# APJA NEWS

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**Established 2014**
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# Introduction

It was likely noticed the association has been busy with this year's training cycle which commenced with an image evaluation course (25 attendees) followed in May with the level one Novice course on 6th,13th & 20th with 31 attendees. The level 3 Licentiate course is currently being finalised before it is conducted on August 5th, 12th & 19th. It is open to all members who have completed Levels 1 &/or 2 courses and as a refresher if it is a while since you have completed a L3 course in the past.

Image Evaluation and Level 5 Fellow courses for September and November are currently receiving applicants.

Thanks to Gary Smith and presenters for their input and management of the training this year.

# President's Message

Considerable effort is made by all committee members to secure speakers for our general meetings. If you missed Anton Gorlin on 15 May regarding seascape photography, I recommend you look at his website. Member participation/login to speakers is patchy but complete praise goes to invited speakers as they expand our understanding of different genres. Their viewpoints are important as they are practitioners in the subject and have much knowledge which they generously offer.

We have three more speakers lined up for the rest of the year and trustfully a significant proportion of members will attend these presentations.

For some time, we have been working on a 5year strategic plan for the APJA. The document follows the AGM notice. Should you have any input or queries then please direct them to me via email.

*Paul Robinson*

## ***Annual General Meeting***

**Sunday 14 August Online via Zoom**

**12:45pm – 1:15pm Committee Meeting**

**1:30pm – 2:00pm AGM**

**1:30pm - Welcome by President Paul Robinson.**
**1:35pm - Reports.**
**1.50pm - Election of 2022-2023 committee.**

**2:00pm – 3:00pm Speaker:**
**Julia Coddington**
**(Australian Street Photographers Association)**

Committee memberships are available and applications urged to be made as per the attached nomination form.

Renewal of Membership subscriptions are due and cost remains the same as last year. Renewal can be done via the website:
Login, Members, Members Personal Page, Renew Membership.

# 5 Year Strategic Plan

Australian Photographic Judges Association (APJA) Strategic Plan

**Why have a strategic plan?**

The APJA has completed its second cycle of development. The first cycle was to gain support and construct the APJA; the second cycle was to implement the original purposes for its existence and carry out six levels of training. The six levels have completed their initial module development.

Operations, especially input from the training program, identified areas of challenges that go beyond steady ongoing improvements. Major undertakings needed to occur. As a result of seeking comments within the committee about writing and carrying out a strategic plan a number of issues were identified which needed to be contained within a structure about how they could be resolved. Further, the Covid-19 virus presented challenges and opportunities previously not considered. Hence the need to plan our way through the foreseeable future.

Where to from here? A positive response was made within the committee to produce a strategic plan and numerous ideas have been taken into account; membership is asked for input, then this issue based strategic plan is formalized as a guideline for the five-year period, 2020 – 2024.

**What is the situation we find ourselves in?**

Background: In 2010 the Victorian Association of Photographic Societies (VAPS) reviewed judging as expectations of the quality of judging had risen alongside the acceptance of digital photography. This in part caused a dramatic and general increase in the membership of clubs. The bar needed to be raised to meet more modern expectations and to point the way forward for judging; to address the need a reference manual for judges was seen to be of benefit. With the support of Peter Kewley in 2012 the reference book “Judging Photographs” was launched at the VAPS Convention at Ballarat University. In 2014 at the VAPS convention in Geelong, the then current VAPS and APS President, Ron Speed, discussed the training of judges. As a result, a Business Plan was made during July, an Advisory Board was formed, Model Rules, Position Descriptions, Fees and training levels were implemented and the Australian Photographic Judges Association was formed on 16 Nov 2014.

The APJA Mission statement reads:

Education and training of photographic judges; enhancing their skills to better service the photographic community.

The APJA Vision statement reads:
Striving to continuously improve the quality of photography.

The guiding principles of the APJA are concerned with:

1. The integrity, respect, support and education of its members.
2. Their application to the association as an organization where it is expected that members defend its ethical character and reputation.
3. The functioning of the association in a courteous, cooperative and collaborative manner.
4. Outwardly not to sully the reputation of the association when dealing with other organizations.
5. Upholding and abiding these are incumbent upon members.

Challenges: By 2020 the APJA had trained hundreds of photographers at various levels in the judging program with 86 becoming members of the APJA by 2022. Of these about 25 carried out judging. Results show:

1. There are insufficient judges for the needs of judging club competitions.
2. Nearly 20% of judges in Victoria are above 70yo and cannot be expected to continue judging ad infinitum.
3. Owing to new methods of judging (such as Zoom) the Covid-19 Pandemic has encouraged interstate clubs to seek judges outside of their States.
4. Take up of accreditation has been slow.
5. Confidence in the practice of judging concerns most trainee judges.
6. Web based communication in need of an upgrade.
7. Total current APJA membership (86 in total) About 29% of APJA members are registered as VAPS judges.
8. VAPS Judges List shows 46 names of which 25 are current APJA members and a further 3 former APJA members.
9. About 60% of VAPS judges have been trained by APJA

**What do we do?**

The vision is a complete review of the status of the association. Key focus areas encompass all of its operations; training, website, finance, publications, accreditation, mentoring and support material, such as reference documents and YouTube presentations.
Committee and membership be given the opportunity to offer ideas to carry out remedial action. This was completed during 2020. The outcome was to give the process a framework, now written into this strategic plan. Additionally, a chart of items to be addressed, timelines and those responsible to be raised and is attached here in draft form (The Master Strategic Plan Framework).

**How do we do it?**

The Master Strategic Plan Framework contains a list of projects to be addressed. Committee members, with the support of general members of the association, are to actively complete projects.

Project complexity differs between each topic which will affect timelines. As a result, it is understood that flexibility will be needed regarding project completion.

It is valued that patience, collaboration and member volunteering will take place to carry out project completions. Owing to manpower and substance of projects they will be prioritised over the timeline some being completed before others.

The plan is monitored at the regular committee meetings. The monitoring process offers encouragement, suggestions and support. As this is a volunteer association the monitoring is not a control mechanism to exact results. Where setbacks occur then timelines to be reset to cope with the changed circumstances.

**Objectives**

To complete all the projects outlined in the Master Strategic Plan Framework by the end of 2024.

Regularly review progress and at the end of 2024 review the efficacy of the association and put in place the next five-year plan if needed.

**Strategic Plan Progress Reporting**

This first Strategic Plan document to be made available to all members for their reference and gain feedback by members as they deem necessary. This is to be done as a form of the regular newsletter.

Feedback of progress to be provided at the annual general meeting.

**Attached Excel Spreadsheet -** Master Strategic Plan Framework

Members emailed comments to Paul Robinson:
(perfectpics.pr@gmail.com)

Please note where volunteers are needed.

## 2022 Syllabus

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|---|---|
| Aug | Friday 5th - Level 3 Course (Part 1) |
| | Friday 12th – Level 3 Course (Part 2) |
| | Sunday 14th – APJA – AGM |
| | Friday 19th – Level 3 Course (Part 3) |
| Sept | Friday 2nd – Image Evaluation (Part 1) |
| | Friday 9th – Image Evaluation (Part 2) |
| | Sunday 11th – Committee Meeting & General Meeting |
| Nov | Friday 4th – Level 5 Course (Part 1) |
| | Friday 11th – Level 5 Course (Part 2) |
| | Friday 18th – Level 5 Course (Part 3) |
| | Sunday 20th – EoY Committee & General Meeting |

# Level 3 Licentiate Course

Registrations are open for anyone who wishes to participate on the course. To register go to the website:

- Click on Training at the top of the screen
- Scroll down the page till you find Level 3
- Click on Registration

## Course Dates

**August 2022**

**Friday 5th - Level 3 Course (Part 1)**
**Friday 12th – Level 3 Course (Part 2)**
**Friday 19th – Level 3 Course (Part 3)**

## Course Topics

This course is designed around the judging of different genres. They include:

- Photojournalism
- Street Photography
- Documentary Images
- Sports Photography
- Landscapes
- Aerial Photography
- Seascapes
- Underwater Photography
- Still Life
- Food Photography
- Astro & Night Photography
- Macro & Close-up Photography

## 34th Sutherland Shire National Exhibition of Photography

**Closing Date: 24 July 2022**