Yates and Junior Landcare have a long-running partnership, based on the common vision to get kids excited about gardening, nature and their local environment. The Yates Junior Landcare Challenge is an annual activity that has to date engaged over 120,000 kids through primary and secondary schools, youth groups, Scouts and Girl Guides groups, and their own families.

**What is the challenge?**
The 2012 Yates Junior Landcare Backyard Challenge will ask kids (aged 8-16 years) to enter a short video or photograph around the theme of “how does your backyard grow?”

The challenge will give kids the opportunity to share with other kids about their backyard and the environment in their local community. Their ‘backyard’ could be anything from an outback farm, to a suburban veggie patch or an apartment balcony. Examples of the types of things we might expect to see:
- A thriving herb garden that is used in the family’s cooking every day
- A community garden where neighbours grow and share their produce
- A garden that has been hit by floods and in the process of rehabilitation
- A prized bed of roses that requires lots of maintenance and care
- A backyard lemon tree that has been in the family for three generations
- The challenges posed by snails and bugs that live in the veggie patch

**Categories**
Photo 8-11 years & Photo 12-16 years
Video 8-11 years & Video 12-16 years

**Judges**
Australian Geographic Magazine
Australian House and Garden Magazine
ABC Rural Radio – Leigh Radford, National Editor
Canon Australia – Taz Nakamasu, Managing Director
Jack Thompson – Landcare Ambassador
Catriona Rowntree – Landcare Ambassador
Judy Horton – Yates Communications Manager
Heather Campbell – CEO, Landcare Australia
Helen Coetzee – Professional Photographer
Amber Todd – Professional Film Maker

**Who can enter?**
Individuals, families, schools, Scouts, Girl Guides and community groups involving young people.

**Key Dates**
Entries open: Monday 10 September 2012
Deadline for entries: Friday 16 November 2012
Announce winners: Monday 26 November 2012

**Prizes**
Winners will receive cameras courtesy of Canon Australia, campaign supporter.

**Website**

**Further Information**
Melissa Whitelaw, Communications and Marketing Director, Landcare Australia
Phone: 02 9884 7680  Email: melissa.whitelaw@landcareaustralia.com.au

Stephanie Wulf, Public Relations Coordinator, Landcare Australia
Phone: 02 8440 8814  Email: stephanie.wulf@landcareaustralia.com.au