

MAP Minutes – Meeting 11th November 2003

At our November Meeting we had Professional Photographer Rick Wallace come and speak to us. Most of Rick's current work is commercial & advertising, although he began his career making a name for himself in fashion photography.

Rick started out in 1970 after going through RMIT. At that time there were a lot of photographers based in the city and he got a job at a Collins Street Studio. The Rag Trade was also centred in the city largely around Flinders Lane and it was here that Rick decided to turn his talents.

Although fashion tends to be seasonal work, he created a steady workflow for himself working for publications such as "Rag Trade Magazine", doing ads for Just Jeans and also doing fashion ads for Myers. This was a gig he scored after making a cold call with his book!

In more recent times, he has branched out doing other advertising work including interiors and furniture. He was until recently based at a studio on South Melbourne but now works freelance.

He had this advice for those starting out in the industry:

- Photography is more about the telephone than the camera. To sell your services and your images you need to pick up the telephone even more than you do your camera. Selling yourself is an essential part of the job.
- Communication is another important key to being a photographer. This is especially true when making cold calls or trying to obtain interviews with art directors. Ask questions and create a rapport with the person you are meeting. Think about what sort of feeling you convey to them. How you come across makes a big impact in the decision to hire you or not.
- Be motivated. The best time to show your work and make those cold calls is when you are busy and already have a momentum going. This passion and enthusiasm flows through to those you meet and impacts them.

- An alternative to selling yourself is to get an agent. However, there are not many agencies that represent photographers in Melbourne. There are a few based in Sydney. Ideally an agent already had relationships with all the people you would like to work for – clients, art directors etc and knows your work. Empowered with this knowledge they can then either show your work or get you interviews with potential clients. Expect to pay a good agent 20% of any work they get you.
 - Hire gear for as long as you can. Photography gear is expensive and together with depreciation it needs to pay for itself. When starting out the most economical way is to hire gear. There are plenty of places that hire all kinds of camera and accessories. Being part of a studio is another good alternative where you pay a percentage of what you make to them, in return for the use of their studio and equipment.
 - Get someone to help you put your folio together with you. It's hard to be objective yourself so get someone with appropriate experience to help you decided what makes the cut. (Remember as MAP members we have an extensive list of professional photographers through the ACMP whose experience we can draw on).
 - When working with a brief that you feel could be enhanced, shoot it both the way they want it and they way you envisage and then give the client the choice. This can be a valuable way of getting them to trust your creative input for future projects.
 - Building trust between you and your client is very important. If you make a mistake on a job, admit it and reshoot it at your own expense. This shows integrity and adds to the trust your client has in you and they are therefore more likely to hire you again.
 - One of the secret to taking great images is to get the best subjects, get the best stylists, the best hair and make up people, the best set builders etc. and that way you will be inspired to “lick some light in” and create the best possible image.
 - Be inspired by what's around you. Draw on magazines, television, artwork, other photographers work etc. to inspire your own ideas. Create some personal projects to keep your creative juices flowing.
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New Committee for 2004

At our November meeting we also asked for nominations for people to join the committee that together keeps MAP running. In the past this responsibility has fallen on only a few and we want to spread that load, so that there is less for each person to do. The following people elected their services:

- Michela Cardomone
- Sally Hodgson
- Judy Lang
- David Marks
- Craig Freeman

Thank you to those people. A roster will be sent to the committee members early in the new year outlining the various tasks that need doing for each meeting. The various task involved include organizing the food & drinks, taking notes for guest speakers, pack up & set up, typing up the minutes etc.

Classifieds – Gear for Sale

SINAR F2 Lightweight camera complete with 5" x 4" fresnel lens, vario film format mask, standard bellows, standard bellows lens shade, clips 2 & rods x 2 for shade attachment, wide angle bellows, Bino reflex viewer, 150mm monorail extension - \$2,400 ONO.

Phone Jack on 0418 314 498

NIKON F601 bodies x 2. One in very good condition - \$620

One in good condition - \$520

NIKON LENS 70-210mm f4 - 5.6 with hood. Good condition - \$400

NIKON LENS 28-105mm with Macro f3.5 – 4.5 with hood. Excellent cond- \$620

FILTERS – 81B, UV, Skylight, Red, Circular Polarizing (62mm) - \$85 the Lot
Whole Kit - \$2000.

Phone Erin on 0419 390 088

BACKDROPS

FULL ROLLS – Bottle Green, Cream & Sand - \$30 each

3/4 FULL – Orange - \$25

1/2 FULL – Black, Lime, Light Blue - \$15 each

Phone Erin on 0419 390 088

MANFROTTO TRIPOD – 190 with 141RC Quick Release Head - \$130

Phone Erin on 0419 390 088

BARTON TUNGSTEN LIGHTS x 3 – with extra globes. \$85 ea or \$200 lot
Phone Erin on 0419 390 088

SILVER CAMERA CASE – For 35mm or Med Format. 30h x 25w x 50l - \$120
Phone Erin on 0419 390 088

Next Meeting Details – MAP Christmas Party!

Where: The Flying Duck Hotel, Prahran
When: From 6pm on Tuesday 2nd December 2003
Cost: Drinks at Hotel Prices. Finger Food Provided
RSVP: Essential to maphotographers@yahoo.com.au

COME ALONG & CELEBRATE!
