

APJA Australian  
Photographic  
Judges Association  
Inc.

**APJA NEWS**

**Issue No.33 JUNE 2019**



**Photographic Artist Feature  
Julie Fletcher**



**Established 2014**

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### ***President's Message***

Members of the APJA, in particular, committee members have had a busy start to the year. A Level 1 Novice Seminar was held in March with the Williamstown CC being the hosts and held in the Altona Meadows Library. This was followed by a Level 2 Intern Seminar hosted by the Yarra Ranges PS and held in the Wandin North Public Hall. Both venues were excellent and I am very grateful for both clubs providing their support. In particular, recognition is given to Stefanie Kruger (YRPS) and Nola Kelsey (WCC) who made both seminars run so smoothly. Volunteers who make solid contributions make a difference and Stefanie and Nola are exemplars in photography.

As for myself, I have now moved to the South Gippsland which has meant committee members are covering for me. Thanks to Bob Sloane who issued a newsletter last month.

### **Annual General Meeting**

**Notice: The AGM will be held on 28 July 2019 at St. Peter's Church Hall, 360 Neerim Rd., Murrumbeena (Carnegie) commencing at 1:30pm. At the AGM, along with many others after 8 years of preparing, negotiating and implementing the APJA, I re-iterate I am standing down as President of APJA and welcome someone to take on the role or we will have no President as of end of July. Basic management skills are all that is needed for the role and I am prepared to advise, settle in and mentor whoever steps in to the role.**

In this issue the next Australian landscape photographer in this series is presented. I have contacted Julie Fletcher and she has kindly given permission to feature her in this newsletter. Julie is one of Australia's most talented photographers and has won numerous professional/international awards for her images.

*Paul Robinson*

Paul Robinson

President

### *Syllabus 2019*

July	28		Cmtee / AGM	Venue: St. Peter's Hall, Murrumbeena		
Aug	18		Level 4	Seminar Venue: St. Peter's Hall Murrumbeena		
Sept	22		Cmtee & General Meeting	Venue: St. Peter's Hall, Murrumbeena		School Hols 21 Sept - 6 Oct
Oct	27		Level 5	Venue: St. Peter's Hall Murrumbeena		
Nov	24		Cmtee & General Meeting	Venue: St. Peter's Hall Murrumbeena	18 Nov VAPS AGM	Melb Cup 5 Nov

### *APJA Facts*

Topics in the ongoing series about bias covered to date have been Mere Exposure Effect Bias, Physiology of Bias, Superficial Bias, Confirmation Bias, Familiarity Bias, Bandwagon Effect, Expectation Anchor, Over Confidence (Which includes belief bias and belief perseverance) and Intuition. This month "Hindsight Bias" is addressed.

The hindsight bias is the proneness to see similar images that you have seen before and favour them. The images are more readily available in your consciousness and you take this information thinking that in the future you knew all along that it is/was a winning image. Hindsight bias can alter our memories and therefore future predictions about high quality photographs.

### *Photographic Artist Review*

Third in our Australian landscape photographers review is Julie Fletcher, known to most of us through TV coverage and her award-winning images. In contacting Julie, I am unable to reproduce any images from her website into this newsletter, however, members are encouraged to go to her website and see her amazing landscape images. Do not download images from her website. Web address:

<https://www.juliefletcherphotography.com.au>

Julie's story: Julie's passion for photography centred on her love for Australian adventure and the great outdoors. She is always in search of new and unique locations, travelling the more remote parts of Australia generally to capture fresh and unique landscape and nature images. In her words (Edited to fit the newsletter):

"I was born in Adelaide, South Australia and moved to Sydney in my early 20's but it was several years later when I went back to study Photography; doing my Diploma of Commercial Photography over 4 years part time and also working full time in an office job to pay the bills. This ultimately set the wheels in motion for me and my career change years later. I am now back in my home state of South Australia and, when not travelling, I live on Kangaroo Island in the South Australia a recent move from Marree in outback South Australia.

I have been published worldwide and won many prestigious awards for my work and achieved international recognition for my work in the 2013 National Geographic Nature Competition in which my now well-known image "Graveyard" was a finalist and chosen over 8000 entries. I have also managed to win or be a finalist in the Australian Geographic Nature Competition every year for the last 6 years straight and winning 2 categories a year over 2 years which I am pretty sure has not been achieved by anyone else before. I also run workshops in several areas within Australia and enjoy helping and teaching others achieve their goals.

I develop my photography concepts on current trends and markets. The one I most enjoy doing is the concept of 'freedom' and doing what I want to do the way I choose to do it and not surmising so much about if it will sell or not, just hoping that people will appreciate my fresh and sometimes unique approach to my subjects and trusting that my passion shines through. The Aussie culture is 'summer, surf and sand' and of course this has played a role in the direction of my photography. My desire for adrenalin is fed by exploring the unknown.

I think I knew very early on whilst studying photography that I would travel and eventually I packed up my car with the essentials – laptop, cameras and clothes and left on an 8-year journey across Australia that would allow me to be happy. During this time, I worked in tourist resorts, on cattle stations and in remote towns, photographing in my own time. I was on a journey - a journey of photography but more than that I was discovering me.

I believe what makes my photography stand out is my energy, passion, commitment and consistency which I try and portray through my images. I don't just photograph an area, I try and connect to it and when I do, it allows me to get the best images over a period of time. My tenacity leads me back to the same location many times to achieve the right light, time and time again. My drive sees me head out at a moment's notice to follow a storm cell that may be hundreds of kilometres away on the off chance that I may capture "that one" image. When on location, I am up before sunrise and back out again for sunset, usually camping in order to be close to my subjects. This is not luck, its hard work and commitment, its knowing how to use a camera properly and how to post produce well, its knowing my subjects and understanding light.

People often ask me if it scares me to travel the outback on my own. My reply to that is a simple NO. I don't let fear drive me. If I did, I would never get the shots I do. The outback can be a hard and harsh place for anyone, male or female. I travel safely, I have emergency location beacons and I am very careful. It's ok to be different and it's ok to NOT want to conform to what we see as the norm. I don't want to be ordinary I want to motivate and inspire others and show them it can be done if you want it bad enough.

*Julie*" (Portrait and information published with permission)

Note: A key goal as judges of photography is to *inspire*, we prompt others to reach out, climb up or make the next step to produce quality images. Julie's story, her photographs and her passion for landscape photography influences our responsibility to instil in others the awe of producing high quality imagery. She is an excellent reference for amateur photographers. Julie has won ANZANG 2016 & 2017, Second Place National Geographic Nature Photograph of the Year 2013, Winner of the FAPA Awards 2015, Silver awards 2013 Pano Awards & 2014 ANZANG. The list goes on as Julie continues her stimulating odyssey.

### **SPECIAL NOTE:**

With special thanks we welcome Gary Smith into the role as Training Director. Gary is a member of the Warragul CC and comes to us with an extensive background in the training/teaching professions. Gary has enthusiastically attended seminars and our general meetings and who's contribution to the APJA is most welcome. We look forward to his expertise to further develop the APJA training seminars.

*Two girls: "A tray of sushi, please." Waiter: "To eat or to post photos of on Instagram?"*

## ***Current Photography Exhibitions***

### **Victoria**

Centre for Contemporary Photography, 404 George St., Fitzroy

T: (03) 9417 549. (Closed Mondays & Tuesdays)

*Vantages* by Shea Kirk – Current till 11 August

*Worry for the fruit birds won't eat* by Sophie Gabrielle – Current till 11 Aug

*Why Take Pictures?* – Group exhibition – Current till 11 August

Monash Gallery of Art, 860 Ferntree Gully Rd., Wheelers Hill 3150

T: 8544 0500 (Closed on Mondays)

*Robin Boyd, a portrait of an Australian House* – current till 14 July.

Tinning Street Gallery, 5/29 Tinning Street, Brunswick 3056

Open: 11am – 5pm Thursday to Sunday. T: 0422 180 232

*Kimspired* photography exhibition by Tyler Payne. Based around imagery of Kim Kardashian made up of composites and referencing advertising products.

### **New South Wales**

Sunstudios, 42 Maddox St., Alexandria. T: (02) 9641 5555

*Second Star to the right* by Glen Michael - Current

Street Photography Exhibition, Cnr Bridge & Phillips Sts., Sydney.

T: (02) 9251 5988 Current till 21 July

### **Queensland**

Museum of Brisbane, Level 3, Brisbane City Hall, King George Square, Brisbane. Tel: 07 3339 0800 *Perspectives of Brisbane* on permanent display.

### **South Australia**

South Australian Museum, North Terrace, Adelaide

*2019 Australian Geographic Nature Photographer of the Year*

Friday 16 August – Sunday 10 November 2019

### **Western Australia**

Fremantle Arts Centre, 1 Finnerty St., Fremantle T: 9432 9555

*Safe Harbour* – Current till 21 July

### **Tasmania**

Cradle Mountain Wilderness Gallery, (Cradle Mountain Hotel),

3718 Cradle Mountain Rd., Cradle Mountain 7306 T: 6492 1404

*Perspective* by David Murphy (Wilderness photography) 12 July to 12 Nov