**Eye-catching talent**

The aim of advertisements is to engage and persuade us to take action. They may, for example, prompt us to buy a certain product or pay for a service. The West Australian’s annual Design an Ad competition, organised by Media Education department and ED!, gives WA primary and secondary students an opportunity to design an advertisement based on a real advertising brief from one of eight participating organisations. In making their own ad for the competition, students learn about advertising, design and persuasive language.

Representatives from each company took on the challenging task of selecting two primary and two high-school winners, who each received a $100 cash prize. The successful entries were chosen based on their visual appeal, originality and creative concepts. Today, we publish the winning ads. Congratulations to everyone who entered. A special mention goes to Peter Mooyes Anglican Community School, which had five winners, and Morley Senior High School with four winners.

---

**COMPLETE LIST OF WINNERS**

**AWESOME**

- Catlin Wu, St Peter’s Primary School, Emma Ou, St Peter’s Primary School, Josie van Raaue, La Salle College, Jasmine Banerji, Morley Senior High School

**Department of Primary Industries and Regional Development**

- Riley Paterson, Wembley Downs Primary School, Layla Adams, Peter Mooyes Anglican Community School, Aneta Matlovsk, Chisholm Catholic College, Baliya Price, Home schooled

**Foodbank**

- Emma Beckett, Mary’s Mount Primary School, Jonathan Melen, Peter Mooyes Anglican Community School, Isabella Langfield, Morley Senior High School, Paris Hajdasz, Frederick Irwin Anglican School

**RAC**

- Gemma Emmerson, St Mary Goretti’s Catholic School, Luca Rem, St Mary Goretti’s Catholic School, Miguel Lime, Ashdale Secondary College, Damian Muela, Living Waters Lutheran College

**Recycle Right**

- Ashlee Bryan, Wembley Downs Primary School, Kiah Gearing, Homeschool WA, Belinda Pellet, Morley Senior High School, Zachari Wilson, Joseph Banks Secondary College

**Sizzler**

- Samantha Luckman, Year 6, Peter Mooyes Anglican Community School, Georgia Fields, Walkley Primary School, Elaina Bax, Wanneroo Secondary College, Lachlan Green, La Salle College

**SunSmart**

- Oliver Kehr, Collier Primary School, Mitchell Briggs, Peter Mooyes Anglican Community School, Rainford Sean Murphy, Merredin Senior High School, Toby Waymouth, St Mark’s Anglican Community School

**WA Day**

- William Wei-Frode, St Mary Goretti’s Catholic School, Amele White, Peter Mooyes Anglican Community School, Bethany Houven, Ashdale Secondary College, Emmie Cane, Joseph Banks Secondary College

---

**BE SUN SMART!**

1. **Have you considered the key factors before buying a car?**
   - **Safety:** Consider fuel efficiency and make sure the car you choose is a type that suits your needs.
   - **Environmental impact:** Consider how much pollution the car produces and how it affects the environment.
   - **Cost:** Consider how much it will cost you in the long run in terms of maintenance and fuel costs.

2. **Sizzler**
   - **Healthy:** Choose a meal that is high in nutrients and low in calories.
   - **Friendly:** Choose a meal that is easy to eat and digest.
   - **Quick:** Choose a meal that can be eaten quickly.
   - **Variety:** Choose a meal that is varied and interesting.

3. **Sun Smart!**
   - **Tasty:** Choose a meal that is delicious and satisfying.

---

**JUST RECYCLE IT**

Imagine the world clean of rubbish and pollutants, help to create this image. To find out which items to put in the bin, visit [https://www.recycling.wa.gov.au](https://www.recycling.wa.gov.au)
ED! • 8 Design an Ad contest

The West Australian
Tuesday, August 22, 2017

Oliver Kent, Year 6, Collie Primary School

Screw plastic, keep the sea clean.

Shreya Patel, Year 9, Morley Senior High School

Bhavani Patel, Year 6, Morley Senior High School

Georgie Fields, Year 6, Wellard Primary School

Amelia White, Year 6, Peter Noyes Anglican Community School

Kiran Sehgal, Year 9, St Mary Kaloustian’s Catholic School

Lucy Runey, Year 3, St Mary Kaloustian’s Catholic School

The day we came together, WA!

No matter what age, religion, colour!

EAT THE LEAVE THE REST
Everyday Foods Are Superheroes in Disguise!

Jeannine Kalou, Year 6, Peter Noyes Anglican Community School

Becky Mistry, Year 3, St Mary Kaloustian’s Catholic School

Luke Runey, Year 3, St Mary Kaloustian’s Catholic School

Jasmin Banerjee, Year 12, Morley Senior High School

Ania Medinski, Year 7, Chisholm Catholic College

The Awesome Festival

Perth Cultural Centre
20 September, 4–10 pm

Becky Mistry, Year 3, St Mary Kaloustian’s Catholic School

Luke Runey, Year 3, St Mary Kaloustian’s Catholic School

Bhavani Patel, Year 9, Morley Senior High School

Screw plastic, keep the sea clean.

Jasmin Banerjee, Year 12, Morley Senior High School

Ania Medinski, Year 7, Chisholm Catholic College

Citrus gall wasps are killing trees...

The Awesome Festival

Perth Cultural Centre
20 September, 4–10 pm

Jasmin Banerjee, Year 12, Morley Senior High School

Ania Medinski, Year 7, Chisholm Catholic College

Becky Mistry, Year 3, St Mary Kaloustian’s Catholic School

Luke Runey, Year 3, St Mary Kaloustian’s Catholic School

Bhavani Patel, Year 9, Morley Senior High School

Screw plastic, keep the sea clean.

Jasmin Banerjee, Year 12, Morley Senior High School

Ania Medinski, Year 7, Chisholm Catholic College

Citrus gall wasps are killing trees...

The Awesome Festival

Perth Cultural Centre
20 September, 4–10 pm

Jasmin Banerjee, Year 12, Morley Senior High School

Ania Medinski, Year 7, Chisholm Catholic College

Becky Mistry, Year 3, St Mary Kaloustian’s Catholic School

Luke Runey, Year 3, St Mary Kaloustian’s Catholic School

Bhavani Patel, Year 9, Morley Senior High School

Screw plastic, keep the sea clean.