

North Burnett's Blue Gum Farm TV Wins National Award For Services To Children



Ban Ban Springs business Blue Gum Farm TV is a winner on the national stage after taking out the Children Service's category at Oscar's of small business awards in Sydney in April.

The creative mind behind Blue Gum Farm TV, Cilla Slack was blown away by her win. "Being named an Australian Small Business Champion is recognition of the work I have done to provide an educational entertainment resource to share the adventures of life on a real farm," she said.

"I'm extremely proud to have won this award.

"Over 75% of Australian children currently don't have the opportunity to visit a farm and learn how our food and fibres are produced. It is my goal for Blue Gum Farm TV to provide an authentic and educational program about life in the bush, for kids who otherwise can't experience it"

As a girl from the bush, the content Cilla creates for Blue Gum Farm TV is highly engaging and steeped in educational value and unique cultural heritage.

"As a fourth-generation farmer, I want to be able to help foster an understanding of where food comes from, for our next generation of Australian children." she said.

"Being rurally based does have an impressive range of challenges, but this achievement gives me further reassurance that there is a very real need for this program."

With the acknowledgment gained from this award, Cilla and the Blue Gum Farm TV program are one step closer to achieving a goal of sustainability and food awareness for the next generation of Aussie children. "That is the ultimate prize of all," she said.

Blue Gum Farm TV shares with children in an entertaining and engaging way how fresh fruit and vegetables are grown as they join in the gardening activities and help tend the plants in the Blue Gum Farm TV garden. Each episode also features easy children's recipes, so you can join in at home.

Learning is a combination of fun and outcomes, incorporating music, song and storytelling, this is an authenticity (and educational) journey through rural Australia that children (and adults) love.

From their creation in 1999, the Australian Small Business Champion Awards has become the most prestigious and comprehensive program that recognises small businesses throughout the nation.

Steve Loe, awards founder, said the awards seek to acknowledge the hard work that business owners contribute to the local community in generating employment for millions of Australians, as well as their contribution to the Australian economy.

"The Australian Small Business Champion Awards is the pinnacle of business success. They recognise the values associated with successful small businesses. These values include service, commitment, leadership, endurance, courage, innovation, performance, persuasion and generosity," he said.

The award gives well-deserved recognition for the hard work and dedication required to produce the levels of business success needed in the small business space.

<http://www.bluegumfarmtv.com.au/>

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