

Capturing the Impact of Plant Breeding - APBC 2025 Photo Competition

How are you involved in the world of plant breeding? The Australasian Plant Breeding Conference 2025 invites you to share your story in our **#BreedingImpact** photo and caption competition. Whether you're a seasoned breeder, a budding researcher, or someone whose life has been changed by plant breeding advancements, we want to hear from you.

Show us:

- Impactful moments or projects from your career
- Day-to-day activities that lead to groundbreaking outcomes
- People who've shaped your plant breeding journey
- Individuals or communities your work has influenced

Share your photo and a brief caption that tells your impact story. Let's celebrate the profound effect plant breeding has on our world, one image at a time.

Join the conversation and showcase your impact. Use **#BreedingImpact** in your posts for a chance to win and be featured at APBC 2025!

What will you win?

Cash prizes will be awarded to the top 3 winners of the competition at the APBC conference. With first place winning \$150, second place \$100 and third place \$50.

Follow these simple steps to participate in our exciting photo competition:

1. Choose Your Platform: Post your entry on one or more of the following social media platforms:
 - X (formerly Twitter)
 - Facebook
 - LinkedIn
 - Bluesky
2. Compose Your Post:
 - Include your photo or figure that represents the impact of plant breeding
 - Write a caption that tells the story behind your photo/figure in **250 characters or less** (including tag and hashtag).
3. Use the Required Tags:
 - Include the hashtag **#BreedingImpact** in your post.
 - Tag the conference account **@APBC25** (or **#APBC25** for bluesky).
 - Any posts that do not have these tags will not be considered in the competition.
4. Submit your details and a link to your post on the google forms sheet linked [HERE](#).

Additional information

- Set Your Post to Public: Ensure your post is set to public so our judges can view your entry.
- Submit on Multiple Platforms (Optional): Feel free to post your entry on multiple platforms to increase visibility but remember that it will count as one entry.
- Engage with the Community: Like, comment, and share other entries to foster community engagement (this won't affect judging).

Remember: By submitting an entry, you agree to the competition's terms and conditions. Make sure your content is original and that you have permission to use any images of identifiable individuals. Good luck, and we can't wait to see your impactful plant breeding stories!

When does the competition start and close?

Competition open date: **1st March 2025**

Competition close date: **23rd May 2025**

Winner/s will be announced at the APBC Conference closing event (**6th June 2025**).

How will we judge your post?

- Creativity
- Concise message of impact
- Relevance to theme of impact
- Image used
- Meets all submission guidelines

Terms and Conditions

1. Eligibility:
 - Participants must be registered attendees of the Australasian Plant Breeding Conference 2025.
2. Submission Guidelines:
 - One submission per person.
 - Entries must include both a photo (or figure) and a caption.
 - Photos/figures must be original work of the participant.
 - If the submission includes identifiable individuals, consent for their image to be used must be obtained.
3. Content Requirements:
 - Submissions must relate to the theme of plant breeding impact.
 - Content must be appropriate for all audiences and not contain offensive or inappropriate material.
4. Copyright and Permissions:
 - By entering, participants confirm they own all rights to their submission or have obtained necessary permissions.
 - Participants grant APBC the right to use submitted photos and captions for promotional purposes related to the conference and future events.
5. Judging and Selection:
 - Winners will be selected by a panel of judges appointed by APBC.
 - Judging criteria will include relevance to theme, creativity, and impact of the story told.
6. Prize Acceptance:
 - Winners agree to be featured at APBC 2025 and in related promotional materials.
 - Prizes are non-transferable
7. Disqualification:
 - APBC reserves the right to disqualify any entry that violates these terms or is found to be fraudulent.
8. Changes to the Competition:
 - APBC reserves the right to modify or cancel the competition if circumstances require.
9. Data Protection:
 - Personal information will be used solely for the purpose of this competition and in accordance with applicable data protection laws.
10. Agreement to Terms:
 - By submitting an entry, participants agree to abide by these terms and conditions.

For any questions regarding these terms, please contact us at hello@apbconference.net