

From the president

By the time this newsletter hits your desk, the "Season to be Merry" will be behind us with the New Year already ahead. We hope the man in the red suit brought you all the new toys your heart desired and more. It seems the photographers' toy shops are having a hard time keeping up with all the new releases, let alone whose job it is to put them to good use. This reminds me of the early days of computers when new models were getting released so fast you couldn't make it to the car with the box before it was out of date. Now it seems it's the digital camera's turn to be obsolete almost overnight.

Obsolete is not a word you can apply to the ACMP. Since taking office a little over a year ago, the Board has worked solidly to bring about a raft of changes and new initiatives. The good news is that this is set to continue for another year with the 2005 Board members continuing on through 2006. The Board also welcomes David Simmonds back into the executive office after an absence of three years. David served on the Board from 1998 to 2003, including a stint as President and later Chairman, so he brings with him a wealth of knowledge and experience. He is the first member to ever hold his hand up for the job more than once, and we congratulate him for his energy and enthusiasm for our association.

The Annual General Meeting of The ACMP was held at the end of November, but unfortunately as this issue is being finalised before the event, there is not much I can say at this stage. However, I hope many of you had a chance to attend and be a part of the future direction of both the association and the industry as a whole. We witnessed a number of important issues being addressed in the lead-up to Christmas, in particular the deal with Adobe to include ACMP members in their new Photographer's Directory. This gives members a direct benefit as the directory will only be available for ACMP and AIPP members in Australia, until the second half of 2007 at a minimum. We urge all members to take full advantage of this exclusive offer which will also give members a substantial discount on all Adobe software purchases. It is also very satisfying to see our ascending photographer chapter Trampoline powering ahead. The new committee structure is already paving the way forward. With it comes a new era of cross-border co-operation. Seen now as a national, rather than regional initiative, the next generation of photographers is showing they have the determination and enthusiasm to make it in the big world.

This next generation will ensure that the future of the ACMP and our industry will be long and prosperous.

At the other end of the professional spectrum, photographers have recently been joined by their agents at the ACMP table. Keen to address the many issues surrounding the photography "business", photographers' agents from Sydney, Melbourne, Canberra and Brisbane were joined by their counterparts from across the Tasman for an historic first meeting in mid-November. The agents, while looking to SPAR in the US for direction, have enthusiastically embraced the concept of forming an Agents' Chapter under the ACMP banner. While still very early days, we welcome their determination to address many of the ambiguities and inequalities seen in today's cut-throat marketplace. Aaron K, president of our sister organisation in New Zealand, AIPA, also made the trip to be at the agents' meeting. We followed this up with a discussion in which we were able to put some trans-Tasman co-operative initiatives on the table, which are currently being considered by the two associations' Boards. Both associations already agree that there are definite benefits in forming closer ties. No doubt we will be speaking more about this in the coming months.

Thank you everyone for all your support over the past 12 months and for the year to come. May 2006 be the most prosperous and satisfying time for you. Together with the rest of the Board, I look forward to meeting and working with you in the new year,



NORTH SULLIVAN SELF PORTRAIT

North Sullivan

ACMP National President

In which street was this image shot? Answer in the next issue...

Trampoline latest

The deadline for *Trampoline Projections* closed on December 5. We hope you got your entries in on time. We would also like to thank everyone who entered and we look forward to announcing the finalists in early 2006.

Trampoline is currently going through some significant and exciting changes. With the addition of MAP (Melbourne Ascending Photographers) consolidating under the Trampoline umbrella earlier this year, the ACMP Board has also voted to make Trampoline an official Chapter of the ACMP. This move has given Trampoline the structure and support to expand with the increasing number of opportunities available to us, whilst still remaining an autonomous group.

Changes include:

- Creation of a national Trampoline committee with equal members from NSW and Victoria
- Trampoline representative on the newly formed ACMP "Members Council"
- Providing constant access to support and advice from experienced ACMP members
- Setting up of a number of committees to deal with specific issues and projects.

Time and effort is needed to bring these changes to their full potential and the current Trampoline team is optimistic and enthusiastic, with new projects already being devised. We look forward to continue supporting, inspiring and educating fellow emerging photographers in a bigger and better way!

For more information please contact us at trampoline@acmp.com.au or visit www.trampoline.acmp.com.au

Hot business topics

The ACMP Business Practice forum and group have recently been discussing some great topics. The ACMP online forums have become an invaluable resource to many commercial photographers over these last few years. Perhaps because they are restricted to ACMP members, forums allow a much freer, specific and in-depth dialogue than might be expected from the larger and more public forums found elsewhere on the Internet. The lively debates have generated a lot of useful facts and knowledge on subjects such as:

RAW: Feedback about how a photographer might respond to a customer who has asked them to supply RAW files.

Sedition laws and photographers: Interesting thread about how the new anti-terrorism legislation may affect the working photographer. This subject is bound to be heavily discussed over the coming months. This thread was prompted by NAVA issuing a statement to visual artists on their website www.visualarts.net.au/nava/PDFs/New_sedition.pdf

Pricing: More great advice (and links) in what is a constantly changing and important subject

Travel: A couple of travel-related threads discussing the merits of different bags and the low down on different international freight forwarders

Shooting in aquatic centres: What compliance does a photographer need when dealing with electrical equipment (flash) close to water? What or how do you get an IP rating for your gear?

Selling dinosaurs: The ins and outs of selling old equipment through eBay

The Digital Practice group also generated interesting discussions covering a wide range of items, including setting up a RAID, keywording and what to do about missing meta-data, sensor cleaning and colour management. Please note that the ACMP forums are restricted to members only.

Become a Trampoline member

Now is a really exciting time to become a Trampoline member of the ACMP. A new, cost-effective pricing structure has been set up to suit everyone.

Student	\$50 p.a.
Assistant	\$100 p.a.
New photographer (working as pro for less than three years)	\$150 p.a.

For more information or a membership form, contact Sasha at admin@acmp.com.au or go to www.acmp.com.au
Contact: Dave Tacon dave@davetacon.com

Agents and ACMP working together

The Australian photography community took a huge step forward recently when most of the major photographers' agents and producers from Sydney, Melbourne, Brisbane, Canberra and Auckland came together as an industry for the first time. Common issues were discussed at the inaugural agents and producers meeting held at The Australian Photographers' Gallery in Balmain on Nov 11. Twenty-two leading photographer's agency owners and key decision makers were present at a structured meeting chaired by North Sullivan. "Getting all these agents in to one room is an historic occasion, and one that I am certain will facilitate positive change in the professional photography industry," says the ACMP President. "It was a meeting waiting to happen," says Guy Venables, owner of *LOOK: photographers and production*, one of the oldest agencies and leading photography production resources in Australia. "After putting a proposal to North, we sent out an invite to all agents proposing to get us all together in order to present ourselves more professionally as an industry." The response was immediate and an unanimous "Yes" to having a meeting to explore ways in which agents can present themselves as an industry in their own right, create a better culture, as well as work with ad agencies and clients to create better professional business practices. Venables adds, "We had 22 agency owners attending, and the other agents who did not attend all RSVPed in support. They were only absent because of business commitments on the day, so it looks like we have started something positive". The main objective of this first meeting was to identify the major issues shared by all, and to work out a plan of action to deal with them. As a result of the meeting, the "yet to be named" industry body will be seeking to address the following topics relevant to the advertising industries of Australia and New Zealand, amongst other issues relevant and common to all agents operations.

1. Standardise terms and conditions across all photographers' agents and producers
2. Work with ad agencies and clients as part of an education process to create a culture between ad agencies and photography production similar to that which exists between ad agencies and TVC production companies
3. Define the agent/photographer relationship and the development of a standard agreement
4. Discuss copyright, rates, usage and licensing parameters

About pricing

"We have been mindful of the ACCC guidelines, and gave them a call to get the heads up about what we could and could not do at our meeting," says Venables, "We can assure clients that price fixing is not on the agenda." Within the guidelines, there was a healthy discussion on the different usage and rates that applied. Generally, photographers' rates have remained static for over 12 years, when in fact model rates have more than doubled in this

time in addition to running costs being passed onto the customer. Stock libraries charge way in excess of photographers' fees, and as a matter of course, are paid by the ad agencies. "It may be that a natural adjustment in this area may happen a result of us getting our industry act together," explains Venables.



PHOTO BY ANN NIDDRIE

What next?

The end result of this inaugural agents' meeting is that a forum is to be set up under the ACMP, specifically for agents and producers to exchange information prior to setting policy on topics. A second meeting (to be attended by all agents and major stills producers) has been scheduled for early 2006 in order to finalise decisions on topics listed on the proposed agenda. "It is our intention to involve our clients as soon as we have got our industry act together so that we can work together to evolve as an industry," says Venables. "The ad agencies have the AFA, TVC Producers have SPAR and the FPI. As an industry we have been fragmented until now, this does not help our clients or ourselves. Imagine how much easier it will be for clients with standard terms and conditions coming from us as an industry. Their staff will be educated in the ins and outs of stills shoot production processes and our industry in general." Photographers will benefit from this because agents are on the front line of negotiation with most clients, and are in a perfect position to address the business issues that exist between the client and the professional photographer. "We believe this is another important initiative under the broader ACMP banner with a determination to become a significant representative body for the professional photographic industry," ends Sullivan.

How ACMP members benefit

Below are a few recent testimonials from pros about their experience as members.

"Working in remote locations, photography can be a very solitary profession. Membership of the ACMP and the AIPP provides an extremely valuable resource even for seasoned photographers. Cross membership of both the ACMP and AIPP offers a diversity of workshops, awards programs and online forums. All benefit my business financially and creatively."

Tim Griffith
ACMP Founding Member
AIPP Master Photographer
San Francisco

"In the current world economy, we require a legitimate body to represent us, a body that keeps in touch with what is happening throughout the world, so that we can be properly rewarded for good photography. In recent years, the most revolutionary occurrence in the Australian professional photography industry has been the acknowledgment of copyright and usage. The ACMP should be thanked for this."

George Apostolidis
ACMP Member
BA Photog/Master Photog AIPP
Melbourne

"Working in isolation as I do, I've found the ACMP forums to be an absolutely priceless source of information, discussion and support. It's like an extended network of friends, with members located all over Australia and working in all fields. Thank goodness I joined! The information and help received via the ACMP forums has easily paid my membership fee many times over."

Fiona Lake
ACMP Member
South Australia

"The supportive community that is the ACMP has been a crucial part in my transition to becoming a professional photographer. I feel greatly indebted to the organisation, joining it was the turning point in my career."

Dave Tacon
Freelance Photojournalist/Writer
ACMP Member
Melbourne

"We think it's crucial, no matter where we find ourselves living in this world, to be active members of the local and national photographic community. For us, this means the ACMP and its cross membership with the AIPP."

Gay Campbell
ACMP Member
Montalbetti+Campbell
Sydney

"After many years of debating, I finally joined the ACMP. On my registration form for 'reason of joining' I put 'peer pressure'. That's what it took. My only regret is that I did not join sooner. Today I am able to play a main role in shaping the industry I worked hard to join, a profession I love and am committed to."

Mark Munro
Architectural/advertising photographer
ACMP Board member
Melbourne



PHOTO BY RODNEY EVANS

Adobe Photographers Gallery

Early 2005, Adobe announced that it was setting up a Photographers Directory as part of its new Creative Suite 2. The directory will enable creative professionals to have immediate access to photographers' portfolios and contact information across a range of specialties. North American photographers were the only ones represented when it launched, so the ACMP (through member Stefan Jannides) went into discussions with Adobe's marketing people both here and in the USA to set about having our members also included. Adobe was very open to the idea of expanding the directory to overseas markets through professional photography organisations in the major markets and, in late September, issued a press release announcing this expansion into Australia, Canada, the UK, Germany, Norway and New Zealand. ACMP members are now invited to register with the Adobe Directory. We will be issuing an Authentication Code shortly to all ACMP members (in fact you should have them by the time this goes to press). Simply log onto the Adobe site, type in the code and follow the sign-up procedure. This is a great way to reach prospective clients both locally and, especially, in overseas markets as well as an added benefit of being a member of the ACMP. "The ACMP is an organisation that is run by members for the members," adds North Sullivan, ACMP President. "This is a great example of how an individual member can step up to the wicket and go out to bat for our entire organisation, and in some cases the industry. On behalf of the membership, I would like to thank Stefan for rising to the occasion. Not only has he secured a relationship with Adobe that benefits individual members, but he has further strengthened the role of the ACMP throughout the entire industry." The ACMP is also in the process of applying to become an Adobe re-seller, which means that all members will soon be able to purchase Adobe software at significantly reduced prices. Stay tuned!

Contact: Stefan Jannides stefan@jannides.com

"Our industry's fragmentation does not help our clients or ourselves."
Guy Venables LOOK: photographers and production



REGAN GENTRY, RECLINER REX. PHOTO BY PAUL GOSNEY, SCULPTURES BY THE SEA 2005

ACMP and AIPA get closer

North Sullivan and Brent Williams recently met with Aaron K, President of AIPA (Advertising and Illustrative Photographers Association), the NZ equivalent of the ACMP. They discussed the overall trends in commercial photography at a regional level, as well as ways in which the two organisations could work together to better position and help commercial photographers. "It was great meeting with Aaron and we learned how much we have in common," said Sullivan. "I look forward to working more closely with the ACMP in the future and trust that this will result in increased value to members on both sides of the Tasman," the AIPA President added.

"Working in remote locations, photography can be a very solitary profession."
Tim Griffith

New members +

Welcome to the following new ACMP members!

Name	Email	Specialities
Marija Papanastasiou	marija@mpphotography.com.au	Food/architecture/still life/beauty
Wildlight	wild@wildlight.net	
Christian Pearson	christian@misheye.com	Landscapes/annual report/other
Raymond Pollanen	info@australianimage.com.au	Landscapes/portraits/photojournalism
Stewart Ross	mail@stewart-ross.com	Food/landscapes/architecture/beauty
Derek Swalwell	derek@derekswalwell.com	Landscapes/architecture/still life/people/industrial
Xian - li Chan	sgfoxtwo@hotmail.com	None listed
Ann Niddrie	ann@annniddrie.com	People/still life/landscapes/interiors/other
Hilary Bradford	hilstar2002@hotmail.com	None listed
David Hunt	dhp@optusnet.com.au	Landscape/architecture/people/still life
Marie Watt	creatours@ozemail.com.au	Food/photojournalism/people
Anthea Williamson	ant@antheawilliamson.com	Landscapes/people/still life/portraits/interiors
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Toby Petch	tobypetch@yahoo.com	Food/cars/portraits
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