



Media Release

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Online art competition to showcase what matters most

Palliative Care Australia (PCA) launched its third annual online art competition, with the theme of ‘What matters most during the holiday season?’.

The art competition aims to raise awareness in the community about palliative care, end-of-life care, death and bereavement. This year’s theme encourages people to reflect on what matters most to them in the lead up to Christmas and the holiday season, which can be a difficult time for people living with life-limiting illnesses or those who have recently lost a loved one.

PCA CEO Liz Callaghan said that the art competition can help promote discussion with loved ones around what matters most at the end of life.

“Talking about death is a part of life. Some people find it hard to express what they would like at the end of their life, so this competition is a great way for them to get their message across and connect with other people in the process,” said Ms Callaghan.

“We often hear of people who find Christmas and New Year difficult after a loved one has died. Family traditions and memories of past holidays can heighten the sense of loss and grief. Art can help process those feelings in a constructive and positive way. At the same time it can help create social and cultural change around end-of-life discussions.”

Ms Callaghan said that the flexibility of the art competition allows people to express themselves their own way.

“The freedom of the competition allows people to express themselves in a way that makes them feel comfortable,” said Ms Callaghan.

“People can submit a painting, drawing, photograph or object as their artwork, along with their own description of what it means to them and how it relates to the theme.”

The competition will have three winners, the ‘Overall’ winner, the ‘People’s Choice’ winner and the Palliative Care Australia winner. The three judges that decide the ‘Overall’ winner are Karen Benjamin, who is the 2017 art competition winner, Aboriginal artist Sarah Richards and Les Makai who is an artist living with dementia.

The ‘Overall’ winner (selected by the judging panel) will receive \$1,500 AUD prize money and the ‘People’s Choice’ winner (selected via an online voting process) will receive \$1,000 AUD prize money. The recipient of the Palliative Care Australia prize will see their artwork featured on marketing and promotional materials.

The competition is open for entries from today and will close on 15 November 2018. Winners will be announced early December 2018.

For more information or to enter the art competition, visit <http://dyingtotalk.org.au/art/>.

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