

## Perfect works make The Perfect Diary perfecter

They say everyone's got a work of art in them, so here's a great chance for you to see yours published.

The Perfect Diary is a beautiful Australasian, week-to-an-opening diary, made entirely in Australia and distributed throughout the continent. It has a print run of 2,500 or more and provides an unusual and exciting opportunity for contemporary Australasian artists and writers to reach a large and diverse audience.

The diary, now in its ninth year, features a space every week where a visual or text work is displayed, with around 55 works shown in all. And, bearing in mind that each diary will be carried around and shown off by its loving owner for a whole year, the amount of people who will see the works inside is potentially huge.

Many well-known writers, poets, visual artists and photographers have had their work published in The Perfect Diary, and many emerging artists and writers have started out in its pages. But fame and fortune is not what The Perfect Diary is about.

Behind this unique diary is a simple idea: you shouldn't have to madly network or dedicate your life to one creative niche in order to get your work out there to a large audience. Tenacity rarely equates with talent. The Perfect Diary selection team doesn't care about biographies, artists statements and quasi-academic flummery, they don't mind if you wrote a poem while eating your chips, or created a picture waiting for a bus. They don't care if you're old or young, if you're black, white or pink, if you live in an apartment, terrace, bungalow, caravan or teepee. All they care about is the work you send in, all they want is that it is perfect.

The selection team look carefully at every contribution (even the really bad ones) at least twice, from the thousands that flood in (over 3,000 last year) they have to whittle it down to 55. Of those 55, one exceptionally perfect work will win the \$1,000 Readers Choice Prize, voted for by The Perfect Diary Readers themselves (one voting slip is printed in each diary).

So what are you waiting for? It's free to send in your contributions and you've got until July 14th to do it.

