pages around availability of colour, rather than having sections/pages where readers would expect to find them.

In the final analysis, however, the strengths of the papers far outweighed any weaknesses and a case could be made for any one of them to take the top award. In the end the winner just shaded the others in the four judging areas – editorial and photographic content, typography, advertising content and placement and printing.

The 2019 winning paper is *The Border Watch*.

This four-days-a-week paper is indeed a classy publication and is providing the people of Mt Gambier and surrounds with a great variety of well written and researched news articles.

Presentation is first class with double page spreads used to add impact to major issues the paper is championing. On occasion these spreads were less effective when the facing pages were

a mixture of full-colour and mono. This is a product of press capacity so it should be avoided wherever possible.

The traditional page lay-outs where all advertisements "touch" copy help guide the reader through the publication and add value to advertisers.

Second placed *Murray Pioneer* went from a bi-weekly to a weekly publication mid-year – and did it well.

Its Tuesday and Friday editions were replaced by a much bigger and better Wednesday edition. At a \$2 cover price, the Wednesday edition represents a \$1.20 saving for those who bought the paper twice a week. It will be interesting to see its year-on-year circulation trend.

News pages carry good solid leads with big bold headings. Readers are effortlessly drawn to the page's major offering.

Front pages are well designed but could do with more shelf appeal. This could be done by carrying a second story. The addition of an "inside" panel should also be considered to showcase what is inside.

The Yorke Peninsula Country Times, which finished third, continues to evolve.

Coverage of the Yorketown and Price fires was outstanding. The November 26 wrap-around had great impact and was backed up with full front-page

treatment, plus nine pages of run-of-press coverage.

This paper is not afraid to break with the norm and it has a quirky edge to it. This is good to see, although the practice of using the back page for "Action" ads and breaking up the classified advertising pages with Entertainment and puzzles pages does not appear to make a lot of publishing sense.

OBSERVATIONS

What the judge observed:

The Bunyip: Does most things right but needs some glitz, particularly in the early news pages.

The Leader: If it was a cake, it would have all the best ingredients, but still waiting to be baked.

The Courier: Very much focused on its community, providing excellent coverage of events and achievements.

The Border Watch: Does most things right, but why is the weather page wedged in between the sports pages?

The Murray Pioneer: Very well-presented paper with good clean lay-outs and photographs. It could, however, improve its offering by using horizontal cut off rules between ads and editorial.

The Country Times: Well written stories and well-presented general news. However, could do more with its back page, perhaps with a sports lead, rather than lineage ads.

BEST NEWSPAPER - CIRCULATION UNDER 4,000

THE SOUTH EASTERN TIMES



Bruce Morgan, Raquel Mustillo and Paul Salter.

JUDGE'S COMMENTS BRUCE MORGAN

Congratulations once again to the entries in the under-4000 category for 2019. With what looks to be a reasonable amount of support from local advertisers compared with last year, these mastheads have managed to maintain paging and, importantly, keep the journalism to a consistent level.

Again, production generally was of a high standard, with good use of colour. This in turn reflected on the standard of advertising, which maintains its local relevance despite the challenge from digital platforms.

Printing was consistently a high standard, notably improved in one case compared with last year.

Community journalism is alive and well, although once again, story count could improve. It is good to see mastheads taking their community voice role seriously, notable in most entries.

As always, it was difficult to separate them...

FIRST - *The South Eastern Times*.

This really is the complete package in terms of layout, general flow of news, advertising and sport. It arguably the best designed newspaper in the category.

So, there is a lot to like about last year's winner again: its commitment to community involvement journalism has not abated.

As a bi-weekly, it splits its coverage, notably in sport, but this doesn't deter the commitment to paging; indeed, the balance between the two editions is very good.

From its lovely, old-fashioned masthead through modern layout and a consistently impressive back sports page, *The South Eastern Times* presents as a positive, balanced community newspaper.

The story count seemed better this year, while photography less so. Advertising was consistent and there was good use of typefaces.

SECOND - *Plains Producer*.

It is hard to keep the *Plains Producer* out. This bold and busy newspaper almost wins on sheer weight of numbers. Numbers of pages, pages devoted to local news, pages devoted to sport, lots of features, and

impressive local advertising, even if not as prolific as the proprietors would like.

If anything, the Producer's weaknesses are also its strengths. You could say its messy but also it is busy. Some pages show poor story count, others are the opposite. There are pages of photos that are not great quality but they are full of local people.

The sports section, again, a little messy from the back to a section, but there is plenty of it and, again, lots of local faces.

Community journalism is strong, However, the Producer – given its reach and influence – could pursue a more crusading community role and editorials would help drive issues, not just report on them.

THIRD - *The Loxton News*.

The Loxton News has maintained a healthy mix of journalism and information advertising. Some solid sections include the real estate, strong classified (given the general demise elsewhere) and some good features on quality stock.

While it could have a better story count, and perhaps more colour, there was reasonable paging given and, with supplements, overall presented a solid

newspaper.

The journalism maintains a high level of community participation, including a good sports section.

There was some inconsistency with the use of typefaces, which last year made it one of the best-looking entries. However, overall it has maintained a high standard.

Just missing out:

The Pennant.

Has maintained its content as compared with last year, and it notable for its strong front pages, with good pointers and advertising opportunities.

The Pennant has an informative multi-station TV guide which must be popular with readers.

The stock was not quite as clean as some others but overall, this is a good community newspaper package.

The Border Times

The Border Times looks to have improved on last year, with a cleaner look, even if the local community paging is low. The use of supplements, interesting, informative and on good stock, adds weight to the masthead. This is a small, community paper and presents well.

BEST SUPPLEMENT

THE BAROSSA MAG, THE LEADER

JUDGE'S COMMENTS

PETER READ

The high standard of entries submitted in the Best Supplements award reflect a passion by each of the teams that have collaborated to produce the outstanding products to be judged, many of which can hold their heads high amongst their contemporaries in both larger regional and metropolitan regions.

What impressed me most with the best of the supplements, was the obvious co-operation between the advertising, editorial and creative teams with a single purpose; to create a product that engaged readers and delivered strong value for advertisers.

The other vital aspect of the products was the clear community engagement exhibited by the depth and breadth of LOCAL content and commercial support.

Well done to you all – you and your communities are all winners.

Unfortunately I can only choose three entries for the podium positions.

THIRD PLACE - Yorke Peninsula Field Days Official Souvenir Guide
Yorke Peninsula Country Times

The Field Days supplement was an impressive guide to a significant local event, more than ably undertaken by the staff of *The Country Times*.

SECOND PLACE - River Time
The Murray Pioneer

Not just another Tourist magazine; obvious careful attention to design,

editorial and advertising content and overall execution.

THE WINNER - The Barossa Mag
The Leader

Advertising content in both creative and revenue terms and the excellent layout and design were award worthy. One of things that set this publication apart was the storytelling in words and pictures of local people and businesses.

Congratulations to the team at *The Leader*.



Bruce Ellen, Darren Robinson and Daryl Irwin.

BEST HOUSE AD

THE BORDER WATCH NEWSGROUP

JUDGE'S COMMENTS

GREG HERRICK

Thank you for the opportunity to judge this year's Best House advertisement for 2019.

Although there weren't many advertisement entries the quality and various sizes certainly made for interesting judging and certainly a tough one.

To judge each advertisement we followed the criteria provided to give us a clear indication of what was expected and to help rank each advertisement out of 100 points.

The competition for Best House Ad award was extremely close, in fact only 20 points separated all the entries, in saying that we do have a winner and four newspapers came equal second, only five points was the difference.

EQUAL SECOND PLACE -
"PART OF YOUR COMMUNITY"

**The Border Watch Newsgroup.*
**The Southern Eastern Times.*

**The Penola Pennant.*

**The Leader.*

**The Border Watch Newsgroup* of newspapers came up with a terrific idea of connecting their staff with the community by profiling each staff member every fortnight in a clear concise easy to read full page.

The editorial content was interesting and fun to read, you feel as a community member you have met or got to meet people that are an important part of our society that you may or may not have known.

The layout was clean, photography brilliant that certainly gave it a relaxed feel and look...all newspapers should consider this great connecting with the community idea.

**The Leader.*

Well done to *The Leader* for publishing a testimonial advertisement, the advertisement was clean, lots of white open space; the testimonial was short sharp and straight to the point telling people the advertisement worked, multiple bookings and then thanking the

Leader team for creating an eye catching advertisement.

The other noticeable very smart thing with the advertisement is the Karen Paech advert being placed in the testimonial advertisement off centre, very creative because your eye goes straight to the whole advert.

WINNER - *The Border Watch Newsgroup.*

"Want a career and not just a job"

Certainly this full page reverse red advertisement is big bold and ballsy, to change from doing the normal mundane job vacant advertisement this certainly has gone to the next level, well done for taking the next step in doing so. I can see why you received many resumes and phone calls with regards to the job.

The wording was straight to the point and I do like the paragraph ...

We don't want you sitting in an office, we want you out there visiting businesses and coming up creative solutions to help them grow, also ...you want a career, not just a job. Then send in your resume.

Want a career and not just a job?

Do you enjoy meeting new people, are self-motivated, goal orientated and like to think outside the box?

You may want a change or are ready to get back into the work force? If you have a current driver's licence and your own vehicle then read on.

We don't want you sitting in an office, we want you out there visiting businesses and coming up with creative solutions to help them grow.

As part of our 44 strong team, there are targets to meet so it's not for the faint hearted, if you are driven and organised, we will give you the skills and knowledge to succeed.

It's an exciting and rewarding environment, so if this appeals to you and you want a career, not just a job, then send in your resume.

This is a full time position based in Mount Gambier and will require some travel across the Limestone Coast. The position is Monday to Friday 8:30am until 5:00pm. We are offering a base salary and incentive scheme that means you get rewarded for your performance.

Please forward your application to:
The Sales Team
The Border Watch
PO Box 309, Mount Gambier SA 5290
Or email admin@tbw.com.au



Elisa Rose and Michael Ellis, Life Member.



Best photo was captured by Elisa Rose from The Courier.

BEST PHOTO ELISA ROSE, THE COURIER

JUDGE'S COMMENTS BOB YEATES

I am delighted to be given the honour to judge the photographic award section, (for best photo) in the annual South Australian Country Association Newspaper Awards for 2019 and presented at your conference in 2020.

With the changing landscape of our country newspaper service industry, staff photographers are rare as reporters are often armed with ever forgiving digital cameras and many papers use contributed photographs captured on new mobile phones capable of taking great photos.

Judging these pictures I am not aware of the equipment used to capture the images. It may be interesting for a judge and also to our newspaper community, for next years' judging to include information like camera, lens, shutter speed aperture, (iphone use?) flash use or natural light etc. Having an understanding of these points demonstrates a better knowledge of photo capture and will lead to a greater appreciation for photography as a magnificent communication tool, given around 60% of our communities are visual learners and respond to visual information faster. It may follow how important it is to have a picture with every story.

Looking at all the entries in "best photo" section this year they have great emotional connection and mood of

their own, the degree of reader empathy depends on the reader, although we all know they are generally local.

Captions to all pictures except one did explain the relevance of the photo. Captions are so important as we compete, although it concerns me to say it, with mobile media madness or click bait news, short news stories, pictures and fat captions are ever so important for the local newspaper these days in a reader busy world.

The range of submitted entries could touch the heart, make the reader laugh or relate to social life and life in the country, the variety of entries reflect the nature of people in our communities.

Judged first, best photo this year was captured by Elisa Rose from *The Courier*.

It was a stand-out amongst the entries with two focus points in the picture, the wine glass and the face of the wine maker, Michael Downer.

Elisa explained on her entry how she simply positioned and lit the subjects to compose the photograph. Elisa demonstrated care and creative flair to create a soft picture with a warm message. A great photo doing justice to the area's best wine.

The reproduction of the photo in the newspaper lost detail in the shadow areas and highlights were a little muddy. A touch more on the contrast button would have given a better printed result.

Second place went to experienced *Country Times* reporter Amie Price for

her front page Cornish Festival photo of a happy couple visiting the Yorke Peninsula.

The photo would have immediately connected with the local community. Amie thought about camera angle for the picture and appeared to use available light, the photograph was very well produced in the newspaper. The photograph printed well with no blowing out of the highlights, good detail in the shadows and a very good account of natural skin tones in the faces. A good team effort by the Y.P.T staff from the photographer to the news stand.

Plains Producer came in third place for best picture this year with the front page promotional shot of Brian Koch and his four smiling grandsons promoting Stockport's 175th anniversary.

The young boys all had great expressions on their faces and the family would be well known in the district.

The image jumped off the page, the faces a good size, but I hope I received an early copy off the press as there was too much magenta through the picture, fixed no doubt during the press run!

The photographer had a good shot although they did not see the wine bottle to the left of a young member of the Koch family. Photoshop would have deleted it.

The composition of the picture was enhanced by putting the young boys on the old wagon and putting their grandfather further from the camera, balancing the picture. The wagon as a

prop may well be there to reflect the time of the event.

General notes of other entries:

The Leader Newspaper submitted a striking picture by Pete Thorton. The skin tones were great, lighting was very good, shadow and highlights with detail showing in both, but it was in a special publication printed on white stock. A notable entry.

The serious subject of mental health was addressed by Katie Jackson on the *Penola Pennant*. The picture of a young man standing naked in a paddock may have been improved if it had been shot vertically, revealing a complete naked man with perhaps boots and a hat. The picture would have readers looking and the story of great interest to country people, the issue is ongoing.

Overall the photographs submitted have been thought about, the size of the faces in the pictures generally engaging, and the photographers have looked at their whole frame when taking the photograph, a skill to be developed for young photographers.

One tip that I have noted in my world of newspaper experience is that in the end, good cropping is good photography and in the words of Max Williams, a Melbourne photographer, my technical photographic teacher and mentor of 40 years said, "when you are through taking a million pictures you will have a few good ones in between," and that's what we are looking for in our newspapers every week.

BEST HEADLINE "IRE OF THE TIGERS", THE BUNYIP



Sara Gilligan and Tom Raggatt.

JUDGE'S COMMENTS ROSS MCPHERSON AM

Entries in this category were of a high standard, which made the judging quite challenging. Editors have employed wit and humour in adding to the power of many headlines. In weighing up a number of contenders I focussed my attention on the headlines that, to my mind, were most likely to entice the reader to engage with the story.

FIRST - *The Bunyip*: "IRE OF THE TIGERS"

This story about an aggrieved sporting club known as "the Tigers" was superbly exploited by *The Bunyip* team, first by referencing the popular theme song from Rocky III, "Eye of the Tiger" - and then enhancing the headline with tiger colours and a logo. It was impossible NOT to read it!

SECOND - *YP Country Times*: "SPAT OUT"

This witty treatment of a story about millions of juvenile

oysters (spat) being established on an artificial reef was immediately arresting.

THIRD - *Mt Barker Courier*: "UP S#!T CREEK"

A family newspaper in the regions needs to be sparing in its use of attention-grabbing headlines for the sake of it. In this case, an e.coli outbreak in a local creek (causing cattle deaths) meant *The Courier's* headline was both relevant and justified. There was no going past this story either!

Special mentions:

May I say that it was really impossible to distinguish between fine entries from the *Murray Pioneer*, *The Plains Producer* and *The Border Watch* for any of these awards and my choices above are necessarily subjective. Keep up the excellent work!

I will however mention "Today's a Diamond in the Ruff" from *The Loxton News* as another in the "enticing to read" category - a story and pic of a prize-winning kelpie is just about irresistible for everyone.

COUNTRY PRESS SA AWARDS NIGHT

FEBRUARY 28, 2020



Zoe Bettison MP and Raquel Mustillo.



Rebecca Leach, Darren Leach and Caron Sayner.



Paul Mitchell, Kym and Julie Tilbrook.



Helen Salter, Paula Standing and Paul Roberts.



Alan Hartley, Barbara Preston and Staomi Ohnishi.



Steve Marston and Ian Osterman.



Life Members, Margaret Manuel and Ben Taylor.



Tegan and Darren Robinson.



Kirby McDonald and Nathan Ramsey.



Louise Michael, Renee Bennett, Brooke Littlewood and Tricia Waters.



McKenzie Thompson, Paul Mitchell and Sara Gilligan.



Tony Pasin MP, Charlotte Edmunds and Terry Stephens MLC.



Mel and Andy Jaunay.



Andrew and Merridy Manuel.



Adrian Pederick MP and Tricia Waters.



Naomi Wilson, Sue Wilson, Tegan Robinson, Kelly Robinson and Mel Jaunay.



Ben Taylor, Peta-Marie Philippou, Jane Kuerschner and Sara Gilligan.



Graham Carson, Chris Raynor and Daryl Irwin.



Greg Herrick and Ross Lanyon OAM.



Vince and Natalina Maio.



Josh Zugajev, Tom Nancarrow, Jane Armstrong and Julian Mittiga.



Merridy Manuel, Marilyn McAuliffe and Tony Mengan.



Nick Hopton, Brenton McDonald and Liam Runnalls.

BEST ROAD SAFETY REPORTING

BORDER WATCH



John Dawkins MLC, Brett Kennedy and Kirby McDonald.

JUDGE'S COMMENTS KIRBY MCDONALD

CRITERIA

Promotion of safer roads, safer people, safer speeds, or safer cars

Encouraging community discussion about road safety.

Highlighting the severity of consequences of poor road safety.

I put myself in the position of the local reader - does this article make me stop and think, or encourage me to be a better driver/motorist?

Border Watch - WINNER

Two very strong articles, both similar in use of images and breakout box information drawing the readers eye. (Regional Crashes Take Toll)

Use of full background imagery on the front page (even behind masthead) drove significant impact for the story with key statistics front and centre. The front-page quote was impactful, providing a different point of view some likely don't think about.

Page 3 provided a breakout map putting in to picture how many fatalities have occurred in the one region so far - I feel this is important for readers to get a visualisation of the issue. The article also surfaced the key recommendations from the Police interviewed, placing the issue in the reader/driver's hands, noting the need for behaviour change.

By interviewing the Limestone Coast Police Officer in charge (Superintendent Phil Hoff) it gave the article a sense of authority and severity.

(Dirty Dozen)

Harrowing bold statistics featured on the front page highlight the severity of the issue and risk to the local community. Followed by a well written piece utilising hard hitting numbers and statistics - and proof along the left side of the article with a list of those caught drink or drug driving.

The Gawler Bunyip - SECOND (Emotional Toll)

Eye catching title, very well written using statistics and quotes from the Officer in charge - I also thought the call out between Metro and Country driving was well done. Strong imagery and a breakout box to demonstrate how severe the local road toll was.

(Barossa's worrying trend)

Bold title to highlight the issue, with another well written piece using harrowing statistics and results from recent roadside testing.

Angaston Leader - THIRD (110km to 80km speed limit reduction)

Both articles tied together very nicely. I think the right amount of coverage was given in both articles (length of story and use of large images) and it was great to see a real story (Ellaine) surfaced to bring home why

the reduction was needed. I found coverage of Clayton Scott's story and passion well written, hearing the need for change from a Funeral Director is very hard hitting.

The Mount Barker Courier (Special Mention) (Back from the Brink)

A strong article, and great to highlight a local advocate for road safety and provide front page coverage. I felt the article could have been longer and delved a little deeper into Holly's story, focusing on road safety more, potentially on what she spoke of to the 8000 high school students (i.e. useful tips for the reader from a real survivor).

(Horror Smash)

Again, a strong article with front page placement. The article demonstrated to me that anyone can have an accident and I feel it would have served as a sad but powerful reminder to the local Hills area. Use of the car crash scene was very impactful.

Murray Pioneer (No Risky Business)

Eye catching on the front page of the paper, and good coverage of a lesser focused road safety issue - impatience! Use of statistics and road toll comparison year on year was impactful. I also thought putting onus on the community around negative commentary was a great wake up point. I think Sara did a great job covering this issue.

Yorke Peninsula Country Times (Crash Corner)

While certainly a very important issue for locals - I felt the Port Wakefield articles were heavily focused on infrastructure and did not focus greatly on road safety. A Larger piece could have been developed making a stronger case for why the changes were needed (i.e. recapping accidents, statistics etc.)

Plains Producer (Truck Safety)

A good article highlighting a lesser focused on road safety issue.

However, the article centered on the accident first whereas potentially an introduction explaining the title of the piece and the key need to give trucks more space would have made the clearer flow of reading. I actually had clearer understanding of what the article entailed from the "Comments for the Judge" section.

I couldn't connect with the severity of this issue as easily as other submissions, potentially due to lack of imagery of those noted in the article. Key takeouts on heavy vehicles could also be made more prominent in the article for the reader (a break out box or infographic for example).

(Owen Hamley Road)

I felt the article focused more on infrastructure changes and did not provide solid evidence on previous issues (statistics, multiple personal stories of accidents/ near misses).

BEST SPORT PHOTO

THOMAS MILES, THE BORDER WATCH



The Border Watch

Sport

Hot shots

Kalangadoo turns on finals form to win eighth consecutive A Grade title

A GRADE - KALANGADOO GI D GLENCOES!

KALANGADOO A Grade netballers continued their stellar Mid South East netball run on Saturday, with their eighth premiership in a row.

The Magpies faced a tough Glencoe outfit at Mount Burr, but walked away with a solid 10-goal victory in harsh conditions.

Kalangadoo began strong and shot out to a six-goal advantage at the first break.

Chelsea Croser and Lauren Duncan worked hard at the defensive end for the Magpies to create plenty of pressure.

After the break Glencoe settled and the game went goal for goal.

The contest became scrappy due to the pressure across the whole court.

Glencoe seemed to make better use of the ball late in the second quarter to bring the score back within five goals after Kalangadoo had stretched the margin to nine.

TOUGH ENCOUNTER: Kalangadoo's Jayde Peacock and Glencoe's Donna Jaeschke put it all on the line in the Mid South East A Grade netball grand final on Saturday in wet conditions.

CONTINUED PAGE 27

Picture: THOMAS MILES

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JUDGE'S COMMENTS

SEAN MCGOWAN

FIRST - The Border Watch, Thomas Miles. "Hotshots"

Miles' image of two netballers captures a story in a single shot. Simply put, Glencoe went down to Kalangadoo. The composition of the players' relative angles combined with their facial expressions works perfectly to convey the drama and desperation of the grand final. Although a little wide in its original form, the final crop was used to excellent effect in print.

SECOND - The Bunyip, Phil Williams. "Fly Like an Eagle"

A terrific spontaneous capture. Whilst many sports photos can be anticipated during the action, this player's backflip would probably have been a surprise making the image that much more difficult to catch. The final crop balanced the image's elements

but it may have been over-sharpened in post in an attempt to save the focus which seems to have locked on the background face. Selectively sharpening the flipper's face and unsharpening the background face may have visually altered the focal depth of the picture.

THIRD - Plains Producer, Lesley Little. "Great Balls of Fire"

A spectacular action photograph featuring excitement and even emotion, thanks to the lone audience member in the background. Technically the final product may not quite have hit the mark but the final newsprint version was striking.

SPECIAL MENTIONS

Plains Producer, Ethan Allen. Allen presented numerous well-composed and cropped entries and shows a flair for football action photography.

The Courier, Andrew Ausserlechner. Classic speccy! Well caught.

BEST FRONT PAGE

THE LEADER NEWSPAPER

JUDGE'S COMMENTS

WANDA DUNNET

There were 12 entries in the Best Front Page category in this year's awards.

Entries were judged across five criteria - layout and design, typography, news value and impact, use of graphics and photography and effective use of colour.

Each of the entries was commendable in meeting one or more of the criteria.

The disastrous bushfires featured prominently in several issues and presented compelling front page treatments of the drama.

There was an excellent representation of entries from the South Australian industry.

THIRD PRIZE was awarded to *The Pennant, Penola*. The judge commented that the community would be proud of the powerful front page recognition of a massive fund raising effort on behalf of the inaugural Pink Up Penola helping raise funds for the McGrath Foundation breast cancer charity. The appeal raised

\$45,000. The front page image, a tremendous effort of organisation and inclusion of local children, reveals true community engagement. The use of the iconic pink typography emphasises the brand.

SECOND PLACE went to *The Courier, Adelaide Hills*. The dramatic front page picture says it all, depicting the savagery of the bushfire which enveloped the house from which the photo was taken, and destroyed it. The powerful heading in colour engages the reader immediately and leads into the harsh statistics of the loss of life and huge damage to the district. The sub head 'Burned But Not Beaten' reinforces the message of community resilience in adversity.

FIRST PLACE is awarded to *The Leader, the Barossa Valley*. The front page is very well balanced with good composition which engages the reader - a great photo, a light hearted take on the searing temperatures. The graded colour heading is very effective. The intro to the news story gave weight to the page with interesting and factual information turning to page 6. The judges thought this was a standout front page, meeting the competition criteria at each level.



Wanda Dunnet, Tony Robinson and Tony Piccolo MP.

The Leader
The Barossa's Favourite Newspaper

Volume 100 No. 5043 Wednesday, January 30, 2019 \$1.50 (inc. GST) 72 PAGES Ph: 8564 2035 www.barossaleader.com

PAGE 4 SNAKE BITES ON THE RISE WARNS VET

PAGES 26-27 STEPS TO A HEALTHIER YOU

PAGE 28 PUMP TRACK OPENS

Feeling the heat

By Emma Clark

Air-conditioners were put to the test and most people stayed inside if they could as the State experienced temperatures into the high 40s last Thursday.

It was Roseworthy which reached the maximum for the region, 47.8 at 5.39 p.m.

As the night progressed the temperature started to cool and the township reached 29.6 at 1.30 a.m.

At 3 p.m. Nuriootpa reached its maximum temperature of 45 degrees and it dipped to 38.2 at 8.30 p.m.

Temperatures hovered in the low 30s overnight and dipped to 24.5 at 5 a.m.

Mount Crawford was the coolest place in the region - reaching 42.6 at 3.30 p.m.

Continued Page 6

JURY'S LIQUID WASTE
SEPTIC TANKS | HOLDING TANKS
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Supporting Local Barossa Charities

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SATURDAY servicing
NOW AVAILABLE
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50-52 Murray Street, Tanunda

BEST ADVERTISEMENT - PRICED PRODUCT

THE BUNYIP

JUDGE'S COMMENTS MARK CLEMOV

Vadoulis
your locally-owned garden centre

Celebrating 59 years
This weekend, November 2 & 3

Birthday SALE

Bouncy Castle \$29.99
10am-4pm each day

Fruit Trees \$10.99

Murraya \$10.99

Lomandra Lime Tuft \$5.99

30% OFF
Indoor & Outdoor Pots

SUPER DEALS
On Outdoor Furniture

Make sure you leave enough time for one of our famous All-Day Breakfasts at our Cafe!

Many more specials in store
LIMITED NUMBERS SO BE QUICK!

See dates November 2 November 10 or visit our website
Bring us today or online tomorrow!

500 MAIN NORTH ROAD, GAWLER SA come and see us!
PHONE 8522 3400
www.vadoulis.com.au Vadoulis Garden Centre

WINNER - *The Bunyip*. Vadoulis Garden Centre Birthday Sale.

This is just a terrific ad all round. It captures the corporate colours of the business and the season beautifully and presents a visual smorgasbord of information and calls to action. There is so much packed into this ad, yet the good layout doesn't make it cluttered. Nice work by *The Bunyip*.

SECOND - *The Murray Pioneer*. Riverland Butcher.

These ads are both clear and friendly, with a memorable headline and creative. The \$10 promotion coupon proved that the method is still a strong sales generator, with the client reporting over 60 redemptions from one ad. A very successful result on the back of a nice looking ad. This ad is part of a 12 month campaign, with new creative each month. The entry included some of the other ads, which are equally as engaging.

THIRD - *Yorke Peninsula Country Times*. Kadina RetraVision

This advertisement, which ran over two opposing third pages of a feature on the new CBD shopping precinct in Kadina, complemented the overall look and feel of the promotion. The products and prices were very clearly laid out and the client's brand was unmistakable. Good placement, professional layout and a definite incentive leader for the whole promotional feature.

Special mention

South Eastern Times. Somerset Hotel-Motel.

This is a colourful and functional guide to what's on and highlights from the hotel. Event information, specials and promotions are clear and visually pleasing. The front page placement is excellent and creates a "directory style" response where readers know exactly where to look for what's on at the hotel. The entry was accompanied by an

excellent client testimonial.

Other entries (in no order)

The River News. Rollbausch meats. This ad is a nice way to spruik the big claims and prices for various meats. It needs some substantiation of the claims about being "number 1" and some bolder typography with the prices to lift it a bit, but otherwise an effective sales based attention grabbing ad. The entry needed some information on client feedback and how the ad performed.

The Leader. Barossa Think Tank.

As a one off, this is an attractive and effective advertisement that fulfilled its purpose by stimulating bookings. The layout is simple, clean, corporate and conveys a professional position for the event.

Plains Producer. Pink's Mitre 10.

A nice corporate ad reflecting the brand values of Mitre 10 and introducing the local branding. It sits very nicely on the page with good colour and a bold headline.

Plains Producer. Steinborner Ford.

An effective ad for the Ford Everest with "rugged" creative and plenty of information. It was clear what was in the special offer, how to get it and the cost.

The Border Watch. Banner Mitre 10.

A good corporate ad reflecting the brand values of Banner Mitre 10 with very clear and uncluttered offers. It sits well when on the page with the TV Guide. Clearly the newspaper reflecting the catalogues is very important in the very competitive market.

The Border Watch. Mount Gambier Hotel.

An excellent ad that uses a solid black and reversed white text to focus on the hero image of the product. The offer and call to action is unmistakable. The entry needed some information on client feedback and how the ad

performed.

The South Eastern Times. Henri Post Jewellers.

Small and elegant ads that focus on special gifts for lay buy in the lead up to Christmas. They present a serious offer and reinforce the elegant, quality brand of the client. They were somewhat lost on the page though and greater thought should be given to the ads around them.

The Loxton News. Riverland Motor Group.

Clear and functional motor vehicle ads that include all of the information necessary to generate a lead. The grinch character brings into focus the season and perhaps could have been carried across the layout (i.e. in difference poses amongst the vehicles). The entry needed some information on client feedback and how the ad performed.

Yorke Peninsula Country Times. Electrical NRG solutions.

This ad had a nice, cute aspect to it that clearly caught attention. A smiling child in a safety shirt is an eye catcher! The ad is very clear on the offer, which would have successfully prequalified callers.

The Courier. Mount Barker Steel.

This is an attractive ad that clearly presents the product and the business, as well as an effective announcement about their new workshop. Nice colours and photography and a clear call to action. The entry needed some information on client feedback and how the ad performed.

The Courier. Stanley Bridge Tavern.

This ad reflects the corporate branding of the client which is found across their website and menus. Its contemporary colours and font make it very distinctive, with a lot of information included. A nice contemporary designed ad.

BEST EDITORIAL WRITING

THE SOUTH EASTERN TIMES, RAQUEL MUSTILLO AND J.L. "FRED" SMITH

JUDGE'S COMMENTS SHAUNA BLACK

Some regular entrants were missing from this year's portfolio but this did not diminish the quality of the entries. It is a pleasure to read all the entries each year, if only to glean an insight into South Australia's regional communities; to see the issues which plague or unite all country areas and those which are particular.

It is a measure of the importance of country mastheads that they are still the best way to inform communities and that there can be no substitute for the printed article – and its online forms – in maintaining community dialogue, advocating for change and exposing important issues.

There is no doubt many in these small communities must eagerly await each publication and the quality of its editorials. The best editorials spark a two-way dialogue through letters pages, and encourage and embolden communities and individuals to speak out for the greater good.

THIRD PLACE: *The Yorke Peninsula Country Times* - Editorial as academic research is an interesting

angle. It works well for Nick Perry, who has taken time to research the issue of phrenology and the repatriation of Aboriginal remains which were sold to collectors in the 19th and 20th centuries. The call for councillors to be unengaged is timely and will resonate with readers. Several entries this year included editorials on bushfires but Perry's takes a novel and readable approach.

SECOND PLACE: *The Bunyip* - Finding the sweet spot for a regional community on the fringe of the metropolitan area is not straightforward. Grady Hudd nails it when he exposes the "Rebate for a mate" scandal when Gawler Hospital was overlooked for a government approved MRI licence in favour of a private metropolitan medical clinic. Outstanding. The other submissions – regarding children's services and domestic violence – keep these issues in the forefront of readers' minds. A good mix of editorial styles and topics.

FIRST PLACE: *The South Eastern Times* - Raquel Mustillo and J.L. "Fred" Smith are deeply embedded in their community. In their entries this year they put authorities on notice that they maintain their watchdog brief on health services; take on a neighbouring larger council for its hypocrisy on waste management fees; and campaign successfully



Raquel Mustillo and Liam Runnalls.

to stop increased alcohol licensing fees which could have stripped two small communities of their general store. The writing is concise, courageous and unapologetic in advocating for small communities. Consistently good.



Kim Tilbrook, Brett Kennedy and Paul Salter.

EXCELLENCE IN JOURNALISM

SANDRA MORELLO, THE BORDER WATCH

JUDGE'S COMMENTS

KYM TILBROOK

There were eight entries in this category, down from 10 last year. It was disappointing that each of the 14 member papers did not lodge an entry.

Of the eight entries, seven were from members and one from a non-member.

Excellence in journalism is something all papers should be striving for. It shows they care for their product and that their readers deserve nothing but the best.

There was a great diversity of stories, from drought to bushfire, domestic violence to homelessness, Aboriginal affairs to the future of a popular music festival.

The entries reflected the commitment by journalists and their papers to support their local communities. Quality journalism is a role that the community expects of its papers and this year's entries showcased what good journalism is all about.

I commend the entrants on their high standard of reporting.

Because of the strength of the entries I gave two honourable mentions – Greg Mayfield of *The Transcontinental* and Sara Gilligan of *The Bunyip*.

Greg tackled the thorny and divisive unrest surrounding the Adnyamathana Tribal Lands Association. In a series of reports Greg investigated the confusion over the association's annual general meetings and the decision of the Office of Registered Indigenous Corporations to "examine the association's affairs".

It was not an easy task. Greg relied on a leaked document to begin his investigation. As his investigation continued, he was ejected from a meeting after being accused of "detrimental" coverage of the issue. The meeting took a vote and he was thrown out on a 44-41 vote.

Greg has set the bar very high over a number of years with his investigative reporting and this was

no exception.

Sara, who edits *The Bunyip*, prepared two special reports on domestic violence. She interviewed two local women who had been victims. The articles were headed Trapped in a 'prison' and Torn in two.

Both reports highlighted the local help available and used the experiences of the local women to urge others that may be suffering similar violence to get out and seek help.

Her interviews were emotive and delved into a major problem confronting the community.

FIRST PLACE - Sandra Morello, *The Border Watch*.

Sandra is a previous winner of Excellence in Journalism. She reported on the deep concern in the local community that released prisoners from Mt Gambier Gaol were not forced to return to their place of origin.

She began her tenacious investigative campaign on July 26, 2019, and continued until mid-October. Sandra discovered that while the Labor State Government gave assurances six years ago that Mt Gambier would not become a prison town, this had clearly been on hollow promises.

She revealed the community had been blindsided with fresh revelations that many prisoners who were not originally from Mt Gambier were not forced to return home.

Once released, some prisoners had committed violent acts and crime sprees in Mt Gambier.

Sandra did not let the Liberal Government off the hook either. She said they were stonewalling and downplaying the issue.

Local concern was that prisoners who were not returned to their place of residence were fuelling crime in the community and placing significant pressure on police resources, the court system and community transitional services.

Her very determined campaign - which covered 12 stories - resulted in a number of changes including greater information sharing between the Correctional Services Department and Police



regarding scheduled releases and new measures to ensure prisoners connected with bus services to their place of origin after release.

It was a sustained effort of excellent reporting.

SECOND - Mel Jaunay, *The Leader*.

Mel is in the early days of her journalistic career, but if her entry is any guide, she has a bright future.

She tackled the growing issue of "Invisible Homelessness" in the Barossa Valley. From her report it is obvious Mel put a lot of time and effort into researching and understanding the issue. She sought out many local groups working to help solve the problem.

She also interviewed Geoff, a homeless man, who had struggled for 16 months. She wanted a homeless person because "it would be important to engage the reader with a real-life struggle of homelessness."

Mel was able to weave Geoff's story through the investigative report. This is not always an easy task, but she did it well.

THIRD - Jenny Oldland, *YP Country Times*.

Jenny did a great job reporting on the Yorke Peninsula bushfires in late November. The bushfires were the peninsula's worst ever disaster and wiped out several homes and large areas of prime cropping land.

At one stage the bushfire was heading straight for her home near Edithburgh and she had to evacuate to the town foreshore, not knowing if she would have a home to return to.

Like all good journalists covering a disaster, Jenny worked tirelessly to get information to concerned locals. She documented the path of the fire and its impact on the YP community.

Jenny also wrote a first-person piece about her experience. She noted: "I learned three things in the early hours of Thursday morning - never underestimate the ferocity of a fire, never think it won't happen to you, and for heaven's sake prepare a bushfire action plan."

BEST SPORT STORY

JAMES MURPHY, PENOLA PENNANT

JUDGE'S COMMENTS

IAN SHUTTLEWORTH

FIRST - James Murphy, *Penola Pennant*.

James Murphy is a young reporter who brought to life the tale of Penola couple Kate and Justin McDonald. The story flowed well and his use of descriptive phrasing and well-chosen quotes captured the attention of the reader. James cleverly provided context to the McDonald's achievement, such as comparing the distance travelled to well-known geographical locations, and provided an appropriate level of detail to key parts of the story, such

as the parameters for the world record attempt. Overall it was an enjoyable and inspiring read.

SECOND - Joe Schwab, *Murray Pioneer*.

Another quality piece of journalism with Joe Schwab deserving of praise for his persistence and ability to foster a working relationship with a key local sports administrator. Joe did not give up on the story despite his initial inquiry being blocked and he was ultimately able to secure an expansive interview with another source, and put the quotes to good use. It is never easy to write an article knowing it will bring negative feedback or criticism and Joe, as well as *The Murray Pioneer*, should be praised for their commitment to quality storytelling.

THIRD - Alicia Lüdi-Schutz, *The Leader*.

The story of Angaston Bowling Club member Liam Buckley provides great insight into the life of a talented and inspiring member of the Barossa community. While the piece is longer than most other entries in the category, it was an effortless read covering many elements of Liam's journey to a world title and testament to the reporter's interviewing skills.

SPECIAL MENTION - Jeff Pistola, *The Courier*.



Steve Marshall and Raquel Mustillo.



BEST ADVERTISING FEATURE

THE BORDER WATCH "COFFEE LOVERS"



Melissa Prior and Chris Raynor.

JUDGE'S COMMENTS

CHRIS COOTE

I'm sorry I haven't provided a paragraph on each of the entries this year – it used to disappoint me when judges did the same, but lack of time hasn't allowed me to do it this year.

Overall the standard of features was solid but most were still the traditional type of features in terms of ad stack and editorial layout. Features that would stand out more could involve breaking away from that and introducing different layouts that may appeal more to readers and, in return, garner more support for

the advertisers. Ads in the centre of pages with fact boxes or snippets, ads breaking into editorial and subtle use of colour all add to making a feature more relevant and appealing for readers and advertisers.

THIRD PLACE: Taylor's 50th Anniversary - *Plains Producer*

This feature started well with a striking full-page photograph of the family involved in the business with clear branding. The advertisement ratio was high, and the editorial summed up the past, and present of the well-known company. The addition of short pieces of facts about the company could have improved it, but no doubt it was well received.

SECOND PLACE: Shop Local Barossa - *The Leader*

While this type of feature has been done many times in most country newspapers, this one stood out. The editorial was basically advertorial, but it supported the ads and readers couldn't help but know what the paper and local business was doing. The ad stack is good and clear, and the generally well-staged photographs do well to support the advertorial. Another important part to this feature being placed second was its sheer size and revenue – ultimately that is what advertising features are about and no doubt this one delivered for *The Leader*.

FIRST PLACE: Coffee Lovers - *The Border Watch*

It isn't the first time this idea has

been used but this feature does what a number of others don't in that it stands out and asks to be read. It steered away from the traditional editorial style of most features we see. It also used simple graphics to decorate the pages, and the editorial was interesting and informative, but most importantly, delivered in bite-sized pieces. Apart from the front page advertorial, the rest of the information was in 20 to 30-second reads, which means it is more often than not read. Congratulations to *The Border Watch*.

BEST ADVERTISEMENT - IMAGE/BRANDING

THE LEADER NEWSPAPER

JUDGE'S COMMENTS MARK CLEMOW

WINNER - *The Leader*. Lyndoch Motors. Mitsubishi Triton.

This ad (part of a campaign) reflects what country newspapers are capable of creating when they take control and assemble all of their resources. On the surface, this looks like an ad that uses existing national brand creative, but this isn't the case. Even though it followed national brand guidelines, all of it was locally designed, styled and photographed by the team at *The Leader*. All the more impressive was its adaptation for multiple platforms, including social and digital.

SECOND - *Yorke Peninsula Country Times*. M.A. Skinner - We're number one with your number twos.

This ad ticked all of the boxes in the judging criteria. An appealing headline, clean and open layout and originality. The spot colour is excellent for standout on the page.

The ad achieved its purpose of communicating that a business known for earth moving, sand and metal supplies for over 30 years also hired toilets and showers. The call to action is a clear telephone number and the client reported his toilet hire business is in motion.

THIRD - *The River News*. Waikerie Garden & Landscape Centre.

This is a quirky little ad that caught attention with a bold and familiar headline, good use of colour to match the message and a serious photo to support it. A simple address and logo is the call to action, with a nice personal connection with a photo of the client.

The possibilities of an ongoing series of quirky creative seems endless.

SPECIAL MENTIONS

The Murray Pioneer. Riverland Steel

This ad made me smile, with its funny headline and almost absurd picture. Seasonally appropriate, with a great call to action, including an incentive. The strap line personalises the ad and the business. The ad is part of a 52 week campaign and on its own would have provided a fun and memorable reinforcement of the client's brand.

The Border Watch. Sugar 'n Spice

These small ads prove that size doesn't matter when it comes to impact. The client indicated they "pop" with bright colours to stand out on the page. The consistency and changing message reinforces the top of mind of the brand and their various products.

Other entries (in no order)

The Border Times. Ben's Constructions

These ads for a local building firm are very tasteful and real. One talks of building dreams on beams and the other of the tension of overcrowding. They are simple, but real, situations that every home builder and/or home owner thinks about and they reinforce the emotional decision. There is great potential to expand the idea.

Yorke Peninsula Country Times. Well Burger Me

An attractive ad with a bold and catchy headline. Has the potential to create a promotion for people to repeat the headline in the store when they order a burger. Could be developed in a fun series - think tarts, chippies, sangers, buns, slices, cups etc

Border Watch. Dr Try

Am informative series and a way to build a presence for a client in a serious business. There is potential to lift it to another level with some creative executions along each theme, rather than just a change in the colour to the same template.

The Murray Pioneer. Flight Centre

Nice executions to reflect the season, with a personal touch photo of the client's team. Effective reinforcement of a national brand.

The Courier. Aldgate Village Meats

A tasty visual presentation of delicious cuts of meat,



Mark Clemow, Darren Robinson and Dorothy Staruchowicz.

with words that effectively convey range and quality. The location and mission of the client is clear. An effective ad, however from a brand perspective it spoke more of the product than the business. The entry needed some information on client feedback and how the ad performed.

The Courier. Stirling Hire

An effective ad for showing a range of machinery and equipment available from the client. Good use of colour to reflect the photography and nice white space. The entry needed some information on client feedback and how the ad performed.

The South Eastern Times. 3MP

This series of ads, which appear on the front page, make a very clear statement about the purpose and range of the business. They vary in creative content and make good use of colour and co-product/brands associated with the business.

The South Eastern Times. Generations in Jazz

Attractive, contemporary ad style, making good use of full column depths. Very bold, clear information and call to action. The entry needed some information on client feedback and how the ad performed.

The Leader. Barossa Village

A large and bold ad, with an intriguing and bright hero image. A nice local connection and good copy to reinforce connections with the community. Locally relevant and resonant in its content and timing.

Penola Pennant. Good Country Physiotherapy

A nice small ad that effectively conveys the message and various action points. It would work well as a series addressing the various services on offer.

Plains Producer. Butch Bennett

A clever idea to use some humour around the client's core business. The "crack" position is effective - proven by customers who are asking the client to show them his crack! It's well worth evolving and perhaps building a promotion around it. It would be better to localise the photography where stock images have been used

The Bunyip. Hillier Park

This is a nice, emotive advertisement that creates a good impression of a client in a very competitive business sector. It would work well as one of a series of ads with varying creative that captures the emotional connection of proximity and convenience. The entry needed some information on client feedback and how

the ad performed.

The Loxton News. Loxton Lutheran School

These are cute, friendly and colourful ads that convey a very simple message in a fun and engaging way. It's a nice way to address various topics and questions around independent Christian schooling. The entry needed some information on client feedback and how the ad performed.

The Loxton News. Riverland Motor Group

A nice seasonal ad that plays on the wintry Santa theme to present a Christmas safety message. Nice use of colours to create a feeling of cold and slippery! It would be good as the foundation of a series of seasonal messages with varying creative. The entry needed some information on client feedback and how the ad performed.

TRITON
THE TOUGHEST TRUCK IN THE SANDPIT.

Introducing the all new 2019 Mitsubishi MR Triton. Engineered to deliver power, performance, 5-star safety, towing and the latest technology, this is one tough ute that all the 'kids' will want a turn of!

From worksites to the farm, the vineyard or simply around town, there's a model to suit everyone. Available in 4x2 and 4x4 Single cab, Club and Double Cab body styles. Test drive at Lyndoch Motors today.

LIMITED TIME OFFER: 7 Years/150,000km Warranty* & 3 Years Capped Price Servicing

POWER & TORQUE: 133KW & 450NM
TOWING CAPACITY: 3.1 TONNE
FUEL ECONOMY: 7.8/8.3 PER 100KM*
TURNING CIRCLE: 11.8M

Search "MR TRITON DRIVE DAY" at barossaimg.com for video coverage of the Triton taking on our local 4x4 Track!

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*7 Year warranty available on new and demonstration MR Triton. 7 Year/150,000km (whichever occurs first). Service conditions apply. Valid from date of vehicle registration. Introductory offer until June 2020. 2019 1.9 litre. Capped Price Servicing available on new and demonstration MR Triton. Service conditions apply. For further information, see www.mitsubishi.com.au or call 1300 222 222. Fuel economy based on Double Cab. Full models with a 3.1 litre engine. Servicing capacity and a Gross Combination Mass rating of 3400 kg. *Rear Double Cab manual 2.5L, 7.8/8.3 per 100km. Australian Standard 2019 8.3/10.2. Figures used for comparison across vehicles. Driving conditions will affect actual results.



Celebrating the stories of South Australia.

Congratulations to all the winners of the SA Country Press Awards from the team at SA Power Networks. As locals ourselves, we love reading and supporting the work you do every day.

Just like you, we provide an essential service to South Australia with people who are committed to keeping our communities connected, people like Cathryn McDonald.

Starting out, Cathryn was a young, enthusiastic graduate who yearned to make a positive difference. Now, she's a passionate, highly successful engineer working to transition SA to a low-carbon energy future.

At SA Power Networks, we have so many stories like Cathryn's, and that's just one of the ways we're Empowering South Australia.

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*"We're leading the world,
and we're doing it locally."*

Cathryn McDonald
Future Networks Engineer



Empowering South Australia