

Economics through a Digital Lens:

“that which is seen and that which is not seen”

Economics plays a vital role in our lives and the societies in which we live. Economics affects us all every day; at home, at work, at university, within our community, and in the world. The Economics through a Digital Lens (EtDL) competition is an excellent opportunity for students enrolled in BU1003/BU1903 “*Economics for Sustainable Business*” to be creative and use photography to document economic principles through images and to capture the relevance of Economics in day-to-day life. This photo contest explores themes such as growth, environment, externalities, and government policies.

To make the competition more accessible to all students we encourage the use of mobile phones and tablets to take photos.

Students will be able enter the competition from 1 March 2018 until 10 June 2018.

Each entry should fall into one of the following four categories:

- **Environment, and externalities**
- **Inflation, and/or unemployment**
- **Government policies**
- **Economic growth**

Rules

The EtDL is a photo contest organised by the Economics and Marketing Academic Group, within the College of Business, Law and Governance (CBLG) at James Cook University (JCU). By entering this contest you acknowledge your acceptance of the following competition rules:

1. Important Dates

1. The competition will open on 1 March 2018.
2. The competition will close at 5 pm on 10 June 2018.
3. The winners of each of the categories and judges' favourites will be announced on 25 June 2018. Judges' decisions will be final.
4. Winning images will be displayed online on the CBLG website soon after 25 June 2018.
5. All entries will be displayed in an online exhibition on the CBLG Facebook page in early July 2018.

2. Eligibility

1. The EtDL photo contest is open to all students currently enrolled in BU1003/BU1903 in Cairns, Townsville, and External. This competition is **not** open to staff.
2. Entry to the competition is **free**.
3. Photos are submitted through Entry DropBoxes on LearnJCU site for BU1003. The Entry Dropboxes are located within the "Economics through a Digital Lens" tab on the left-hand-side menu.
4. Entries that are deemed to be offensive, unsuitable or inappropriate will be rejected, and relevant students will be notified accordingly.

3. Submission of photos:

1. Each entry must relate to one of the four categories.
2. Students can submit photographs **to all four categories** and **within each category** students can submit up to **two photographs** (a maximum total of 8 entries per entrants).
3. Students cannot submit the same photo to more than one category.
4. Each photo must be submitted with a given **short title**.
5. In addition to the title, each photo **must** also be submitted with a **supporting statement** (between 50 to 100 words). The supporting statement will explain how the image relates to the category under which they are submitted and to an

economic theory/topic. This information will be given equal consideration, alongside the image, during the judging process.

4. Digital image criteria

1. All entries must be submitted in the PowerPoint slide template presented on the BU1003 LearnJCU site.
2. Within the template, the photo must be larger than the text (please refer to example provided on the BU1003 LearnJCU site).
3. Photos can be in colour or in black-and-white.
4. All winning entrants may be required to supply their image in a high-resolution format for print and publicity purposes.
5. Light edits are acceptable, to sharpen images or to remove red eyes. Students must declare if the image has been edited or manipulated beyond light touch-up.

5. Entry terms, consent and copyright

1. All entries must be the original work of the students, and students must hold full copyright of the images.
2. All images must have been taken on or after **1 March 2018**.
3. Entries must not contain anything obscene, discriminatory, or defamatory.
4. Students younger than age 17 must also submit written permission from their parents or guardians before entering the competition.
5. Students must **not break any laws** when taking their photograph(s).
6. If submitted images contain any material that belongs to a third party, it is the responsibility of students to **obtain permission** to use the photograph, so as to allow the competition organisers to fully exercise their rights without any obligation to make any payment to any party.
7. By entering the contest, students grant non-exclusive rights to organisers to publish their images where they wish **on the JCU website, and on CBLG social media accounts including but not limited to Facebook and Twitter**, but students will retain full **copyright and ownership** of their image(s).
8. Students also give permission to organisers to showcase all submissions via a pop-up exhibition across the **Cairns and Townsville campuses**.
9. By entering the competition students agree to their images being used for **CBLG promotional activities**, including use by the national and regional **press**.

6. Contestants' personal information

1. Students' names are used as part of the entry process and used for the purpose of processing students' entry and prize notifications.
2. If the images are used for promotional activities, Students' names will be made available to the press and media, alongside the image.

Prizes



The EtDL prizes are supported through the generosity of the *Cengage Learning Australia – Higher Education*.

The prizes are:

1st Prize \$150 Cengage book voucher

2nd Prize \$100 Cengage book voucher

3rd Prize \$75 Cengage book voucher

In addition there can be a maximum of six judges' favourites, each receiving a **\$50 Cengage book voucher**.

All winning photos will be displayed in an online exhibition on the CBLG website. Furthermore, all photo submissions will be published in an online exhibition on the CBLG Facebook page.

Judging Process

To combat unconscious bias, EtDL adopts anonymous judging of entries and follows a blind judging process.

Entries will be judged based on their artistic value, the relevance to the category in which they are entered, and their interpretation of the economics theory/ topic behind the photograph (i.e. supporting statement of up to 100 words).

There will be no pre-selection round. ALL entries are considered 'shortlisted' and they will all be judged by the judging panel.

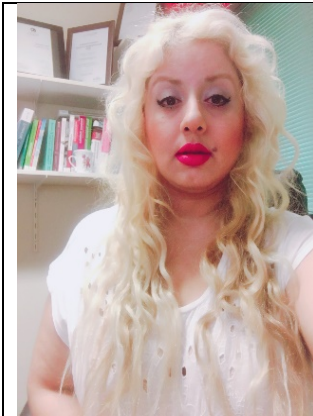
Contact Details

All competition enquiries to be directed to:

Dr Taha Chaiechi E: taha.chaiechi@jcu.edu.au or

Mr Paul McGrath E: paul.mcgrath@jcu.edu.au

Get to know your judges



Dr Taha Chaiechi

Dr Taha Chaiechi is the Academic Head of Economics and Marketing Group. Taha is the subject coordinator for *BU1003 – Economics for Sustainable Business* and the organiser of *Economics through a Digital Lens photo* competition. Taha is committed to the idea that the accumulative development of economic theory is only possible when that theory is continuously examined in terms of its capacity to both explain the real world and to provide reliable recommendations to public policy. Her research attitude is holistic and inspired by issues in climate change, public health, and environmental economics, which makes it especially suitable for sustainability analysis. Taha's approach to teaching is predicated on her view of the lecturer as a facilitator rather than a director of the learning process. As part of this approach, Taha believes students (learners) need to be involved in their own learning process, in order to be able to make meaningful connections to the real world outside the lecture room.



Professor David Low

Professor David Low is the Dean of College of Business, Law, and Governance at JCU. David has a wide variety of both industry and academic management and boardroom experience. Prior to commencing at JCU David was Head of School of Marketing at the University of Western Sydney a position he held for 5 years. David was also Chair of the Riverside Theatres Advisory board and President of the Western Sydney Business Connection. Professor Low also has extensive curriculum development experience at both the Undergraduate and Postgraduate levels and was a member of the Marketing Learning Outcomes Working Party that developed national standards for the discipline of Marketing. David's research interests include Cross-Cultural Issues; Country of Origin Studies; Ethnicity, Market Orientation, Firm Performance, E-Marketing; Innovation, SME's and the use of technology in business value chains including co-editing a book on E-Novation and Web 2.0.



Dr Josephine Pryce

Dr Josephine Pryce is the Academic Head of Management, Governance, and Tourism. She is an experienced Academic and Scholar with a demonstrated history of working in higher education. Josephine is skilled in E-Learning, Lecturing, Organizational Development, Curriculum Development, and Facilitation. Josephine's research is focused in the field of human relations in the workplace, organisational culture and occupational culture. She has scholarly interests in research ontologies, epistemologies, and methodologies, which has led her to explore contemporary and emerging approaches to conducting qualitative research. Prominently, she has conducted and published research using visual data. For example, she has utilised images as a tool for interviewing (e.g. photo-elicitation), collected data using visual technologies (e.g. cameras and videos), and studied visual data produced by societies and cultures.



Associate Professor Riccardo Welters

Riccardo Welters holds a PhD (economics) from Maastricht University, the Netherlands. He is an associate professor in economics at James Cook University and teaches in the areas of Economic Growth and Behavioural Economics. His research interests include social disadvantage in the labour market, creative industries and student disengagement at school. He is a research associate at the Centre of Full Employment and Equity (University of Newcastle) and a research fellow at the Research Centre for Education and the Labour Market (University of Maastricht). Riccardo is also theme leader 'Sustainable Growth' at JCU's Cairns Institute. Besides research, Riccardo has conducted several consultancy projects while at JCU, for the Australian Defence Organisation, Townsville Enterprise, Advance Cairns and Townsville City Council. Riccardo has lectured and continues to lecture a broad range of subjects both at undergraduate and postgraduate level including 'Economic Growth and Sustainable Development' and 'Behavioural Economics for Sustainable Policy'.



Mrs Kerry Russo

Kerry Russo is the Associate Dean of Teaching and Learning with James Cook University's College of Business, Law and Governance in Australia. Her role as Associate Dean includes leading the development of a learning and teaching culture committed to excellence, innovation and positive student experiences. Kerry is researching and developing intervention strategies to upskill students in digital fluency and increase student retention. Kerry is an experienced educator who sits on numerous committees including; the Australian Business Deans Council, Teaching and Learning Executive, The Higher Education Research & Development Society Australia (HERDSA) Qld Executive, The Townsville District Health Service Human Research Ethics Board and is a Cancer Australia Research Grant Panel member. Kerry is passionate about equity and widening participation in higher education.



Ms Helen Madden

Ms Helen Madden is the Regional Sales Manager for Cengage Learning, based in Sydney. Currently, Helen is working with a team looking after the University market in QLD and NSW across all academic disciplines. Helen is experienced and highly knowledgeable in working within the publishing industry since 2002, her skills lie in communication, innovation, and mentoring. Holding a Degree in Education with a major in Visual Design from ACU, she is an avid supporter of the arts scene across Australia, immersing herself constantly in ballet, music concerts and gallery exhibits. Her passions range from culinary conquests, European travel, losing herself in a good book, as well as constantly seeking to challenge and broaden her visual literacy through her fondness for calligraphy and photography.