



## JUNE MEETING 2004

### News and outcomes from June MAP meeting:

The results from our survey on topics that people are most interested in hearing about, were announced. In order of popularity these are:

1. Copyright
2. GST/Pricing/Tax etc
3. Stock libraries AND exhibitions
4. Publishing your own work

### Volunteers Found and Volunteers Needed

Steve Szczurko has volunteered to look after our webpage. He will be responsible for emailing Tony (ACMP webmaster) with info updates for our webpage and our monthly newsletters. Thanks for offering to do this Steve.

Steve also volunteered to finish typing up MAP contact list. A PDF copy of this has been sent to everyone. Please email Steve direct with any updates, omissions or changes.

A volunteer is also required to get our new MAP signs laminated. These will have our new meeting location and shall be ready soon. These signs will be distributed to all the various labs and colleges.

### New Meeting Place

The general feedback on Flying Duck Hotel location as a meeting place is that people like it! It has proved to be much more convenient than Prahran Neighbourhood house and so MAP will continue to meet there.

It was confirmed that everyone is happy with the entry cost to meetings of \$2 for ACMP and AIPP members and \$4 for non members.

### 2004 Exhibition Topic

It was decided that the 2004 exhibition topic for MAP is the theme "Blue". This was decided on via an anonymous vote. The topic Blue proved most popular, winning with 10 votes. The theme is open to your own interpretation with no particular restraints.



## Melbourne Ascending Photographers

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Michael Kluge and Annet Hammacher are interested in forming the exhibition sub-committee and would like to put out a call for anyone interested in joining them. If you want to be part of this please contact either Micheal or Annet. Their details are on the contact list.

It has also been suggested that exhibition could be used as an opportunity to raise awareness and money for a nominated charity. This will be discussed by the exhibition sub-committee. Meanwhile, several people are also investigating galleries and other exhibition spaces.

### Footy Images Returned

Our Footy images that were shipped to Sydney and displayed at the PICA World Foto Fest were returned and invoices were distributed. For the sake of convenience MAP funds were used to get these images printed, mounted, and shipped. So people involved in this need to pay MAP for their prints.

If you were involved in this exhibition, it would be great if you could pay your MAP invoice soon. You can either pay at our August meeting or post a cheque to MAP c/o PO Box 4106 Eaglemont 3084. Cheques should be made payable to ACMP (rather than MAP).

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### Guest speaker: Peter Crawley-Boevey from ANT Photo Library

Peter Crawley-Boevey's career as a photographer began in London where he established a studio from which to work. Specialising in interior room sets, the 10,000 square foot space was essential to house the furniture, fabrics and wool coverings not to mention the sets themselves. A stylist and set builder would be briefed prior to each shoot on the individual sets' construction and propping. He employed one key assistant to work with him on lighting etc.

In Peter's words, his clients were very 'middle of the road' which did not cause him to feel that he needed to be the absolute best photographer. Stylists were often responsible for obtaining clients and would always receive an original 8x10 camera transparency on top of their payments.

After approximately 15 years in London, Peter found that he wasn't getting as much work as he once did and upon asking for feedback on why his quotes were rejected was told that he was too cheap. From this he was able to learn that a photographer's price point creates a perception about the quality of the job they will deliver. He advises photographers to ascertain what the value of an image is to individual clients and to cost accordingly.



## Melbourne Ascending Photographers

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As things had slowed down for him in London, Peter made the decision to move to Australia where he ended up working at La Trobe laboratories for 10 years. From this point he set out to fulfill his dream of being able to run his business from his laptop computer from anywhere in the world. He bought A.N.T stock library which he runs today with three others. The collection specialises in the area of natural history, animals, nature and scenery.

It was interesting to Peter that images can date so quickly; for example those containing fashion elements require updating after only two years. A.N.T stock library still sells images created as long ago as in the 1960's such as those of redback spiders. This is because the kind of imagery A.N.T specialises in does not tend to date. Peter's advice to people interested in submitting to a library is to shoot subjects which won't date. He claims to be able to sell a good image 100 times.

### How the A.N.T website operates:

It cost Peter \$150,000 to create his website and his experience is that creating a stock library like this requires thorough and extensive planning before any work is begun. He makes the point that if the site does not work effectively for potential clients, they will simply not visit it again.

Peter pays a lease for the software which he helped design and the site uses; it is updated on a regular basis. It is also utilised by other stock libraries. Peter has control over the 'front end' of the software, however the 'back' end' is controlled by someone on his behalf. This is because they are actually two different types of software, though they interact together at the front end.

The software used to run the library's website has a search function which uses key words as the starting point. The search is then narrowed down so as to source the exact type of image for the clients' requirements. An image can be bought and paid for from the site with ease. The right file type and resolution are also supplied. There are 50,000 images on file. 500-600 clients are registered on the site and visit once or twice a week and 3000 clients are on his email mailing list. Anyone is able to search the images.

Images are archived at 300dpi, 40MB in RGB, though only 35mm negatives are scanned as it is too expensive to scan transparencies. If a higher quality scan is ever required, the client can contact Peter to obtain the neg/tranny for scanning. Peter is also currently working on writing pages that will assist on listing his site at the top when google is searched.



How A.N.T works with photographers:

There are currently 140 photographer on Peter's books, though only 25-30 are active. Many of the photographers who regularly submit to the stock library are otherwise retired and as such have plenty of time on their hands to indulge in photography.

There are even those who specialise in one type of animal such as the bat. In general, behavioral shots go well, e.g. bees collecting pollen. Animals acting as humans or in such a way as to evoke emotion in us are also big sellers.

When looking at a new photographer's work, Peter likes to view about 100 images. This gives him a sense as to whether the images will add value to the library. He won't accept work if the style is too similar to what he already has as this is deemed to dilute the quality of what is already available. He is open about advising photographers what kind of work is in demand. At this preliminary stage, Peter will view low resolution files along with caption data. If he has further interest, he will select 15-20% of the work and from there requires digital files or negs and trannies. A 6 megapixel camera is the smallest capture a photographer should use. This equates to an 18MB file.

Peter's photographers also supply to other libraries around the world thus exposing their work to 80% of the market; however he requests that they do not supply the same image to other Australian stock libraries as this causes duplication and subsequent reduction in value of an image. It is not in either party's best interest.

Peter takes a commission of 55% of the sale price of images in order to cover the costs of running the website. The average sale of an image is \$250-\$300. Peter's invoicing system generates a 'recipient created invoice' and applies GST and withholding tax when images are sold. Photographers are then paid on a quarterly basis.

He makes the point that photography in the area of natural history and animals requires a lot of travel and dedication to get great shots. It needs to be done on a full time basis in order to be profitable.

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**Melbourne Ascending Photographers**

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### **Stock Websites You Might Be Interested In**

A few stock library names as requested by MAP members:

www.gettyimages.com  
www.creatis.com  
www.corbis.com  
www.photolibrary.com  
www.antphoto.com.au  
www.stockbyte.com  
www.ozimages.com.au

Plus heaps more by searching the internet.....

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### **Guest Speaker for July Meeting**

Guy Little will be speaking at July meeting about Copyright issues. Guy is the ACMP copyright guru. His website is [www.guylittle.com](http://www.guylittle.com)

The Australian Copyright Council has a good website and often has public seminars. Address is [www.copyright.org.au](http://www.copyright.org.au)

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### **Other news and events:**

#### **Daylesford Foto Biennale**

An international standard, month long festival of photography will take place in Daylesford in the Central Victorian Highlands from June 3 to July 3 in 2005. There will be a main festival, a fringe and a perimeter festival showcasing over 50 different photographic events including galleries, seminars workshops, master classes, conventions and forums etc. Watch out for details over coming months.

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### **Exhibitions to Check Out:**

#### **Australian Culture Now**

Currently showing at Australian Centre for the Moving Image - ACMI at Federation Square. A landmark national survey of current artistic practice across media.



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**Gwenda Harvey**

Until July 11 at Charles Smith Gallery, 65 Smith St, Fitzroy. Tues-Sat 10-6 and Sun 12-4pm. A ten year showcase and first solo exhibition by the photographer.

**Regeneration - Landscapes from the new world, Jo Daniell**

Until July 31st at Falls Creek.

The images of Falls Creek, Mount Beauty, the Cathedral Ranges and Bunyip State Forest create a personal 'map' of a unique terrain which incorporates time, seasonal change and place. Jo Daniell immerses himself in this landscape to create sublime images of the High Country. Rather than present us with grandiose vistas, Daniell isolates detail - playing with scale, pattern and formal structures in hopeful images of renewal and growth.

Centre for Contemporary Photography currently closed until they open at a new location in 2005.

**Australians in Hollywood**

Until 8<sup>th</sup> July at George Adams Gallery at Victorian Arts Centre.

**IKONA by Georgia Metaxas**

*Through photographic representation to affirm and to promote the historical and continuing contribution of the Greek Community to Victoria's cultural diversity.*

Manningham Gallery

Manningham Council Municipal Offices

699 Doncaster Road, Doncaster 3108

Tuesday 27<sup>th</sup> July - 28<sup>th</sup> August 2004

Free Admission

**OPENING NIGHT - 6pm-8pm Tuesday 27<sup>th</sup> July 2004**

Being Opened by Mr George Lekakis, Chairperson of the Victorian Multicultural Commission with special musical performance by Rebetiki.

**Photography and Works on Paper**

Group Exhibition involving work by Annet Hammacher.

Friday 23<sup>rd</sup> July - 8<sup>th</sup> August 2004

Artholes Gallery

128 Gertrude Street Fitzroy

**OPENING NIGHT - 6-9pm Fri 23<sup>rd</sup> July at Artholes, 128 Gertrude St Fitzroy**

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