

we are **photo
collective.**

2021
Prospectus

© Alison Stewart





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we are

honest
authentic
beautiful
real
untold
artful
diverse
impactful
original
collaborative
important
unseen
soulful
reflective

we are

festivals
writers
photographers
curators
established artists
picture editors
storytellers
emerging artists
galleries
lens based artists
competitions
awards



© Krystle Ricci

about us

Since 2014, we have been immersed in the discovery and celebration of Australian photography

Photo Collective grew out of two initiatives; **Australian Photography Awards** and **The Fox Darkroom & Gallery**.

Since our inaugural campaign in 2016, **Australian Photography Awards (APA)** has grown to become one of the largest and most progressive photographic awards in Australia. With a growth rate of ~30% each year across entries and audience, we have a rich history of discovering the next generation of voices alongside representing some of Australia's most established photographic artists.

The Fox Darkroom & Gallery (Fox) operated as a community focussed exhibition and educational space in Melbourne's inner west. During its seven year operation, **Fox** grew to become an important outpost for the public to engage with photographic work. Our team has curated exhibitions, book launches, artist talks, specialty events and educational programs with Australian and international visual artists.

Following this success we have merged these initiatives to form Photo Collective; an organisation dedicated to finding meaning and sharing knowledge through photography

Photo Collective represents photographers, advocates, educators and curators working towards the collective goal of celebrating and contributing to the changing ecology of Australian photography. We achieve this by building community through award recognition, publications, exhibitions, public engagement initiatives and educational programs.

We feel we can do our best and most meaningful work through collaboration. We look forward to learning and growing together



Creative Directors Tom Goldner & Harriet Tarbuck

“Entering Australian Photography Awards was career changing. I did not expect to win both the Analogue category in 2019 and then the Stories Award in 2020, both wins providing me with a recognition that has boosted confidence and steered career decisions. I have since recently had the honour in joining the judging committee for this year’s awards for the Portrait prize, working alongside industry heroes and gaining insight and experience in the awards process on the other side. I will always hold this experience close to heart and regard this organisation as an industry leader.”

Ilisa Wynne-Hoelscher Kidd - 2020 Committee Member



code of ethics

First Nations Acknowledgements

Some of the ways in we show our respects are:

- We carry out an Acknowledgement to Country before all public proceedings
- We endeavour to decolonise language when discussing space and country
- We hope to learn from and be a part of constructive dialogues

Representation

We work through our cultural limitations by:

- Actively growing and including our community in the direction and operation of our organisation
- Fostering a wide range of voices from diverse backgrounds through Photo Collective
- We endeavour to provide equal opportunity regardless of age, gender, religion, sexual orientation, disability or ethnicity

Artist Rights

Some of the ways we advocate for rights are:

- Copyright stays unconditionally with the maker
- We credit artists on images and link in websites and social handles
- If an artists requests an image not be utilised or published we will comply with that position and understand that consent can change over time

Positioning

We equalise the power balance by:

- Communicating clearly and truthfully with our entrants and community
- Exploring new and better ways to communicate results and provide feedback
- By acknowledging that the decisions we make in selecting or not selecting work doesn't reflect on the importance or success of work

Community Connections

We view everything equally by:

- Always working with an external committee across our awards programs
- Actively growing and changing our committee each year
- Inviting entrants to contribute as committee members

Ethical Practice

The ways we work against unethical practice are:

- If there is a complaint raised about an image or project, we will listen and carry out due diligence
- We will educate and advocate for the protection of animals, environment and culture
- We endeavour to stay at the forefront of discussions around agency and representation

Transparency of Operation

Some of the ways we ensure transparency are:

- By paying our staff, committee and contributors to industry standards
- By growing opportunities within the arts and operating them to the best possible standard
- By remaining transparent about the way funds are earned and spent within our organisation

Continuing to Learn

Some of the ways we continue to learn are:

- We welcome feedback, both from the community and beyond
- We recognise there is always room to improve and do better
- We will keep ourselves in check when it comes to the wellbeing of our community and our team

Directory for
Photographers & Projects



Inspiration, Articles,
Videos, Events &
News



Opportunities,
Grants, Festivals,
Awards



**photo
collective**

Memberships,
Subscriptions &
Industry Incentives



Education,
Talks &
Workshops





membership

The Photo Collective membership is a primary resource for those who are making full use of our platform.

An annual membership allows for discounts on publications, subscriptions along with early bird specials for our award programs. Members also gain access to exclusive talks, industry events and specialty programs.

Through our membership portal, our community also receives incentives from our partners and industry affiliates. We work directly with our sponsors to strategise how we can encourage our community to engage with their products or services.

magazines

Bespoke publications made for the community, by the community.

We release multiple publications celebrating Australian photography each year. With a focus on beautiful design and meaningful content, our publications have become a record of our current times and represent a diverse range of voices within Australian photography.

Through a combination of commissioned work and community submissions, **Photo Collective Magazine** is a curated, collaborative celebration of contemporary Australian photography conceived, designed and printed in Australia.

australian photography awards

Australian Photography Awards (APA) is an annual campaign which celebrates the best stand-alone imagery across eight diverse categories

Each year, we call for original and thought-provoking photography. We recognise the changing identity of what it is to be an Australian, and for this reason we welcome work created by anybody residing within Australia, or Australian citizens living overseas.

As an organisation which seeks meaning and hopes to promote understanding through photography, we endeavour to view imagery beyond its surface value, searching for layers and intent.

Each year we continue to push the boundaries of what a photograph can be. We welcome experimental, new and artful approaches to photography that may be overlooked in other awards. This is why we are at the forefront of discovering the next generation of voices within Australian photography.

Each year we see a ~30% growth in entries with over 6,000 entries in 2020. We feel that we are only just beginning to tap the potential of this market and are reinventing the value that awards can bring to our ever-growing community.

Timing

Open date - 1st August, 2021

Announcements - November, 2021

Categories

In 2021 we are excited to offer eight diverse categories including:



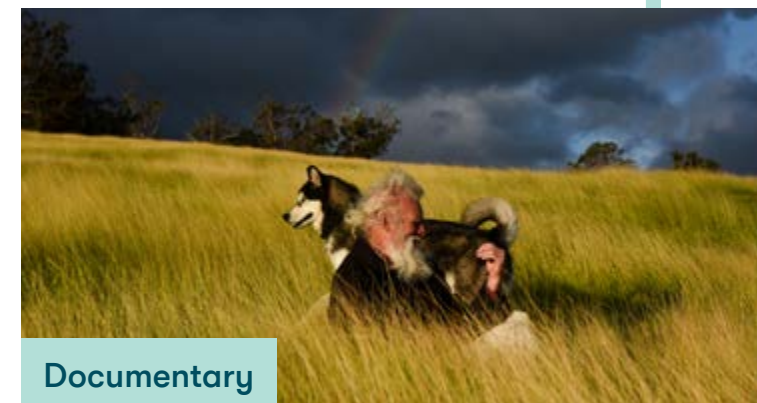
Portrait



Landscape



Wildlife / Animal



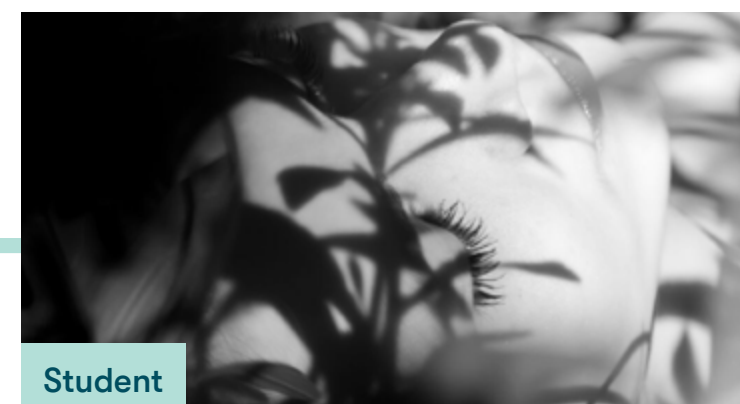
Documentary



Travel / Street



Open / Illustrative



Student



Junior (13 and under)



“What an impressive array of images you distilled from the high quality of entries you would have received across the board. APA have showcased the vast passion of photographers who embrace so many interesting genres of photography. As one of many budding photographers, I feel honored to be among the 2019 finalists.”

Theresa Lee - 2019 Finalist

stories

Stories is a series-based award specifically designed to celebrate the best in photographic narrative. We seek traditional, artful and new modes of storytelling which reflect our current times

We launched **Stories** in 2020 as a way to engage our community during the early days of isolation. We felt the need to connect and create space for growth during this difficult period when many photographers were limited creatively. Since then, **Stories** has become a way for photographers to share their voice and learn from one another.

Now a permanent part of our annual program, we call for 5 – 10 images accompanied by an artist statement, allowing our community to experiment with the relationship between text and image, photographs and words.

Each year we change our committee to reflect the diversity we hope to represent through the award. Together, we curate 30 shortlisted submissions and award three equal prize recipients. We celebrate our entrants through our highly engaged digital channels along with our printed publication, the **Stories Annual**.

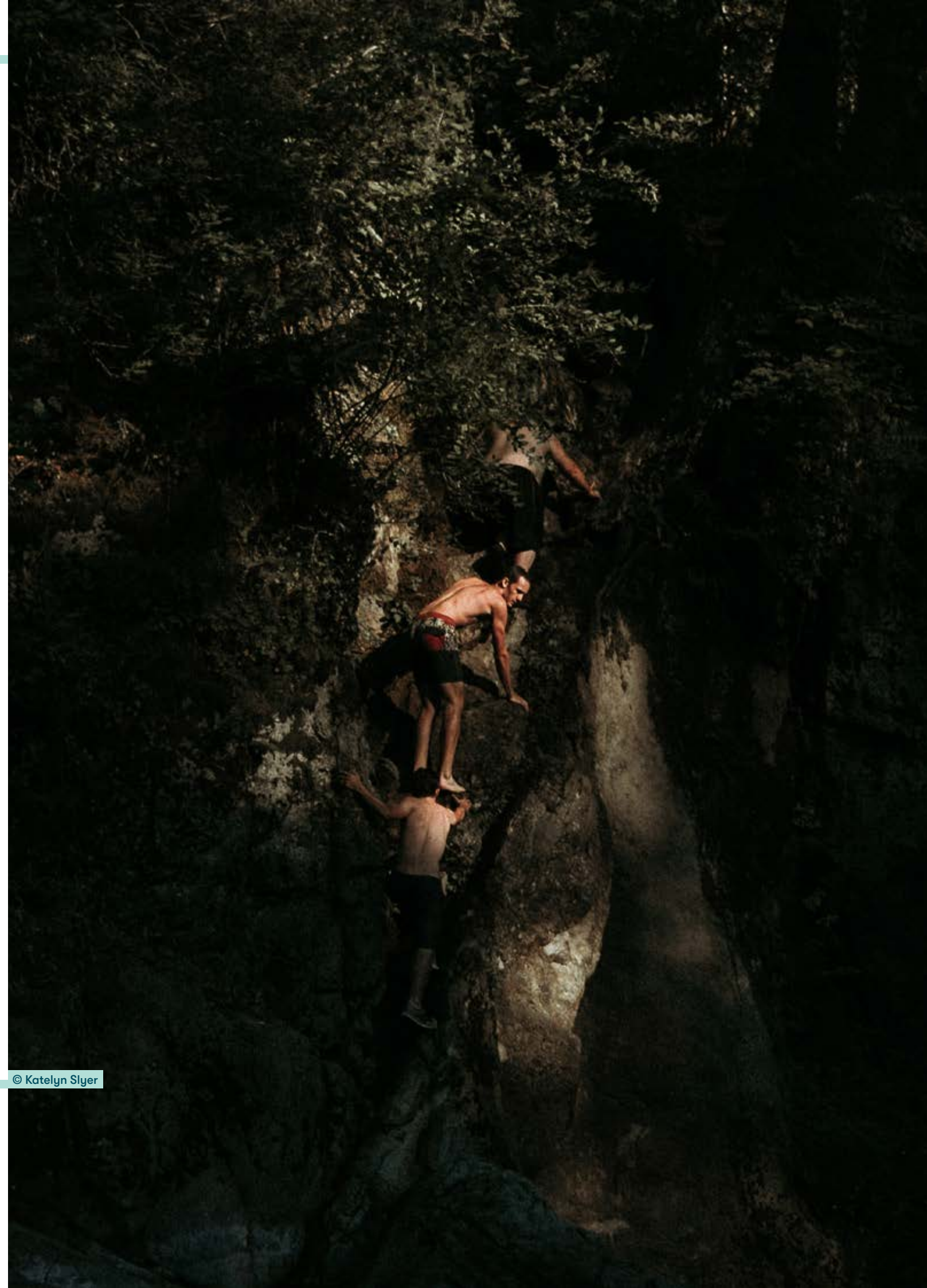
It's a pleasure to see this initiative foster so much public support and engagement. We look forward to growing **Stories** into the future.

Timing

Open date – 1st March, 2022

Announcements – June, 2022

© Katelyn Slyer



I really can't imagine how hard it would have been to judge this, how many thousands of images to sort through and how many interesting discussions about the merits of various photos would have happened. Yet, somehow, the winner is really an outstanding documentary photography image, a classic.

In a difficult year it's nice to enter a competition that's a lot more than just submitting photos to be judged. It's just nice to have that respected with positivity and encouragement and personally I'm happy to submit photographs to a comp run by people like that.

Michael Weinhardt - 2020 Documentary Finalist



photobook awards

Introducing our new Photobook Awards

Since 2011, the **Australia & New Zealand Photobook Award** has been facilitated by our friends at Memento Pro. We are pleased to announce that as of 2021, Photo Collective is taking custodianship of the Australian side of this significant award.

Over the past decade, the **Photobook Award** has helped to progress the careers of students and artists, providing opportunities to produce publications and progress their photographic career.

The photobook exhibition which tours nationally helps further promote these artists and the important role photobooks play in the future of Australian photography. The exhibition tour also facilitates an important opportunity for the public to get hands-on with photobooks and provides encouragement to aspiring photographers, designers and publishers.

It is our hope that this next chapter will allow for greater opportunity for our whole community, encouraging more people to share in our love for photobooks

We are excited to build on the legacy of the **Photobook Awards** and grow this platform. We hope to make this award accessible to a wider range of photographers by introducing a new 'Book Concept' category.

Timing

Open date - 1st November, 2021

Announcements - March, 2022



"I enter a number of international competitions every year, but the one I care most about – by far – is the APA. This year the new format with an exhibition and live Awards Night elevated the whole thing so much – loads of friends came to the opening night and they were all buzzing about what an awesome event it was. The commemorative book is also an awesome keepsake of my achievement as a Finalist."

Sharon Blance - 2019 Open/Illustrative Finalist



our events

Photo Collective's exhibitions, public engagement programs and award nights have become some of the most anticipated events on the arts calendar

We have a proud history of making photography accessible to the public. These gatherings establish tangible connections between photography, ideas, community and our industry partners.

We are experienced in delivering curated events which maintain an inclusive, grassroots atmosphere while showcasing photography in new and exciting ways.

From traditional gallery exhibitions to ambitious, immersive mixed-media experiences, our team curates events which showcase the best in Australian photography.

We see the need to adjust to the way that events can be delivered in our current climate, and as such our programs have a strong focus on digital delivery to keep our audience safe and engaged.

Watch our event highlights



our tribe

Photo Collective has a highly engaged and passionate community interested in using photography to facilitate big ideas

Diversity and inclusivity are front and centre throughout all of our programs. We actively strive to build spaces where each and every Australian can feel represented, and this is reflected back through our audience demographics.

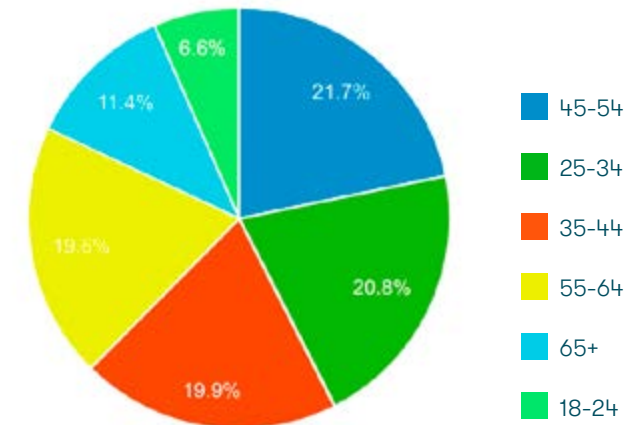
Throughout our mission to amplify the changing voices of Australian photography, over the next 12 months we are focussing on growing our student and emerging community. Photo Collective acts an important entry point to the photographic industry and we are proud to help equip our younger audience with knowledge for growth and change.



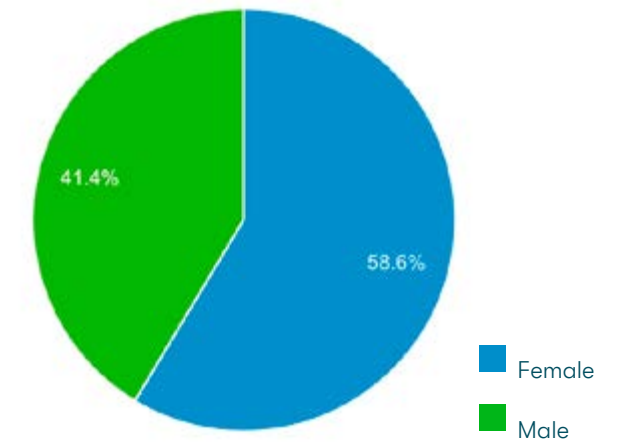
© David Evans

In 2020, we achieved a record 6,100 number of entries across our awards APA and Stories.

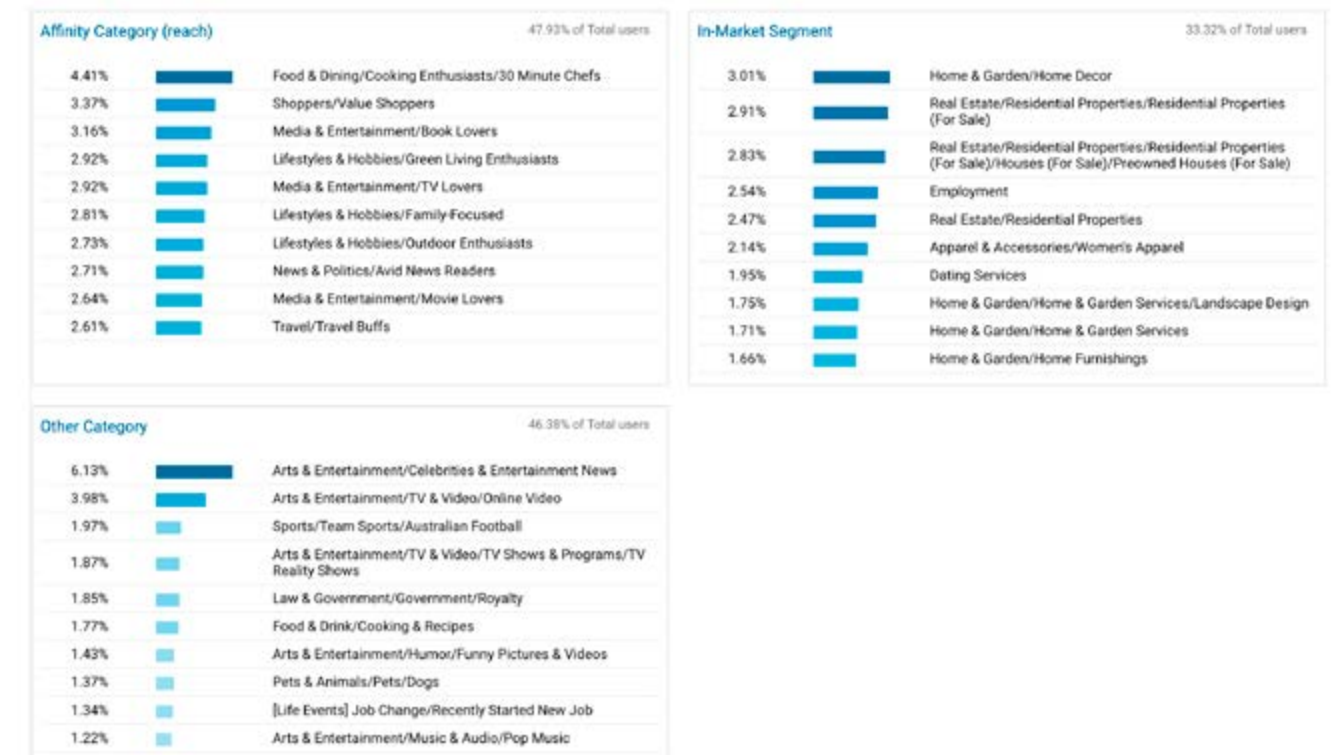
Age



Gender Identification



Interests



I don't think I've ever seen such diversity in a landscape competition and it's so refreshing to see. Kudos to the Australian Photography Awards for recognising and rewarding substantial narrative, originality and diversity in subject matter and style over the usual well worn, popular, pretty visual aesthetics. Outstanding images from the finalists and winners. I'm lucky enough to be amongst them. A real pleasure to view the top 75!

Guy Havell - 2020 Landscape Finalist



exposure

Photo Collective has a dedicated PR and Media plan to drive interest and exposure for across our Awards and our broader offerings.

The Awards receive coverage across a number of highly regarded photography, media and travel print and online publications, as well as social media. Our partnerships with dedicated media outlets provide a unique opportunity for brands to be profiled to this niche audience.

Photo Collective also promotes the Awards and its resources via its own channels. Since the Awards inception, Photo Collective has experienced significant growth in entrants (up to 30% YOY), database and social media following.



Database
+60k Subscribers



Facebook
+25k Followers



Website in 2021
+160k Unique Users



Instagram
+11k Followers



© Sean Gilligan

public relations

Together with our entrants and our partners, Photo Collective is regularly featured in some of the most established and recognised media outlets from around the world. This includes print, digital, television and radio. Here are some of our 2020 highlights.

South China Morning Post

The Sydney Morning Herald

3AW 693
NEWS TALK

DER SPIEGEL

THE WEEKEND AUSTRALIAN

Tuesday Drive
With Steven

NewsChain
A BETTER VIEW OF THE NEWS

PHOTO
REVIEW

PHOTO
& TECHNIQUE



Invasion

First prize winning photograph in the category: Wildlife - Animal

European starlings were introduced to New York's Central Park in the 1890s and have since populated most areas of North America, competing with native species.

Photo: Natalya Stone / Australian Photography Awards 2020

eDM's

Our primary direct communication tool; inspiring, engaging and transporting our audience from their inbox. Reaching a highly engaged national database of +60k photography and art enthusiasts.



Public Relations

PR tells the story more widely through engaging media partnerships; amplifying our message and our integrated partners' stories.



Website

Our website serves as a central directory for opportunities, inspiration and industry news. Through our custom-built platform we have integrated the entire award process from entry through to evaluation. We have built the best user experience for our community, our committee and our sponsors.



marketing & digital channels – partner integration

As a partner, your brand will receive dedicated integration across our marketing and digital channels.

Media Network

Our campaigns drive digital and print advertising through media networks with a national and international reach, specialising in photography, art, technology and current affairs.



Social Media

Social media is at the heart of our campaigns and allows us to speak to our tribe in their own digitally curated world.



Influencers

Our influencer friends span media corporations, partner organisations, writers, curators, picture editors and photographers. Ample reach and influence helps share our message during our campaigns and promote our sponsors brands and values in a meaningful way.



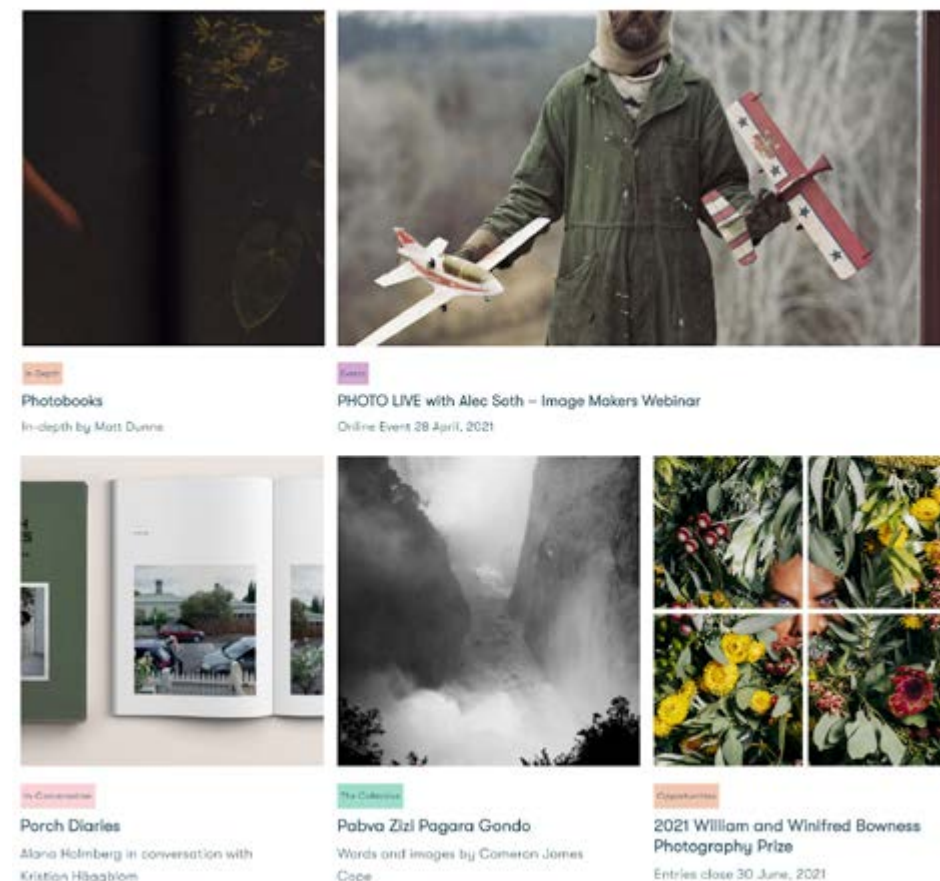
content examples

Each week Photo Collective showcases the best in Australian photography through our social media channels, inspiration section on our website and through our weekly newsletters. Collectively our reach is over 160,000 unique users each year.

Our video content, social posts and long-formed articles provide opportunities for compelling sponsorship integration and promotion to this niche and highly engaged audience.



SEE HOW WE INTEGRATE SPONSOR VIDEO CONTENT



VIEW OUR CONTENT FEED



SEE HOW WE LIST EVENTS

partnership opportunities

Photo Collective provides various partnership opportunities for brands. Bespoke partnerships can be designed to suit your brand's objectives and enable your brand to establish a meaningful connection with our audience.

The following are top-line partnership options:

© Warren Keelan



Annual Partner



Designation Rights

- Official partner of the Photo Collective
- Annual partners have the option to secure presenting rights to major assets such as
 - Awards
 - Exhibitions
 - Events

Category Exclusivity

- Exclusive category rights

Brand Recognition

- Sponsor logo to feature on website, eDM footer, promotional collateral, and media kits
- Presenting Rights partner will receive logo recognition across all relevant promotional materials and channels
- Association through planned PR/media activity
- Custom content and inspiration creation

IP Rights

- Right to use the Awards and Photo Collective logos in approved advertising and promotions
- Right to use content and imagery subject to artist and Photo Collective approval

Digital Rights

- Full Digital Presence
- Website advertisement tile with hyperlink to sponsor website

E-Newsletter Promotion

- 4x Integrated advertisements on eDM's
- 4 x dedicated solus eDM to entire database or segmented database

Social media rights

- Right to conduct a social media promotion
- Ads - Eg. Integrated social posts
- Co-branded content
 - Eg. Video piece / Q&A's / Product Marketing

Experiences

- Artist meet and greets
- Workshops and product launches

Exhibition Activation Opportunity

- Stage / Venue Signage opportunities
- Competition Integration

Event Takeaways for guests

- Competitions / Door Prizes
- Trophy Branding
- Giveaway opportunities

Awards Category Partner



Designation Rights

- Australian Photography Awards / Stories official category partner
- Category naming rights

Brand Recognition

- Sponsor logo to feature on Awards page, eDM footer, promotional collateral, and media kits relating to the Awards
- Naming rights partner will receive logo recognition across all relevant promotional materials and channels associated with the Category Award
- Association through planned PR/media activity relating to the Awards

IP Rights

- Right to use Award logos in approved advertising and promotions
- Right to use content and imagery subject to artist and Photo Collective approval

Digital Rights

- Includes logo placement on awards homepage and category page
- Advertising / promoting of partners events / product through socials

Awards E-Newsletter Promotion

- 1 x integrated eDM inclusions or advertisement tiles or banners ads
- 1 x dedicated solus eDM to entire database or segmented database

Social media rights

- Right to conduct a social media promotion
- Ads - Eg. Integrated social posts
- Co-branded content
 - Eg. Video piece / Q&A's / Product Marketing

Exhibition Activation Opportunity

- Stage / Venue Signage opportunities
- Competition Integration

Event Takeaways for guests

- Competitions / Door Prizes

© Lilli Waters



Digital Advertising Partner



Digital Advertising Rights

- Full Digital Presence
- Includes logo placement on awards homepage and category page
- Advertising / promoting of partners events / product through socials

Awards E-Newsletter Promotion

- 1 x integrated eDM inclusions or advertisement tiles or banners ads
- 1 x dedicated solus eDM to entire database or segmented database

Social media rights

- Right to conduct a social media promotion to Photo Collective social channels
- Ads - Eg. Integrated social post
- Co-branded content
 - Eg. Video piece / Q&A's / Product Marketing

A woman with long blonde hair, wearing a grey poncho, stands in a dense forest of dead, brown trees. She is holding a camera up to her eye, taking a photograph. The ground is covered in fallen branches and dry leaves. The overall atmosphere is somber and artistic.

Thank you for sharing in our vision.

Harriet Tarbuck & Tom Goldner

E hello@australianphotographyawards.com.au

we are photo
collective.

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