

**ASSISTANT/EMERGING  
MEMBERSHIP  
INVITATION  
2023-2024**

# WHAT IS IMAGE MAKERS ASSOCIATION AUSTRALIA & WHY WE NEED YOU TO JOIN

## WHAT IS IT AND WHAT DOES IT DO?

[Image Makers Association Australia](#) represents professional and emerging photographers in Australia through education, advocacy, celebration and connection. We work on behalf of our Members to improve the business landscape for the profession, building confidence in the value of photography and ensuring image making remains a viable career path into the future.

Our Members are commercial photographers working across portraiture, editorial, architecture, food, advertising, corporate, lifestyle, travel, social media content, still life, studio and more. In fact, in today's world, many photographers cover multiple areas and some of these areas overlap anyway; it's imperative we all understand how to manage a range of client types and different licensing arrangements as required.

Our Student and Assistant/Emerging categories of Membership allow those getting started in the industry to access valuable material to help them in their chosen career path.

We are a single tier association where all members are valued equally, and we operate on the premise that success is valued in the marketplace. Our role is to support Members so they can each confidently establish and maintain viable businesses that thrive in a competitive market.

We also have a program of Industry Membership for businesses committed to supporting our work and our Members through mutually beneficial opportunities and engagement.

## WHAT IS ASSISTANT/EMERGING MEMBERSHIP?

Photography assistants and emerging photographers are welcome and encouraged to become Members of Image Makers Association Australia.

You are eligible for this discounted category of Membership while you are earning less than 50% of your income from your own photography jobs.

The fee for Assistant/Emerging Membership is \$350 and is billed annually.

## WHY IS AN INDUSTRY BODY IMPORTANT?

Most industries have an organisation dedicated to understanding their collective issues and concerns; commercial photography should be no exception. Image Makers Association Australia represents an opportunity for Members to maintain a standard of practice and professionalism, thereby elevating business confidence in the value of what we do. It is also an important opportunity for community and connection in what can be a very individual profession and opens pathways for shared learning and celebration of our craft.

Image Makers Association Australia aims to be recognised as the leading industry body for professional photographers in Australia.

## WHY JOIN?

Image Makers Association Australia is a not-for-profit organisation run by a Volunteer Committee and two part time staff members. We are looking to continue to build our capacity and rely on growth of Membership to achieve this. Membership fees cover the ongoing costs of running the organisation, with all funds being directed to furthering core business on behalf of Members.

Being a Member of Image Makers Association Australia means your voice can become part of the conversation too. We are here to listen to concerns Members have in their own area/s of practice and offer support along the way. There are also opportunities and a wealth of information available in the Members Only area of the website, which will be fully accessible once you are signed up.

Financial support is crucial, strength in numbers equally so. The more Members we can add to our collective voice, the greater the impact we can have. This is true whether it's a government submission we're making around copyright law or advocacy for change to awards entry or contract terms. We need you to JOIN US and keep your Membership current. We rely on your financial commitment so we can continue to affect positive and lasting change in the best interest of the photographic industry. The more committed Members we have, the more we can achieve; it's that simple.

# MEMBER BENEFITS

## ADVOCACY

We support and advocate for our members in disputes over unlawful use of their images and moral rights infringements with referral to legal representation where appropriate.

We conducted a survey of photographers, evaluated responses and made a submission in February 2023 to the Attorney General's Department as part of the Government's Copyright Enforcement Review.

We represented Image Makers across Australia at the Ministerial Roundtable on Copyright in June 23 adding an important voice to the conversation for all Image Makers throughout Australia.

## EDUCATION

We produce and provide discounted access to educational material that helps support Australian photographers in business. We partner with our Industry Members and Affiliates to provide workshops on topics most relevant to our Membership.

## COMMUNITY

We aim to create a vibrant and engaged community of commercial photographers with Member needs our top priority.

## COLLABORATION

We collaborate with our Affiliates and Industry Members to celebrate commercial photography in Australia. We educate businesses who use images about photographers' copyright and moral rights.

## PROMOTION

We promote our Members via the Membership list on our website and with exhibiting opportunities through our annual exhibition (Founding & Professional Members only), as well as Member exhibition opportunities through our affiliation with Stylecraft (Founding & Professional Members only).

As part of our strategic partnership, Indesign Media Asia Pacific offer all Image Makers Association Australia Founding Members the opportunity to contribute to a Q&A profile on the Indesignlive website.

## MEMBER DISCOUNTS

Eizo offer Members a 10% discount on purchase of EIZO's Flexscan and ColorEdge CS range.

Specular offers preferential pricing to Members on equipment that suits their specific needs.

Stylecraft offer trade discount to our Members on designer furniture.

The Australian Copyright Council (ACC) offers Members a 10% discount on their paid publications.

Indesign Media Asia Pacific offer our Members a 50% discount off entry to the INDE awards with two new categories released for photographers as part of our strategic partnership.

Image Science offer our Members a 10% discount on all service orders.

michael's Camera Hire offer our Members a 10% discount on products and services.

Spicers is offering a discounted rate on Bauhaus, Hahnemuhle and Breathing Color products.

Discounted rates for Momento Pro volume orders.

## 2022-2023 ACHIEVEMENTS

We held a Member Forum and survey gathering information about our Membership, informing the Forum questions and our 2023 Roadmap.

We launched our inaugural Member Exhibition, '1 Shot 22 - Defining Moments in the Built Environment' at Sun Studios Melbourne in November 2022 and aim to hold an annual Member Exhibition.

We became an affiliate member of the Australian Copyright Council (ACC), the pre-eminent authority on Australian copyright law, and are recognised in their literature as the relevant industry body for commercial photographers in Australia.

We funded an Arts Law 1 hour webinar workshop for Members covering an introduction to Arts Law, including how to access their services as well as issues most relevant to their our Members including copyright, credits and contracts.

We affiliated with Regional Architecture Association (RAA), allowing our Members to promote their regional travel; RAA can inform their database of a photographer's trip, leading to potential leads for more work in a given area.

We affiliated with Stylecraft Furniture, giving our Members trade discount on their furniture; Stylecraft's walls in Sydney, Melbourne and Perth are also available to our Full Members for exhibition opportunities.

We signed up Founding Industry Members - EIZO, Specular, Nikon, Michael's Camera Service.

We began the process of advocating for our Members in disputes over unlawful use of their images and moral rights infringement, undertaking research to tabulate the breadth of sites and publications utilising photography and their upload terms.

We negotiated a strategic partnership with Indesign Media Asia Pacific, opening up an ongoing dialogue and allowing us to have input to the terms of their newly announced INDE photography awards. Our members receive 50% off entry into the awards.

We run ongoing week long member takeovers on Instagram which has grown organically to almost 2000 followers; this allows our members to share some of the exciting and different things they do and issues they may have overcome, an opportunity for us to collectively benefit from individual experience.

We created a survey for all Australian photographers whose responses informed our reply to the Australian government copyright enforcement review.

We took part in further engagement with the department of the Attorney General as they reach conclusions around how laws might be updated to make enforcement of copyright more achievable in Australia.

We established communication with educational institutions and are working on establishing partnerships into the future.

We drafted a Usage License & Professional Service Agreement Template, had it legally reviewed and released it for Member reference.

We released our 'Guide to Copyright, Commissioning & Publishing Architectural Photography', authored by us, reviewed by the Australian Copyright Council and endorsed by the Australian Institute of Architects and Regional Architects Association.

We established a Mentorship opportunity for Student and Assistant/Emerging Members to apply for.

We finalised a comprehensive list of design awards and are also preparing a separate list that includes photography distribution and dissemination sites, advertorial sites, print and online editorial. We will use this to establish best path forward for advocacy.

We established a series of webinars, presenting inspiring and informative content which is available for Member viewing.

Image Makers Association Australia's volunteer Committee are listed below, all practicing commercial photographers, as is Rhiannon Slatter the association's part time employee in the role of Communications Manager with administration assistance by emerging photographer Isabella Elordi.

[Dianna Snape](#) - President

[Ben Guthrie](#) - Vice President

[Shannon McGrath](#) - Treasurer

[Natasha Alessio-Mulhall](#) - Secretary

[Brett Boardman](#) - Committee Member

A list of current Members is available on our website along with our [Code of Conduct](#) and [Constitution](#).

Please contact us with any questions on [info@imagemakersassociation.com.au](mailto:info@imagemakersassociation.com.au)

