

# SONY

For Immediate Release

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## **Sony celebrates the 2017 Sony Alpha Awards The best of Australian and New Zealand photography**



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

**Sydney, June 2 2017:** Last night marked the culmination of the 2017 Sony Alpha Awards, which showcased the very best of Australian and New Zealand photography shot using the Sony Alpha camera range. Celebrating its second year, the awards received over 1500 entries from professional and amateur photographers, vying to be recognised for their captivating imagery. The event saw hundreds of guests including high profile influencers such as Tim Robards, George Byrne, Jordan and Zac Stenmark, Cartia Mallan, Li-Chi Pan, Ta-Ku and enjoy the evening.

Excelling in their role as local Ambassadors, professional Australian photographers, [Craig Parry](#) and [Mark Galer](#), recently became Sony Global Digital Imaging Ambassadors. Together they carefully selected the winning images across the eight categories and additionally crowned John Ford ('Nature' category winner) as the overall Grand Prize winner.

Craig Parry and Mark Galer commented: "The Sony Alpha Awards is a fantastic event to celebrate photographers and their amazing artwork. This year we saw such a high calibre of entries, which made it extremely hard to pick our finalists and winners. In particular, we really enjoyed seeing the entries for our new 'Youth' category – it is great to see such passion and enthusiasm for photography at such a young age."

The category winners for the 2017 Sony Alpha Awards were:

- Abstract: Pat Kay from Rhodes, NSW
- Editorial: James Wilson from Camperdown, NSW
- Landscape: Andy Yee from Panania, NSW
- Macro: Sam Rowley from Bowral NSW
- Nature: John Ford from Rotorua, New Zealand
- Portrait: Adam Kent from Stanhope Gardens, NSW
- Sport: Noel Brady from Kings Beach, Queensland
- Youth: Jack McKee from Newport, Queensland, who attends Grace Lutheran College, Rothwell

Each winner across the eight categories was awarded with \$2,000 worth of Sony Alpha camera products with the overall 'Grand Prize' winner John Ford, receiving \$3,000 worth of Sony Alpha gear. Mr Ford also won the opportunity to embark on a 'once in a lifetime' overseas photography workshop with Sony Global Digital Imaging Ambassador, Craig Parry.

The new 'Youth' category winner Jack McKee from Grace Lutheran College in Rothwell, Queensland was not only awarded \$2,000 worth of Sony Alpha products for himself, but \$15,000 worth of Sony gear for his school.

The 2017 Sony Alpha Awards also marked the launch of Sony's most technologically advanced camera to date – the Sony a9 full-frame mirrorless E-mount camera. The new model is available in store today at an RRP of \$6,999 and offers unmatched speed and versatility that is set to revolutionise the digital imaging market. Guests were able to experience the a9 for themselves capturing a live Parkour performance in the custom-built interactive shooting gallery.

Sony was equally as excited to announce its newest Digital Imaging Ambassador, travel and adventure photographer, Tyson Mayr to the crowd. Having worked together since 2015, Tyson's photography highlights the stunning and extensive capabilities of the Sony Alpha camera range.

Tyson Mayr commented: "I've always been a huge fan of Sony from a young age, and have been using the Sony cameras for several years now. The Sony Alpha range is perfect for capturing my landscape and travel shots, and I'm so thrilled to have of the honour of becoming one of Sony's Digital Imaging Ambassadors."

Vivek Handoo, Head of Digital Imaging, Sony Australia and New Zealand comments: "At Sony we want to recognise the dedication of our photographers who create beautiful imagery with Sony cameras. Our finalists' photography was outstanding and caught our guests' attention from the moment they entered the room.

Having an audience of such passionate photographers was the perfect opportunity to showcase the newest addition to the Sony camera range – the Sony a9. We're so proud of this camera and the amazing images taken by guests at the Alpha Awards are testament to its impressive capabilities."

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**Notes to Editors:**

Winning and finalists' images can be found here from Friday June 2, 2017 at 9am (AEST):  
[www.sony.com.au/alphaawards2017](http://www.sony.com.au/alphaawards2017)

## **2017 Sony Alpha Awards – Prize and Category Summary**

### **List of Runner Ups:**

#### Abstract Runner Up:

- Helen Woodford
- Graham Dainty

#### Editorial Runner Up:

- Craig Jeffries
- Tom Healy

#### Landscape Runner Up:

- Mike Hobbart
- Josh Leahy

#### Macro Runner Up:

- Nick Papadopoulos
- Anne Baker

#### Nature Runner Up:

- Alessandro Bonora
- Madsen Talman

#### Portrait Runner Up:

- Catherine McLachlan
- Thomas Su

#### Sport Runner Up:

- Mark Clark
- Jonathon DCecco

#### Youth Runner Up:

- Will Wardle

### **Guests in attendance:**

- Tim Robards
- Jordan & Zac Stenmark
- George Byrne
- Matt Little
- Wendy Nguyen
- Jacko Brazier
- Li-Chi Pan
- Melanie Liu
- Charlie Grant
- Jade Tuncdoruk
- Cartia Mallan
- Ta-Ku
- KLP
- Jake Bley
- Jessie Khoo
- Danielle Mansutti
- Chloe Ting
- Sarah Stephenson
- Taline Gabriel
- Helen Chik
- Rachael Brook
- Nick Walters

### **Prizes:**

- Grand Prize: Overseas trip for the winner and a guest, plus \$3,000 of Sony gear
- Category Prize Winners: \$2,000 of Sony gear per category

- Youth Award: \$2,000 of Sony gear and \$15,000 of Sony gear given to the winner's school

**About Sony:** With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**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](http://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](mailto:sony.sales@directed.com.au).

**Images:** Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. Images taken with the new Sony a9 camera have been taken by sports photographers, [Darrian Traynor](#) and [Michael Dodge](#). For assistance, please contact the Sony team at Adhesive PR at [Sony@adhesivepr.com.au](mailto:Sony@adhesivepr.com.au).

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