

From the president

Welcome to the second issue of the ACMP's Pro News. If you had a chance to see the first edition in early September, you could notice a new vitality within the membership and a strong determination to tackle the many issues confronting us all. Now more than ever, it is critically important that we have a strong and respected voice representing the interests of all professional photographers within Australia's commercial and media community.

We have spoken before about the impact of globalisation, the Internet, worldwide stock libraries and digital technology on our industry. Never before has so much change transformed our profession at such speed as in the last few years. Most recently, we have witnessed the arrival of amateur "camera phone" pictures on the front pages of the world's news media. Coupled with the seemingly unstoppable power of one or two stock entities to control access to major events, excluding or at least severely restricting all others, opportunities are becoming increasingly limited for the majority of press photographers. While many pros may have been content to simply "cruise along" in the past, the recent changes in our global industry are causing everyone to rethink their business approach. None more so than the ACMP.

Back in the early nineties, many believed that our future lay in copyright ownership and the ability to license our work based on usage. The ACMP was founded largely on a determination to amend the outdated copyright law, and it is undeniably true that the much needed 1998 copyright reform has benefited almost every photographer. Not just ACMP and AIPP members, but all photographers.

In today's business environment, copyright, whilst still a major item on the agenda, is one of many critical issues pros must deal with: fair and equitable contracts, sustainable pricing, realistic usage rights, global parity, industry-wide acceptance of photographers' terms and conditions, and above all respect for their skills and talents. These are just some of the concerns facing every pro in most fields and, not surprisingly, these are also the challenges that the ACMP finds itself dealing with every day. Whether it is through advice to members, fielding enquires from clients or representing the industry at

government and upper industry level, the ACMP is committed to supporting not only its members but also the industry community in general.

But the ACMP's agenda is not just about business. It also has a strong commitment to education and up to date information across the full gamut of photography, be it the Huddles, the online member forums, workshops and very soon, the new website. It is also committed to supporting assistants and emerging photographers through Trampoline, as well as nurturing and promoting Australia's abundant creative talent with the relaunch of The Australian Photographers' Collection and the annual Trampoline Projections competition.

The ACMP is your industry voice, your business partner and your loyal supporter. It is an organisation every member can be proud to call their own.

North Sullivan
ACMP National President



Mark your diaries for the AGM

When: 29th November 6.30pm

Where: The Australian Photographers' Gallery
143 Beattie St, Balmain NSW 2041

At the time of writing, nominations for the positions of Director have not yet been received. However, the current Board has already agreed that if members are in support, they're all very keen to stay on and finish the job started at the end of 2004. Steve Lovegrove (Chairman), North Sullivan (President), Brent Williams (Treasurer), Gavin Blue, Greg Bartley and Mark Munro have all worked very hard throughout 2005 to move the ACMP forward; the Association is now much stronger and better organised than it was at the same time last year. More importantly, the Board recognises that members are entitled to receive direct benefits from their membership. A range of initiatives has been introduced to enhance the overall value of the ACMP membership, not just for achieving long-term industry improvement, but also the more personal benefits that come with discounts, education and support in the field. With all the changes and developments in 2005, this Annual General Meeting promises to be one of the most important meetings for some time. Come and find out first hand what's really happening within your organisation and what lies ahead. Have your say and get all your questions answered!

But not everyone is within easy reach of Sydney, so if you can't make it along yourself, at least send us your vote or pass along your proxy, and have a say in how your association is managed over the next 12 months.

Supporting students and assistants

An initiative of the ACMP, Trampoline has been developed as a program to bring together, educate, support and inspire emerging photographers.

This group provides a relevant entry point into the ACMP to students, assistants and newly established photographers (working for less than three years).

The Trampoline committee is actively working on projects such as:

- Develop a subchapter within the ACMP that works across all states as a single functional group
- Create a national register of assistants which will have an accreditation process and ranking guidelines
- Establish "Trampoline Projections" as the

showcase for emerging photographers which will act as springboard for their professional career

- Develop collaborative programs between emerging photographers and their associated creatives from the advertising industry (i.e. new ADs and CDs)

For more info, visit www.trampoline.acmp.com.au or email your details to trampoline@acmp.com.au

Contacts: Lisa Cross (Sydney)
lisa_cross82@hotmail.com
Tim Mullane (Melbourne)
info@sustainableimage.com.au
Dave Tacon (Melbourne)
dave@davetacon.com



PHOTO BY DAVE TACON

Get new clients, get listed!

The ACMP has been negotiating a great deal with Photo District News (PDN) and Adobe to help ACMP members receive discounts or access to photographers' directories respectively. The US directory of photographers has been introduced by Adobe as part of its Creative Suite 2 a few

months ago. The company is now looking to expand it to an international playing field and the ACMP is talking to Adobe's marketing team to ensure that members get fair representation. Contact: Stefan Jannides Photography stefan@redbrickstudios.com.au

"The (Business) forum provides information you just can't access from courses or books."
Tim Mullane

Can anyone help me with...

While many of the ACMP's 400+ members are living and working in the major cities, an increasing number of photographers are earning a living in regional centres. However, the attractions of working outside of the city can sometimes be compromised by the feeling of not being part of a thriving professional community. One of the great benefits of ACMP membership is being able to access the wealth of knowledge and support through ACMP's members-only online forums, Business Practice and Digital, as well as having direct input into the direction of the association through the new My ACMP forum. These provide quick and easy ways of keeping up with international trends, emerging technology and national issues. But its key benefit to members is often a lot more personal and can be felt in the hip pocket!

The forum gives almost instant access to a national pool of experience and expertise – perfect when you hit a situation you've never dealt with before or when you want to compare experiences. In fact, that's exactly what a professional national network ought to be doing – networking! But back to the personal... You don't need to take my word for it. I asked a few members to share their experiences with the forum:

will soon face; The ACMP forum is arming me with the knowledge I need to act with confidence in these situations.
Tim Mullane, Sustainable Image Commercial Photography

Then consider one of those situations that has us all squirming in sympathy: the files from a whole shoot get deleted due to a technical hiccup. After being quoted a large sum from data recovery experts, Murray turned to the forum for help:

"I had mixed results on the recovery issue, but I think that is beside the point. The benefits of the exercise as I see it were: I avoided panicking and spending \$1,500-\$2,000 on data recovery by looking into the DIY options that were suggested on the forums. The support of others on the forum, i.e. knowing that others have had the problem, makes you feel better! Overall, the ACMP forums have been hugely beneficial to my business and skills. Having the forum(s) there everyday keeps me in a mindset that is focused and business orientated. I can't put a dollar figure on how many jobs that has won me!"

Murray Fredericks,
Murray Fredericks Photography

"As an emerging photographer, on an extremely steep learning curve...the forum provides information you just can't access from courses or books. The open and frank discussion on a wide range of real world issues, experienced daily by working pros, is truly GOLD! This really opens my eyes to practices and challenges which I currently or

So if you're not using the forums, you're not getting the full benefit of your ACMP membership. And this means that every other ACMP member is losing out too, by not getting the benefit of your views and experiences. The forum is only as good a tool as we make it. It's great now, but with more participation, it will only get better. Contact: Steve Lovegrove, Chairman



Trampoline workshop series launched

Trampoline has launched an exciting new series of interactive workshops to guide young photographers through the process of transforming from a student to a successful pro. These will be hosted by Trampoline's sponsors, including Saatchi & Saatchi, Momento Pro, Baltronics and Montalbetti & Campbell. Hosted by Momento Pro (www.momentopro.com.au), a provider of premium photobook printing and design software, the first workshop will take place on Wednesday 16 November. Trampoline/ACMP members receive a discount on all Momento products and services. During the workshop, Momento will show how to easily and affordably design a professional looking hardcover portfolio, and will introduce some contemporary photo products, online photo presentation formats and e-marketing ideas that will help get your work in front of potential clients and agencies – with impact! All Trampoline workshop dates, times and locations are available at www.trampoline.acmp.com.au. A small fee of \$5 for ACMP members and \$10 for non-members will be collected at the door.

Contacts: Yve Lavine on 0417 430 088 or Carla Orsatti on 0405 273 761

A member's feedback

After attending the recent Board meeting as independent observer, ACMP member David Simmonds has an important message for all: "In times of change, things appear uncertain, innuendo usually replacing facts and a positive attitude. The ACMP is in a state of evolution being generated and guided by your new Board, strong individuals forming a professional team committed to the ACMP and our industry. I am confident they will herald in many changes and advances long over due. Voice your concerns constructively and directly. Be patient, give them a fair go. They are doing the hard yards for us all."

Board meeting: what's been happening

The latest Board meeting (held late September) has confirmed the progress made "behind the scene" by its six members, along with the help of other volunteers. Key initiatives benefiting all ACMP members include:

Web site re-design

A web task force has been set up to get the new ACMP site up, with a simple redesign and clearer structure providing access to essential information.

A leading Australian design firm has offered to put it all together, more news in our next issue. Meanwhile, if you have further suggestions on what the site must contain, please email webmaster@acmp.com.au

New ACMP member identity card

After more than 14 years, the ACMP has launched a membership card. These will provide members with a formal piece of identification that can be checked back to the website for verification. The card will also be a member's passport to a whole range of new member discounts such as: insurance packages, software, hardware, consumables, equipment, education and publications. A list of the full range of discounts is being sent directly to members with an invitation to apply for the new card. Cards will be available in the following categories:

- ACMP Accredited Professional Photographer (conditions apply)
- Photographer (for general membership)
- Emerging Photographer (Trampoline)
- Assistant Photographer (Trampoline)
- Student Photographer (Trampoline)
- Trade Affiliate
- Honorary Life Member



Working on location now easier with the new ACMP Accredited card

The introduction of the new "ACMP Accredited Professional Photographer" category of membership card is set to be useful for photographers working on location. Not only will the card with photo and signature ID be a big help when the overzealous security guard bears down on them, but the added advantage of mandatory Public Liability insurance cover and photographer's indemnity contract should make it easier to gain access to restricted areas and act as a formal identification in delicate situations. The credit card sized identification will be supplied with a clear plastic pouch and lanyard so the card can be worn like a normal security pass when working in sensitive areas. Members wishing to apply for the ACMP Accredited card will need to purchase a \$20m public liability insurance cover, either through the new ACMP discounted insurance package or provide proof of currency for an existing policy. Accredited cards are only valid for the term of insurance cover. Members are also required to agree to a set of terms and conditions, such as abide by the regulations and conditions applying to any location to which they are granted access. For a full rundown

on the new cards and to obtain a full list of conditions, visit www.acmp.com.au/cards.

Proposal to call the ACMP an Association

When the decision was made to change the ACMP's name at the EGM held in Brisbane last May, the Board recommended that we drop the label "Society" from the title, as it was felt to be old-fashioned and not appropriate for a contemporary organisation such as ours. This has led to some minor concerns as we run the risk of being confused with a stock library or photo agency. To overcome this, the Board is recommending that we call ourselves an association as in "The Association of Australian Commercial & Media Photographers Limited". As this requires a vote by members at the AGM, the relevant documents and voting forms have been sent to all members. Please help us by sending these back to the office as soon as possible.

Three options for joining ACMP Trampoline

The ACMP Board has voted to introduce a three-tier Trampoline membership to cater more effectively to the progressive needs (and budget) of evolving young photographers:

Student Photographer	\$50 pa (Must be a registered student with an accredited photographic college or institution)
Assistant Photographer	\$100 pa (Freelance or employed assistants)
Emerging Photographer	\$150 pa (Photographers with less than three years experience)

Members' council welcomes new active members

The newly established Members' Council has been established to give members a greater opportunity to be engaged in the development of the ACMP. Board Chairman Steve Lovegrove has been appointed as Chairperson of the new council and is keen to get as many members involved as is practical. The new council is primarily web-based, with members engaging on the wide range of initiatives via an online forum that has been set up for the purpose. If you're interested in contributing to the Council in a particular area of interest, email council@acmp.com.au.

Web forum to be improved

Paul Gosney has taken on the job of building and trialling a new web-based forum system. This should allow members to follow specific threads more easily, and go back over past threads without the cumbersome searching required under the current system. Email forwarding will continue to be available together with a host of other great features. The Yahoo forums will remain in operation throughout the changeover period and all the previous posts will be archived for future reference.

Trampoline's Defining Melbourne goes on big screen

Trampoline Victoria recently launched an exciting project and screening, Defining Melbourne, in partnership with the Media Entertainment and Arts Alliance (MEAA), Photography Studies College (PSC) and AIPP Victoria. Trampoline has made important connections with the city's ascending photographers, educational institutions, media and suppliers (with Platinum sponsorship from Manfrotto and Elinchrom). The brief was simple: over a single 48 hour period, participants could shoot for a maximum of six hours to capture images that best defined Melbourne to them. Over 60 photographers took part in the project which was open to all pros, assistants, emerging photographers and students. Submissions were judged by senior lecturers from PSC together with Pat O'Donnell, the MEAA's industrial organiser and former press photographer. Planned to be a "dry run" for next year's third Trampoline screening in May, Defining Melbourne screened at Cinema 1 at the



PHOTO BY DAVID TACON

Australian Centre for the Moving Image and the opening night was a huge success. The selected images were then displayed for two weeks on the large outdoor video screen at Federation Square, which is visited by up to 20,000

visitors each day. Organisers were pleased to receive enquiries about the project from interstate, and hope that photographers in other cities will take up similar initiatives in their hometowns.

The Collection – Two special offers

ORDER COLLECTION 8, 9 and 10 now and receive 7 free!

Pre order your copies of the three NEW EDITIONS of "The Collection" 8, 9 and 10 before publication and receive a 15% discount + a free copy of Collection 7. At \$242 that's a saving of \$130!

To qualify, please place your order before Nov 15th (you will not be charged until the books are sent to you).

THE COMPLETE SET: Collections 1-10

Own the most complete and comprehensive collection of Australian Contemporary Photography ever!

For only \$750 (a saving of over \$200)

- This is an essential resource to anybody in the creative fields, collector or appreciator of photography of Australian Fine Art.
- Hurry as this is a one-off limited opportunity and supplies are extremely limited.
- To qualify for this offer, orders must be received before Nov 15th.
- Books 1-7 will be sent immediately, with 8-10 sent when published at the end of 2005.

Contact: admin@acmp.com.au

New members +

Welcome to the following new ACMP members!

Name	Email	Specialities
Marcus Vivian Thomson	thomson_marcus@yahoo.com	Architecture/interiors/portraits/still life
Kris Logan	info@krislogan.com	Portraits/still life/fashion/beauty
Derek Walker	derekwalker@optusnet.com.au	Landscape/exterior/stock/portraits/people
Cory Daniel Wagstaff	c.wagstaff@ugrad.unimelb.edu.au	None listed
Nathan Babet	nathanbabet@yahoo.com.au	Landscape/exterior/fashion & beauty/room sets/portraits/portraits/people
Patrick Boland	mrbolano@primus.com.au	People/portraits/books
Hardy Ahlhaus	focalpointphotos@bigpond.com.au	Landscape/architecture/fashion and beauty/portraits/sport
Nick Combe	nickcombe@yahoo.com.au	Landscapes/other
Brad Kennedy	brad@printedvisions.com.au	Still-life/fashion/beauty/photojournalism
Samual Bala	sam@cheesenugget.com	Cars/sport/photojournalism
Donny K	donny2000@hotmail.com	Cameras Direct, Trade Affiliate, None listed
Fiona Galbraith	fiona.galbraith@bigpond.com	Landscape/portraits/fashion/books/digital/beauty
Linda Mc Innes	linda@shoutphotographics.com.au	Cars/sport/people
Andrew Lucas	a.lucas@bigpond.net.au	People/portraits/industrial
Thomas Fontana	tom@tomfontanaphotography.com	People/digital/still-life
Kris Baum	kris@krisbaum.com	Landscape/interiors/digital/fashion/beauty/photojournalism
Joseph Feil	photosj@optusnet.com.au	People/portraits/photojournalism

Pro News contact details

Editor: Philippe Ruttens
philipperuttens@yaffa.com.au

Publisher: Jeremy Light
jeremylight@yaffa.com.au

ACMP coordinator: Brent Williams
newsletter@acmp.com.au

Contributors: Greg Bartley, Steve Lovegrove, North Sullivan, Dave Tacon, Tim Mullane, David Simmonds and Carla Orsatti

Pro News is published six times a year, and is distributed both to ACMP members and non-members with the bi-monthly Capture magazine. The member-only fNet electronic

newsletter will act as main communications tool in between issues.

For more information, visit the ACMP website at www.acmp.com.au

Australian Commercial + Media Photographers

PO BOX 779

North Sydney NSW 2060

Phone: 02 9555 1677

Fax: 02 9555 9229

For membership, contact

admin@acmp.com.au

ACN: 063 094 208

ABN: 71 063 094 208