

The PMA office is buzzing with excitement with what we believe will add huge value to our members; the initiatives that have been discussed over the last few months have led to collaboration and support from Ted's Camera Store and Camera House...the first time major speciality retailers are joining forces to promote education to Photo Consumers.

To top this, for the first time we will be uniting with interested industry leaders to present the **2014 Specialty Industry Conference**.

Details are below - put the dates in your diary - get involved!

I'm about to head off to the Big Photo Show to get inspiration...will catch up on my return.

Cheers

Have a good week.

Peter Rose
Director of Australian Activities

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Something to get EXCITED about!



2014
specialty
industry
conference
working towards a brighter future

unity | connection | education

Manly Pacific Hotel Sydney
31 October - 2 November

PMA

This will be a highly relevant and a **must attend** event, with speakers specific to our industry and talking about things that are important to you. The event will be open to all major interested groups, Leading Edge, Teds, Camera House, NARTA, and PMA.

Friday 31st October

Trade Show and Evening Cocktail Party

Saturday 1st November

Meetings for all individual groups with Gala Dinner

Sunday 2nd November

2014 Specialty Industry Conference with all groups coming together with relevant topics to educate and inform

Speakers and sessions will be uploaded to the PMA Australia website as they come to hand, as well as publicised in Newsline...so **WATCH THIS SPACE!**

This is a very exciting initiative that will be extremely powerful if we all unite and grab the opportunities that present.

Photo Expos - Brisbane and Melbourne

Newsline

**PLEASE CIRCULATE TO OTHER
PEOPLE IN YOUR BUSINESS**

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Newsline

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Quote of the week

**Everyone appears normal till you
get to know them!!**

Hot off the Press

Are you ready for 1 August 2014?

Peak retail industry body the Australian Retailers Association together with the Industry Security Initiative is encouraging cardholders to prepare for 1 August 2014 - when PIN will become the main form of card payment authorisation in Australia.

Commonwealth Bank customers will be the first in Australia able to withdraw cash from ATMs without a card.

From May, they'll be able to use the Commonwealth Bank app on their Apple iOS or Android smartphone to withdraw up to \$200 per day.

eBay Australia has launched a new shopping platform, eBay Collections. Targeted at both consumers and sellers, including retailers, eBay Collections allows users to build a personalised 'Collection' of items that are also instantly shoppable. [More information here](#)

In Bronto's newest white paper, **Love 'Em, Leave 'Em & Move On**, email expert Jim Davidson shows you how to put the data into engaging your email subscribers. This entertaining and informative paper explains how analysing a small set of key metrics will provide answers to the big questions around declining engagement rates. To read the white paper [click here](#)

New date:

23rd August, 2014 - Brisbane Convention & Exhibition Centre

6th September, 2014 - Victoria University, Melbourne.

These will be a trial format, with the intention to roll out Photo Expo in regional and other metropolitan areas. Events to be cost effective for everyone.

108 DAYS TO GO

An application for Exhibition Space is attached for both venues; please complete and send back by email, fax, or mail. All details on the form.

For Brisbane Photo Expo [click here](#) For Melbourne Photo Expo [click here](#)

NSW PMA State Meeting

The NSW State meeting was held last night, 6th May, at the North Ryde Pittwater Function Centre. There were about forty attendees made up of suppliers and retailers including IPS, Spectrum Brookvale, DigiDirect, Leading Edge, Raleru, Photo Direct, C R Kennedy, Paxtons, John Ralph's Camera House, Smarter Digital Photography, Profile Products, Maxwell International, Olympus Imaging, The Framing School and GFK.

Speakers were Neville Ray and Min Woo Jeong from GFK, June Anderson from the Framing School and John Ralph from Camera House.

NSW PMA Chair, Mark Alderson, talked about the changes in the industry and individuals struggling on their own. He reinforced the need for co-operation and working together as specialists and that, as members, retailers and suppliers we need to work together as an industry, targeting specific consumers, educating hobbyists for customer retention. It is up to us to provide new services and come up with new ways for consumer engagement.

The industry is strong but smaller, we all need to have a united voice, working together, and with photo service having a 77% GP (stats provided by GFK), that's what we have to focus on. Full notes from the meeting are [attached](#)



Leading retailers and agencies are being called to submit their entries for the **23rd Annual Australian Catalogue Awards**, hosted by the Australian Catalogue Association.

So if you produce a catalogue that you think has merit why not enter it into this competition. [Entry details here](#)

Paul Dawson follow up. After getting a pacemaker fitted Paul is finally getting around "cautiously" and would like us to **pass on his thanks** to the many people who had him in their thoughts. He should be back to golf in a few weeks so that will make things better as well.

Camera House Update

At the recent Half Yearly Meeting for Shareholders and Members of **Raleru Limited** trading as **Camera House**, **Mark Alderson** the Chairman and Director of the company for the past 20 years held in 2 separate blocks the first being 7 years and the most recent 13 years, announced his decision to step down as Chairman but remain on the Board of Directors of Raleru Limited. **Lance Miller** has replaced Mark as Chairman.

Mark Alderson is elected to the Board until October 2015 and will be assisting the new Chairman as a Director of the company. For the full press release [click here](#)

Canon At CEBIT

Canon is best known for its innovations in the photographic industry, but many may not know that their Business Group employs over 300 people assisting companies in document and systems management. The thrust of their offering at **CEBIT** this week at Olympic Park, was "Work 3.0" which apparently was developed following the acquisition of a number of software organisations who were specialists in the area of document management.

Interesting to note that the only photo item on the stand was a Canon SLR which was being offered as a prize for scanning your registration badge.

What's coming up

Discover Wildlife: Art and Science. A Multidisciplinary Symposium with photographer Steve Parish as one of the guest speakers. 14-18 May Canberra. [For more details.](#)

[So You Want To Start A Small Business?](#)

A series of **free** workshops being conducted by the City of Sydney as a NSW Government Incentive. Phone 02 9265 9333 or [email here](#)

18 June: Tech Start-ups

22 September: Tech Start-ups

8 October: So You Want to Start a Small Business

15 October: Grow Your Business - How could your business be better?

[In 2014, the Walkleys](#) have partnered with **APN News & Media** and **Nikon** to take the exhibition to an even wider audience, with a new touring schedule

Great Publicity From A Simple Idea



Alan Logue, from **Hutt Street Photos** in Adelaide, has shared a full page article on his business which was published in last week's The Advertiser newspaper.

Planning on capturing the moment during the Anzac celebrations by offering photo restorations Alan said "The restoration photos were a planned activity due to ANZAC Day, but otherwise the article was a complete surprise, and came about from the reporter hearing our radio ad!"

Perhaps this is in the category of **publicity you can't buy!** To read the complete article [click here](#)

also including regional QLD:

Hervey Bay: 7 May - 1 June, 2014 at Hervey Bay Regional Gallery
Rockhampton: 4 -30 June at Rockhampton Regional Library
Toowoomba: 4 July- 3 August at The Grid: Hybrid Arts Collective

The **Customer Show** brings together six annual conferences and exhibitions to form one, combined event for leaders and managers in retail, banking and finance, cards and payments, big data, advertising and marketing and loyalty, as well as the providers of technology and services to these sectors. 14-15 May Melbourne. [See more here](#)

Fstoppers Workshop. The first ever Fstoppers Workshop will take place at Atlantis Resort on the Island of Nassau in the Bahamas on Wednesday May 28th - Sunday June 1 2014. The workshop will have 10 incredible photography instructors and extremely limited class sizes in an attempt to make this a very personal and communal event.

Each of the instructors have planned out classes that range from 4 hours to 2 full days. Each class will need to be purchased individually. Airfare to the island and lodging at Atlantis must be booked separately. [More details](#)

Jacquie Molloy - 7 Things You Don't Want To Do

Australian **Jacquie Molloy** has spent more than two decades working with corporate professionals in Executive Offices and Boardrooms. Over this time she has helped countless individuals to make successful transitions to leadership roles.

This week in her blog she writes about the 7 things you should not do. So it might be useful to see some of the common pitfalls Jacquie has come across her work with senior executives and CEOs - and especially those who have made, are making, or want to make, the transition to CEO. So here's another kind of list of 7: **What you don't want to do if you want to develop leadership authority.** [Click here to read further](#)

International Print & Imaging Conference 2014

At the NSW State meeting last night Stuart Holmes highlighted a great international Photo Industry Conference in 2014 you should attend - the **IPIC (International Print + Imaging Conference)**, which will be held in Nevada, USA 23-26 June. It's a four-day, networking and education extravaganza and a lively Supplying Partner Trade Show that will bring you new and revolutionary ideas to move your organisation forward.



With over 75 sessions and world class speakers including Phil Gresham from Fotofast, Brisbane will be there hosting the **'Hot Topics'** in the IPI University Sessions. You must be a member of IPIC to attend. For more information and a list of topics [click here](#) or call Stuart Holmes 02 9875 2244

Heads On Photo Festival



Head On Photo Festival, Australia's largest photo festival and the world's second largest festival. Heading into its fifth year, Head On celebrated a wide range of photography across all genres from photojournalism and reportage through commercial to fine-art. With over 200 events at 100 venues, the 2013 festival was a resounding success for everyone who participated: galleries and other venues, photographers, Head On partners and the viewing public.

Head On Director Moshe Rosenzweig is pleased to extend an invitation to the Launch of Head On Photo Festival 2014 and announcement of winners of the **Head On Awards**, 16 May, 6pm-8pm Paddington Town Hall, 249 Oxford St, Paddington. [RSVP here](#)

I Wish I'd Thought Of That!

Fast food chain **McDonald's (UK)** is teaming up with Kobo to offer free downloads of children's books. Every Happy Meal box will come with an e-book voucher allowing customers to download a Famous Five book by Enid Blyton.



"Kids today have come to know and expect content in digital form and introducing free e-books to the Happy Meal is another way in which we're creating choice and keeping in step with our customers," said Alistair Macrow, senior v.p. at McDonald's UK. "As a customer-led business, it's essential that we're always listening to what our customers want." [Full story here.](#) Now this is a clever idea. Maybe some PMA members can utilise it in their business.

Photo Exhibition

Dan Crawley Photographics is contributing to a four person photographic exhibition centred on the theme, **"Homage"**. The gallery at 2 Small Street, Willoughby now has a coffee shop attached and there is some parking near the gallery. Exhibition open from 14th May with the official opening 17th May at 3pm. So, please go along and support Nebuli Arts. Hope to see you there. For more details [click here.](#)

Listen To This Week's DIMACAST



Three hundred thousand subscribers and over a hundred thousand friends can't be wrong - can they? They know that the website **"Fro Knows Photo"** a source of photo knowledge and wealth unknown four years ago. Jared Polin, former camera store salesman and professional photographer didn't plan to be an internet personality and fount of photo knowledge. Jared shares how he found that people were coming to him for information so he "pivoted" his

17-18 May 2014 in
Los Angeles

professional photographic business to now be a go-to guy for consumers seeing advice, solutions and community. Jared's income stream is a bit unorthodox for a retailer but perfect for his community. Bill McCurry asks Jared how others can duplicate his web. Download PDF [transcripts](#) and listen to the [podcast](#)

Google's Future of Retail Hangout on Air Series

Join Google for five Future of Retail Hangouts On Air. Watch retailers share their stories of transformation. Technology is changing the face of retail, allowing deeper customer interaction and employee communication, across multiple devices. The question isn't if you should innovate, but how.



The Google Future of Retail Hangout on Air series brings together real life examples and visionary speakers from across Google and the retail industry. These short sessions will help you to evolve your internal operations and employee engagement, right through to your customer website and services.

With an interactive forum to ask questions and get real time feedback from speakers, these short and informative sessions will be sure to educate and inspire. Join Google on 13 May 2014 at 2pm - 2.30pm AEST for the first Hangout on Air. [For more information click here](#)

Missing A Photo Or Two?



"Approximately 144.8 billion emails are sent and received every day across the globe, containing a treasure trove of images," says software developer **Macphun**. Their **Lost Photos** app for the Mac "lets you rediscover all photos you've ever sent or received through email."

"Can you even imagine what's lost deep within your email?" the company asks. "Vacation photos, family reunions, concert snapshots, holiday photos, funny cartoons people have sent you - and so many more that you've totally forgotten about!"

Lost Photos securely scans and reveals photos stored in the email messages of the most popular IMAP email accounts such as Gmail, Yahoo, Hotmail, iCloud and others. The first 100 photos found are free to download, while in-app purchases permit 500 photos for \$2, or unlimited photos for \$3. There's more information [here](#).

May / June Edition Of PMA Magazine Out Now

In this issue, learn how getting kicked out of their location became the best thing that ever happened to Precision Camera, and discover how Erin Manning and Kevin Gilbert use speaking engagements to build their businesses.

Read an overview of everything that's happening at the upcoming Big Photo Show in LA, May 17-18, and find out why ArcSoft's facial recognition technology is changing the way people use images. View the issue [here](#)



Around The Traps

Submitted by **Paul Atkins, AtkinsTechnicolour**

In South Australia the **AIPP Epson SA Professional Photography Awards** are being organised.

The event is run in late June with three days judging followed by a Gala dinner. Professional photographers in SA and NT are preparing their entries, and there has been several critique nights to help improve entries, and it is looking great. After the gala dinner the top images will go up on display in the National Wine Centre in July. [Look here](#)

Big Photo Education Sessions

The **Big Photo Show** is less than two weeks away, and we are pleased to announce yet another exciting thing they have to offer: advanced and specialised photography education sessions.

"Last year at The Big Photo Show LA, our extensive range of education sessions were standing-room-only," said PMA president Bill Eklund. "Photo enthusiasts and intermediate-level photographers took full advantage of the opportunity those sessions presented to improve every aspect of their photography skills."

But we had many requests from more advanced photographers for education sessions at their level. This year, we are happy to announce we are fulfilling that need with a full slate of courses to choose from, taught by some of the most acclaimed photographers in the world."

Learn more about beginner/intermediate and specialised/advanced courses [here](#).



PMA have booked space for **CES 2015**, in Las Vegas so make a note in your diary for 6-9 January. Book your airline ticket now and save. Get together with a group and do a package deal.



Following the success of the event recently in the UK, the venue has already been booked, and plans are well underway for it again next year. **The Photography Show 2015** brings together great brands such as Canon, Nikon and Hasselblad with exclusive show discounts from the UK's leading photographic equipment retailers.

Calumet, CameraWorld and London Camera Exchange will all be letting visitors walk away with the latest lenses, cameras and accessories at low prices. Visitors will even be able to exchange their old kit on site for something shiny and new - even more reason to bring your camera along! **21-24 March 2015 Birmingham England. [More](#)**



Gavin Blue is in town to run a **Speedlite** workshop on 27th May for TAFE students (entry is free), and on the 28th May at Marden Senior College for anyone else interested. \$49 per person (\$25 for AIPP or Students) 6:30-8:30pm. **Diamonds Camera Shop** and **Nikon** are the facilitators. Diamonds will have it on their website by Tuesday. [More details here](#)

"**Unsigned in America**" exhibition is opening in Lane Cove NSW by Adelaide photographer Ben Searcy. [See details here](#). It is an amazing collection of photos taken during an 'open mic' tour of the USA. **AtkinsTechnicolour** printed and framed the show for Ben. It is a part of the **Head On** festival.

Listen to Paul's **Black Market Podcast Team** where they discuss everything photographic, with the aim to promote professionalism and getting the best out of your photography. Tune in for tech, tips, tricks, gear, clear explanations, geekery and fun. [Find the iTunes link here](#)

Print It Or Lose It Ramps Up

FUJIFILM "Print It Or Lose It" campaign ramps up with a YouTube promo.

If you are interested in joining the **Print It Or Lose It** campaign FujiFilm are still adding independent operators to the list on the website where the offer can be fulfilled by your customers.

To see the new FujiFilm YouTube promos [click here](#). To be added to the FujiFilm list of fulfilment sites send an email to [Daniel Paul](#) at FujiFilm.

Hobart Photo Shop Burns

Tim Jones from **Perfect Prints** in Collings Street Hobart is mopping up after his store was the site of a fire this week.

Tim, who has owned the shop since 1992, said "the outcome could have been a lot worse". A security alarm alerted him to the fire on his premises in the early hours.

"Most of the damage is simply smoke damage - there's a lot of black ash everywhere," he said. "It's a fair mess, yeah."



Tim Jones. Photo Daniel McCulloch

Tasmania Fire Service crews from Hobart, Glenorchy and Clarence attended the fire. The damage bill was put at \$250,000, but Tim said he believed the final bill would be considerably less.

Connecting With Members

Connecting with Sandra Ryan, Alice Springs Camera House

One of the great joys of my role with **PMA** is talking to members, whether it is answering an enquiry, taking a renewal, booking an event, sharing a joke or hearing stories. This week I was lucky enough to spend some time with **Sandra Ryan** sharing her story...who knew!

Sandra is a quiet achiever; multi-tasking to help in the family business, assisting her children, her grandchildren, her Mum, Dawn and 98 year old Grandmother, Alice. A caring, warm, creative and loving human being, with a real sense of humour and a kind heart, Sandra has been married to Jerome Ryan for 40 years, they have two children (David and Denelle) who are both single parents; and three grandchildren (9, 4, 2). At any given time, there can be up to seven people living at their house!

As far as the business is concerned, Alice Springs

details

If any Australians are going to the Photography Show, let us know so we can organise some group deals!

Blogging Tips



Blogs make it easy for soloists to create dynamic websites with little technical skill. It is also one of the best communication tools to "talk" to your potential customers and build relationships. Successful blogging though, depends on a few more factors.

Here are a few basic tips when blogging for business and blogging for marketing. [Click here](#)

How Good Is Your Retail Maths?

InsideRetail

We can all do the maths with a calculator but can we still do it with a pencil and paper. Stuart Bernie from Inside Retail poses the question. How good is your basic retail arithmetic? [Try your luck here](#)

Camera House was established in the early 50's and has been family owned since 1969. However, it's a complicated story, which ebbs and flows, with twists and turns that keep you guessing. It starts with father, **John Ryan** and four sons, two of whom have been involved with the family business. Damien, the second son was the first to put his hand up, and in 1972 took over its management, actually buying it in 1974. At some point he left to go into the tourism industry as licensee of the Mt Ebenezer Roadhouse and later was co-owner of Dunmarra Roadhouse. In 2008 he was elected Mayor of Alice Springs and was again re-elected in 2012.



So back in 1973, Sandra also worked in the business for a short time and there was Jerome, a Traffic Officer with TAA, who in the early 80's had started working with a local electrical company, when Damien asked him to come and take over the management of the Camera store. Jerome had no knowledge at all about photography so it is a testament to his ability that he successfully grew the business and after 10 years on his own, Damien came back...the plot thickens! They worked together, continuing to expand until they had three stores, with 26 staff at one point.

In the midst of this, Jerome and Sandra were married in 1974, had children in 1978 and 1979. Sandra's Grandmother, Alice was a skilled tailor who made beautiful clothing and taught Sandra to draught patterns and sew from the age of 9. From the age of 19 and for about 25 years Sandra worked in her own business full time, making curtains, cushions, bedspreads, pelmets, bedheads from their soft furnishing workshop so she was with the kids. Sandra has made bridal and formal gowns for many family members and friends over the years.

She worked for many years in one of their acquisitions, a framing store, later owned by Jerome's youngest brother Adam and his wife Veronica, where she was hands on and honed her creative skills, leaving there to help Jerome in the Camera House, having also worked previously in one of the photo stores for six years. These days, the three stores are combined into one; Damien isn't in the business; Jerome works 7 days a week and Sandra works full-time doing the administration work. This year is also Jerome's 30th year in the business.

As for the next generation, Denelle did her apprenticeship of photography and printing working with Damien and Jerome. She started as a teenager, now has a 2 year old son and is about to take over all the IT work and social media for the business from home.



Jerome and 2 year of Michael - typical of Sandra - she's taking the shot!

There isn't much time for hobbies but they enjoy having their toddler grandson living with them, and have just finished helping their son, David (a concreter) renovate their rental property; it has been hard work, with lots of people helping, as they had to practically re-build the whole house. They have renovated three properties over the years, Sandra loves it but the others aren't that keen. She is also passionate about her photos and family history and after a trip to France in 2010 would love nothing better than to spend a few months living there.

Over the last 16 months or so, Sandra's family has had a very difficult time and work has had to take a back seat while she has tried to support her extended family. In December 2012 her niece, Jessie, who was 22, was murdered in South Australia; on the day of her funeral, Sandra's 27 year old nephew, whose wife was expecting their first child, also died accidentally. Jessie was bought up by her Great Grandparents, Noel and Isobel Fullerton, and Isobel passed away from the pain and stress of Jessie's death in September 2013. Since then, Sandra's sister and Mum have both been dealing with breast cancer.

Sandra says out of tragedy has come something good - Robert's little baby daughter Annabella was born and will soon have her 1st birthday having spent many months in hospital. Jessie was the type of person who got everyone together, was full of fun - now the family get together more often and have become closer, so Jess's magic continues!

instigation of the **Camel Race** in the dry Todd River Bed. The Camel race proved so popular and hilarious that plans were made by the Lions Club to hold the event on an annual basis. In 1979 it found its current home at the Noel Fullerton Camel Racing Arena. Built by volunteers, Blatherskite Park is the only purpose built camel racing venue in the southern hemisphere with a commentary and judges' tower being erected, for telephone contact to the pits and centre arena to keep the crowd informed.

Talking to Sandra, it really brought home that we just don't know what is going on in people's lives; that we can't judge anyone by what is showing externally, but if we stop and listen maybe we will get to know someone better. Way to go Sandra...what an inspiration you are!

Alice Springs Camera House looks after locals, travellers and those in the outlying regions with a full range of photographic products and services. They are presently gearing up for a busy time with the tourist season from May to September, with a short lull before the Christmas rush.

Members of **PICA** and **PMA**, and voted **PICA Dealer of the Year 2000**, they are located at Shop 25A Yeperenye Shopping Centre, Hartley Street, Alice Springs NT. Phone: 08 8952 2008 Fax: 08 8952 9598 or contact Sandra by email jezzaryan@yahoo.com.au

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