



2007 saw Dóchas (Irish Association of Non-Governmental Development Organisations) members adopt a Code of Conduct on Images and Messages. The purpose of this Code is to provide a framework which organisations can refer to when designing and implementing their public communication strategy.

The Dóchas Code offers a set of guiding principles that can assist organisations in their decision-making about which images and messages to choose in their communication while maintaining full respect for human dignity. By signing the Code, Development NGOs commit to a set of principles, ensuring that they will avoid stereotypical or sensational images. The adoption of the Code means that aid agencies will choose images and messages that represent the full complexity of the situations in which they work, and that they will seek the permission of the people portrayed in the photos they use.

The Visions of Africa selection process was deeply informed by the guiding principles outlined in the Dochas Code of Conduct on Images and Messages. All choices of images and messages were based on the paramount principles of:

- * Respect for the dignity of the people concerned;
- * Belief in the equality of all people;
- * Acceptance of the need to promote fairness, solidarity and justice.

Accordingly, in all our communications where practical and reasonable, within the need to reflect reality, we strive to:

- * Choose images and related messages based on values of respect equality, solidarity and justice;
- * Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of development;
- * Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places;
- * Use images, messages and case studies with the full understanding, participation and permission of the subjects (or subjects' parents/guardian);
- * Ensure those whose situation is being represented have the opportunity to communicate their stories themselves;
- * Establish and record whether the subjects wish to be named or identifiable and always act accordingly;
- * Conform to the highest standards in relation to human rights and protection of the vulnerable people.

See www.dochas.ie/code



These 30 photographs are the 2011 winning selection of submissions to KADE's annual Visions of Africa international online photo competition. This event is held to mark Africa Day, which is celebrated on May 25 worldwide. The date commemorates the 1963 founding of the Organisation of Africa Unity (OAU), in July, 2002, which was succeeded by the present African Union, while amalgamating with the African Economic Community (AEC). The aim of Africa Day is to challenge perceptions of Africa and promote a more comprehensive understanding of the diverse culture that springs from this vast continent; the emphasis is on celebrating the positive.

The 30 images were selected from over 200 entries. The judging panel was comprised of four African and three Irish judges. African Judges: Desire Busingye a TIRC (Tralee International Resource Centre) volunteer from Uganda; Flora Egharevba from Nigeria, who lives in Tralee and is member of Tralee Volunteer Bureau; Miriam Karanj from Kenya and also a member of TIRC; and, Eshetu Kidan from Ethiopia who has lived in Tralee for the last 5 years and is currently pursuing third level studies. Irish judges: Lisa McElligott, a media designer and member of staff at the Institute of Technology Tralee; Jim Twomey a photographer, filmmaker and lecturer; and Niall Burman-Roy who works with the Kerry Film Festival and a local radio station (West Limerick 102fm). The selection process was deeply informed by the by the guiding principles outlined in the Dochas Code of Conduct on Images and Messages, see www.dochas.ie/code

KADE is delighted to collaborate again with local arts organisation Clubheadbangbang and our national folk theatre, Siamsa Tire, in the organisation of this photographic event. The annual Visions of Africa photography exhibition dates this year: May 23- June 2 in Siamsa Tire, Tralee (and additional venues throughout the country). This year is the fourth year of the exhibition. We are very pleased to see its impact growing, locally and internationally. Thank you and well done to all entrants! And special thanks this year's ITT Interactive Multimedia student placement, Gemma Coyle and to designer, Ailbhe Keogan, who provided the initial idea for this event and continues to contribute her time and talents each year.

See the images on www.kade.ie/africaday2011



VISIONS OF AFRICA

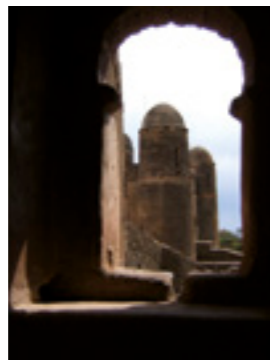
PHOTOGRAPHY EXHIBITION



THIRTY STRIKING PHOTOGRAPHS THAT PORTRAY A POSITIVE IMAGE OF AFRICA.



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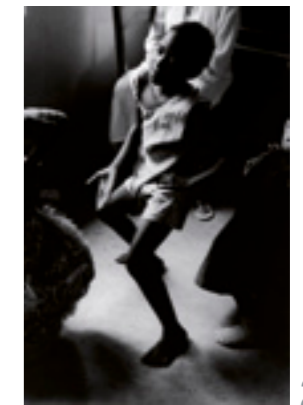
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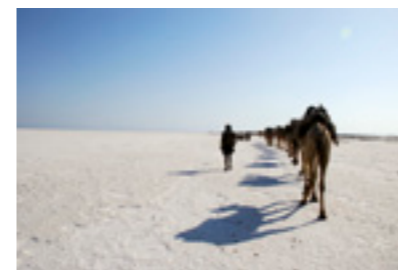
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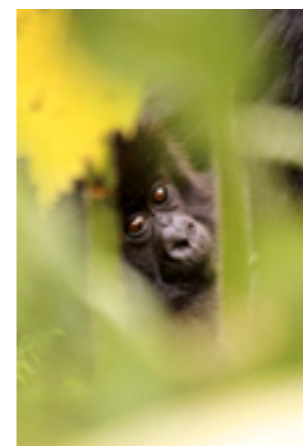
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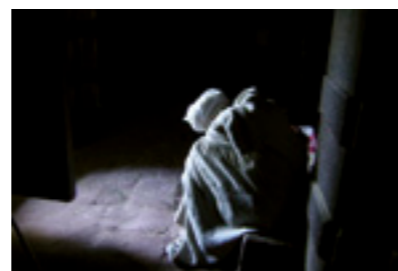
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16

1. CILLIAN LEHMANN:
Small boats off the coast of Zanzibar
2. ROB MICALLEF:
Homeward bound
3. MAEVE HENRY:
Ndola Schoolgirl
4. STEPHEN THOMPSON:
Senegalese surfer
5. SHEILA KILDUFF:
Ladies on their way to market
6. CORMAC MC CARTHY:
Inshallah, Moorish Architecture, Gondar, Ethiopia

7. GRAINNE GOFF:
Smiling Faces
8. LAURA VIGANÒ:
Imagining the future at Nechisar Park, Ethiopia
9. DARIO D'ADDA:
Africa going green
10. KUSAL PERERA:
Joy of simplicity
11. KUSAL PERERA:
Before school

12. JOS MENTING:
School children running
13. GAIA SQUARCI:
Engagement parties
14. GERRY JEFFERS:
Fish for sale
15. CORMAC MC CARTHY:
Sleeping Priest
16. NIAMH COMISKEY:
Sharing a bag of chips in Stonetown

17. CORMAC MC CARTHY:
Smiling Priest
18. MITIKU GABREHIWOT:
Camel men on the Dinakle Depression, Ethiopia.
19. SHANE MC GUINNESS:
Timid Inquisition
20. JOE HOEY:
Worker in Lusaka
21. GARY WALSH:
Malawian Women

22. MITIKU GABREHIWOT:
Men pulling out rock salt at Dinakle Depression, Ethiopia.
23. PETER CRANN:
Card Night.
24. MITIKU GABREHIWOT:
A girl paused during Ashenda festival in Me-kelle, Northern Ethiopia.
25. GAIA SQUARCI:
The tents

26. JOS MENTING:
Circle dance in class
27. ROB MICALLEF:
Lakeside Market
28. BOB JACKSON:
Medina open air restaurant, Marrakesh
29. MAEVE HENRY:
Downpour
30. JOS MENTING:
Drinking water from tap