

we are photo
collective.

About Us

© Gloria Salgado Gispert





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we are

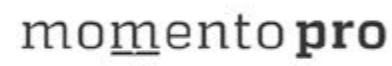
honest
authentic
beautiful
real
untold
artful
diverse
impactful
original
collaborative
important
unseen
soulful
reflective

© Mateo Ruiz Gonzalez

Major Partners



Award Partners



Industry Partners



Entertainment Partners



Photo Collective

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

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

Through the initiatives we have facilitated over the years including Fox Darkroom & Gallery, Australian Photography Awards, Stories and the Australian Photobook Awards, we have composed a network of creative collaborators ranging from Australia's most established visual artists to the emerging voices of the next generation. We work daily to continue to expand this network with the aim of ensuring all Australian's feel represented within this space.

In 2021 we merged our initiatives to form Photo Collective, a financially and politically independent organisation dedicated to finding meaning and sharing knowledge through photography

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



Creative Directors: Harriet Tarbuck, Angus Scott, Tom Goldner

Our Tribe

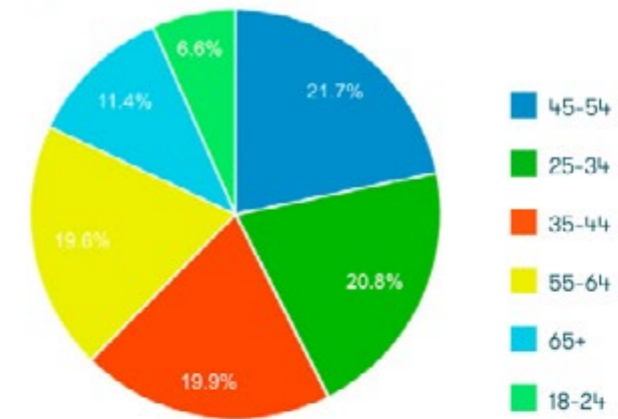
Photo Collective has a highly engaged and passionate community interested in using photography to facilitate big ideas

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 will be continuing to focus on growing our student and emerging community alongside furthering our relationships with more established artists, organisations and institutions.

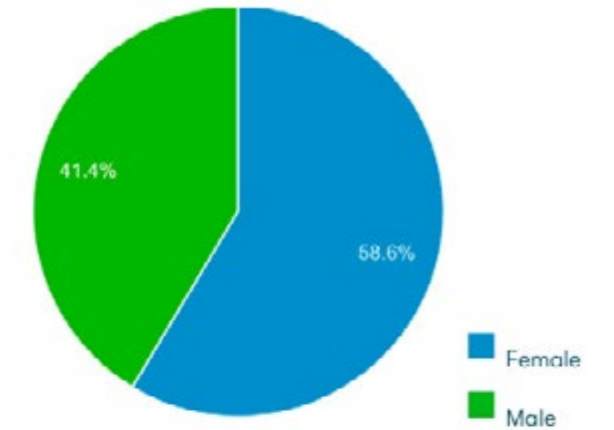


© Serena Dzenis

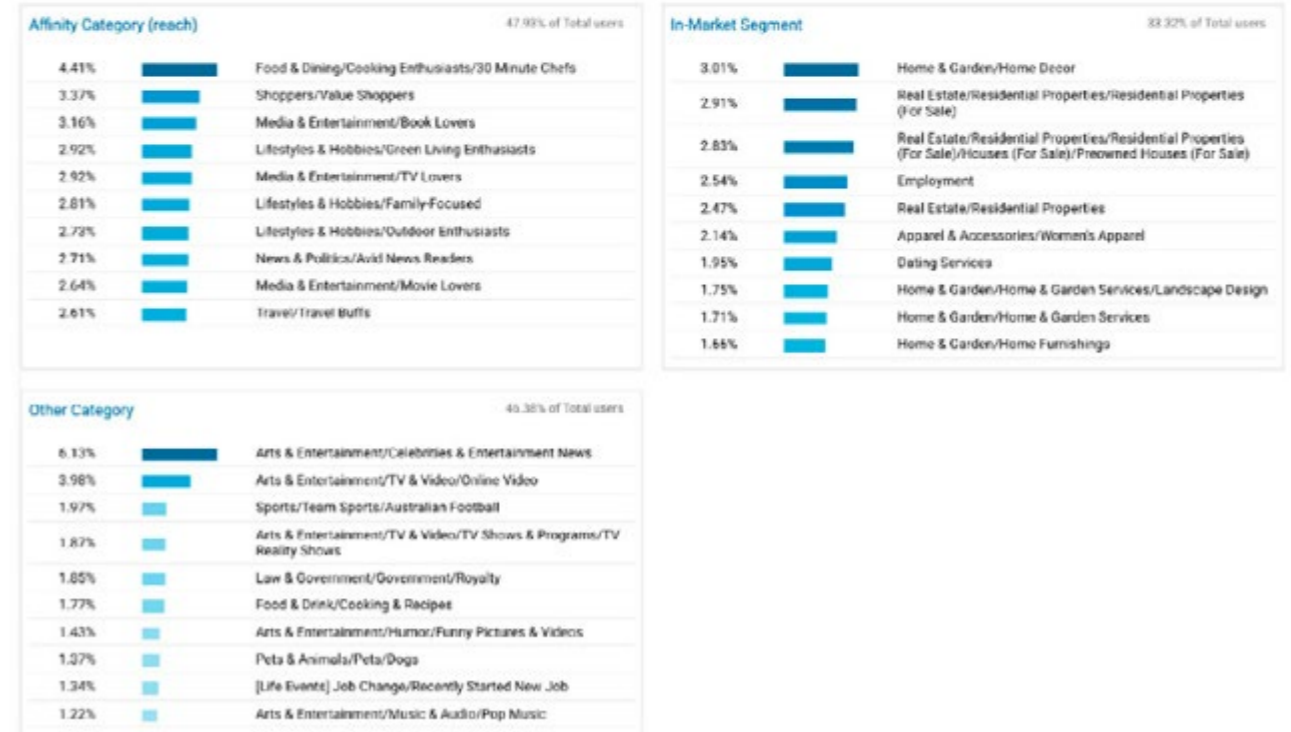
Age



Gender Identification



Interests



Emerging Voices

We are proud to act as an entry point to the broader photography industry for student and emerging photographers

Keeping with our central ethos of inclusivity, we have made it primary to our advocacy efforts to support our student and emerging community like no other platform in Australia. In 2022 we celebrated 126 students from primary school through to university age through our award programs and exhibitions. Further, the Photo Collective website, social media and email database serve as vital platforms through which to elevate the voices of next generation photographers.

As an industry body, we are also proud to have employed over 20 students throughout 2022 to assist in the operation and delivery of our events and exhibitions. These experiences have led to ongoing collaborations between students and our industry partners, with Photo Collective serving as a catalyst for opportunities across the broader photographic workspace.

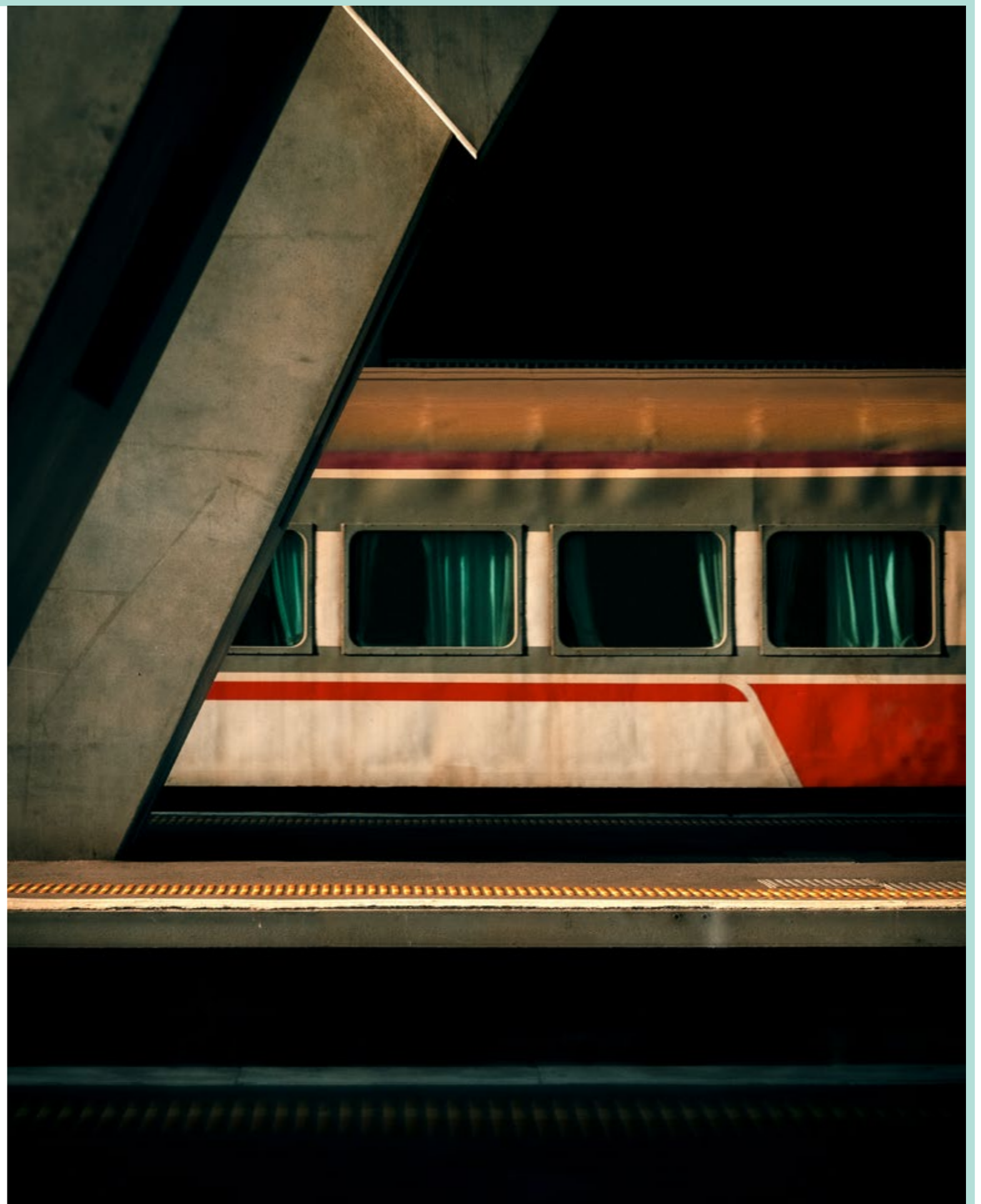
[View our 2022 Student & Junior Categories](#)



© Spenser Paul



© Caitlyn Nostrini



© Adam Sinclair

“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



Market Reach

Over the past 12 months we have seen growth across our social media following, eDM subscribers and website visitors. Our continued growth and reach comes down to considered content, listening and responding directly to our community and smart marketing strategy.

Through these platforms we continue to regularly promote our sponsors. We are pleased to see continued growth in this area as this is a direct line of communication to our community.



Database
+70k Subscribers



Facebook
+25k Followers



Website Unique Users
+185k



Instagram
+13.5k Followers

Directory for Photographers & Projects



Inspiration, Articles, Videos, Events & News



photocollective.com.au

Opportunities, Grants, Festivals & Awards



Memberships, Subscriptions & Industry Incentives



Education, Talks & Workshops



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 photographs 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.

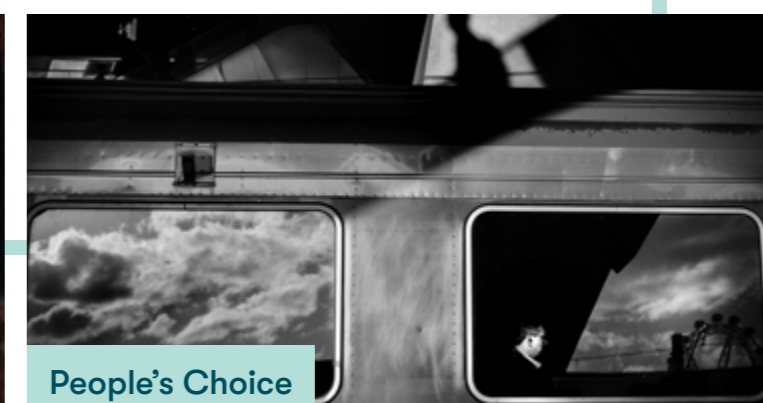
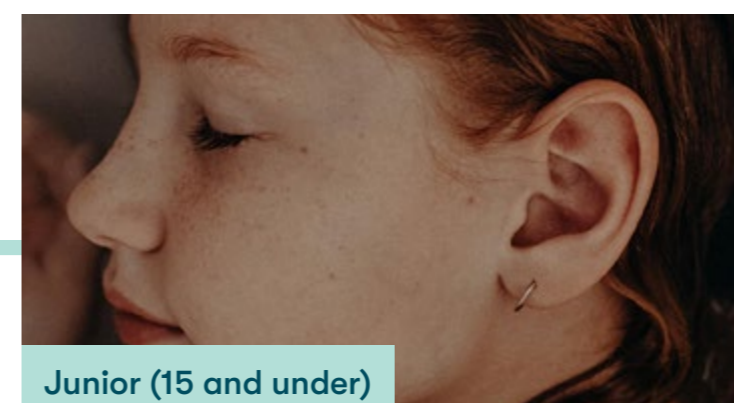
Timing

Open date - April 17, 2023

Announcements - October 21, 2023

Categories

In 2023 we are excited to offer eight diverse categories including:



Australian Photobook Awards

Previously known as the Australian & New Zealand Photobook Awards, in 2021 Photo Collective was proud to take custodianship of this significant program and form the biennial Australian Photobook Awards

Over the past decade, this 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 interationally 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.

We are excited to build on the legacy of this award and grow this platform. We hope to make this award accessible to a wider range of photographers by introducing a new 'Pre-Press' category.

Timing

Open date - November 2023

Announcements - April 2024



Stories

Stories is a biennial 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

Having now completed its third edition, Stories has become an important staple of our program at Photo Collective. In 2022 we included an International Category alongside our existing Australian categories. Through this new offering we saw great engagement and growth from the involvement of the international community, with international submissions showcased alongside Australian projects at our Stories Event held at Collarts in Naarm/Melbourne.

For Stories we call for 6 - 10 images accompanied by an artist statement, allowing our community to experiment with the relationship between text and image, photographs and words.

With each edition we change our committee to reflect the diversity we hope to represent through the award. Together, we curate 30 shortlisted submissions and award three prize recipients (2x Australian, 1x International).

We celebrate entrants through our highly engaged digital channels, a printed publication and the Stories Event. 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 - November 2024

Announcements - April 2025

© Katelyn Slyer

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 live streaming and digital delivery to keep our audience engaged across Australia and the world.

Watch the highlights from the 2022 APA Event



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





Publications

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.

Membership

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

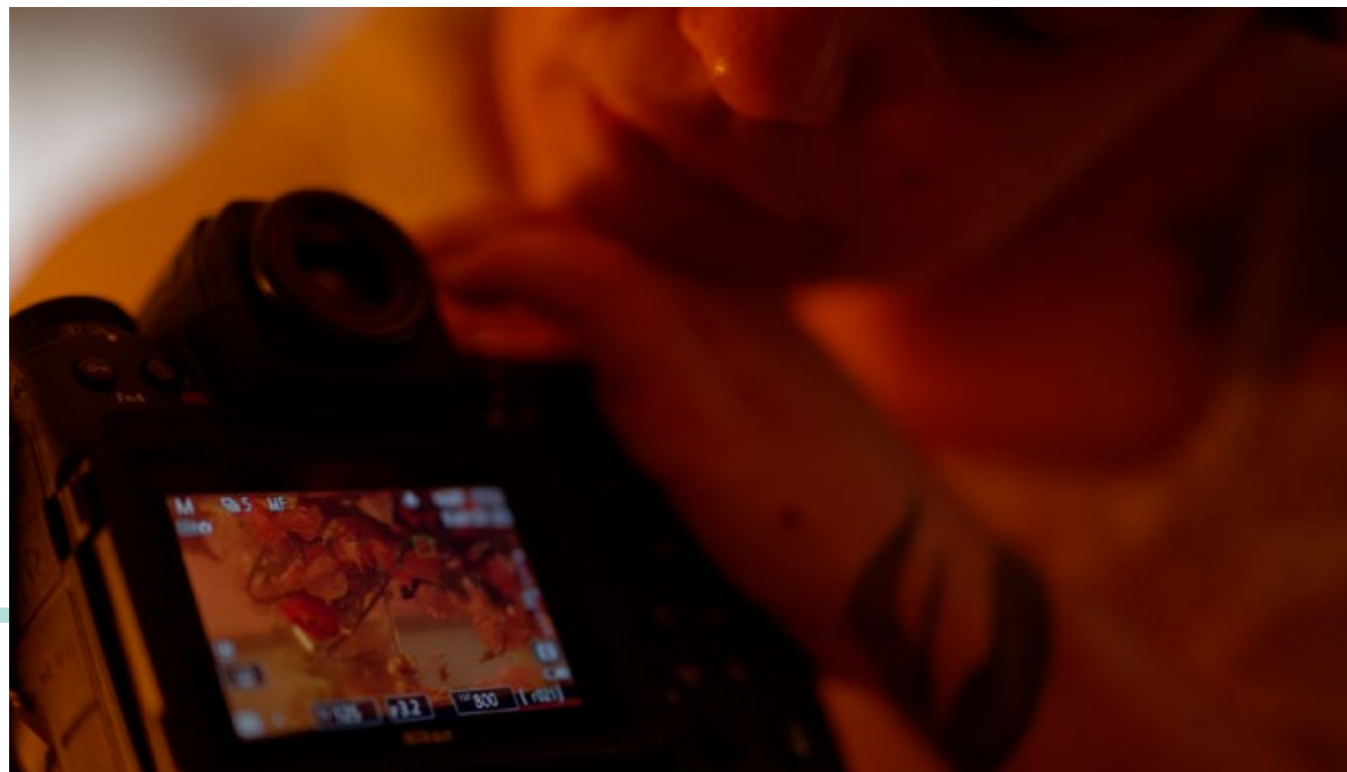
An annual membership allows for discounts on publications and subscriptions.

Through the new membership portal, our community will also be able to receive incentives from our partners and industry affiliates. We see this platform as a way to further connect our community with our sponsors, and enable them to engage with products and services.

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-form articles provide opportunities for compelling sponsorship integration and promotion to this niche and highly engaged audience.



SEE HOW WE INTEGRATE SPONSOR VIDEO CONTENT

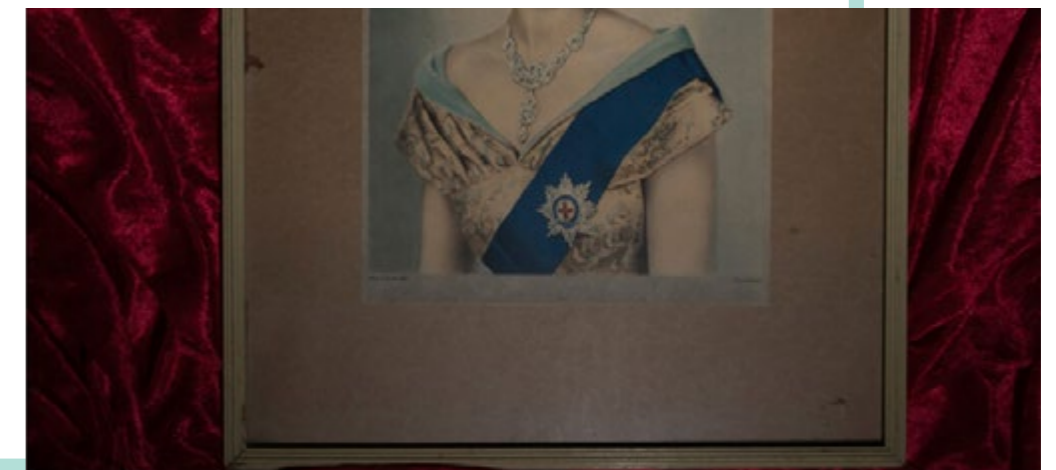


The Collective
Hourglass
Words and Images by Chris Le Messurier

Events
A New Burma: Whistleblowers
17 - 20 March, 2022



VIEW OUR CONTENT FEED



Events
The Crimson Thread – Erin Lee
August 26 - September 23, 2022

SEE HOW WE LIST EVENTS

Public Relations

Together with our entrants and our partners, Photo Collective has been featured in some of the most established and recognised media outlets from around the world. This includes print, digital, television and radio.



The Sydney Morning Herald

'It was just a great pleasure': Herald photographer wins prestigious prize



Nick Galvin
December 2, 2021 – 5:30am

Save | Share | A A

Sydney Morning Herald photographer Janie Barrett has won the documentary prize in this year's prestigious Australian Photography Awards.

She caught the judges' eyes with her vibrant image of a group of students from St George Girls High School excitedly setting off to their school formal.



Janie Barrett's winning image of the excited students outside an apartment building in Perahurst.

"I am so excited to have won. I just feel so humbled and honoured," said Barrett, who has been with *The Herald* for 16 years and will take home a camera worth \$4500, among other prizes.

"It was a part of a series of photographs from last year when it looked like school formals would not go ahead because of COVID. And there was a big campaign from some of the student leaders to lobby the government so that they could go ahead. And then, basically, at the last minute, Gladys [Berejiklian] said they could and these kids who had suffered through COVID were finally getting to complete that rite of passage."

In their comments, the judges praised Barrett for her candid and restrained approach to making the image.

"The plethora of expression and gestures leaves us with a sense of joy, a breath of fresh air amidst two long years of tribulation," they said.



eDM's

Our primary direct communication tool; inspiring, engaging and transporting our audience from their inbox. Reaching a highly engaged national database of +70k photography and art enthusiasts.



Public Relations

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



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.



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.



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.



Influencer's

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.



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 identification, 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 well-being of our community and our team



**Thank you for
sharing in our vision.**

**we are
photo
collective.**

Tom Goldner & Harriet Tarbuck

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