



A Note From Our President

In the past, the FCC's AGM was held on the same day as the TopShot exhibition and award ceremony. This year, we are separating these two important events.

The FCC finished judging TopShot '26, and judging for the FCC's new Nature Photography competition is almost complete. TopShot attracted 954 entries and the new Nature Photography competition had 418 entries. This is the largest number of entries to FCC competitions in years.

Thank you to the TopShot '26 judges: Bruce Baker, David Richards, Flavio Spedalieri, Judy Young, Peita Ward, Shane Clarkson, Stephane Thomas and Sue Curtis.

Cont.....

What's Inside:

FCC News -

FCC AGM

New FCC Judges Course, Young Free DIY Presentations for Clubs

Club News -

Northern Zone winners announced

Three's NOT a crowd!

Sydney Video Makers Club

Club photographer going Pro

The Bigger Picture -

New IT Arrangements for InterClub competitions

Awards and Competitions

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Trends in Photography –

Authenticity

Results for TopShot '26 and the FCC Nature Photography competition will be announced in August at a special event. This gives the FCC time to finalise prizes for TopShot winners, and to organise a large Trade Fair where you can test the latest cameras and other equipment, and get some good deals.

The AGM, on the other hand, will be held at Hornsby Library at 2:30pm on Sunday 5 July. This is an election year for the Committee, so could all Club delegates please contact nswfccsecretary@gmail.com to confirm your attendance. For country Clubs, we will provide a Zoom link, so let the FCC Secretary know who will be your delegate to vote at the AGM. More details are inside this F-Stop.

This F-Stop also has some terrific stories about the successful Northern NSW Zone InterClub competition, about clubs holding tripartite interclubs with their neighbours, and some special insights from a Club photographer who is going professional. There is also news about the next

FCC Judges Course to be held in Young, and news from the Sydney Video Makers Club, the largest video-makers club in the FCC.

If your club holds or participates in interclub competitions with other clubs, or you participate in TopShot or the FCC InterClub competition, check out our exclusive story on why MyPhotoClub can no longer be available, and the new group that is replacing MyPhotoClub for these events.

As always, the Bigger Picture section has news on Awards and Competitions you can enter to win prize money and international media coverage, and on a new trend to make authentic photography. Keep on creating.

Michelle Kennedy
FCC President



FEDERATION OF CAMERA CLUBS - NSW

NOTICE OF 72ND ANNUAL GENERAL MEETING

The FCC is holding its 72nd Annual General Meeting at 2:30pm on Sunday, 5 July 2026. The AGM takes place at Hornsby Library, 28-44 George St, Hornsby. The Hornsby Library is a short walk from Hornsby Railway Station, and there is ample parking nearby. If you are a club delegate who cannot attend in person, please contact the FCC for the Zoom link.

Could all Clubs please contact the nswfccsecretary@gmail.com by Friday 28 June, 2026 with:

- The name of your Delegate who can speak and vote on behalf of your Club
- Whether your Delegate is attending in person or by Zoom. The FCC will send a link to Delegates attending by Zoom in the week before the meeting
- Any matters you would like raise in General Business.

AGM AGENDA

1. OPEN
2. MINUTES OF THE 2025 AGM
3. PRESIDENT'S REPORT
4. TREASURER'S REPORT
5. ELECTION OF FCC
COMMITTEE FOR 2026-28
6. GENERAL BUSINESS
7. CLOSE

Don Munro
FCC Secretary



FEDERATION OF CAMERA CLUBS - NSW

ELECTION OF FCC COMMITTEE MEMBERS, 2026-28

The FCC Annual General Meeting will be held at 2:30pm on Sunday 5 July 2026.

This year Member Clubs elect a new FCC committee for a two-year term. The Committee is made up of 4 office bearers (President, Vice President, Treasurer and Secretary) and up to 6 ordinary members. The FCC Committee meets monthly on Zoom.

If you are a member of an FCC-affiliate Club, and you are interested in nominating to join the FCC Committee, please complete the following form and email it to the FCC Secretary (nswfccsecretary@gmail.com) BY Friday 28 June, 2026.

Cont....



FEDERATION OF CAMERA CLUBS - NSW

NOMINATION FOR FCC COMMITTEE MEMBERS, 2026-28

We, being financial members of an FCC-affiliated Club, hereby nominate

.....[print name of candidate]

for President/Vice-President/Treasurer/Secretary/ Ordinary Member [circle one].

Nominated by:
[signed]

..... [Club]

Seconded by:
[signed]

..... [Club]

I accept this nomination

..... [signed]

..... [Club]

As required by section 15.1 (c) of the FCC's Constitution, please send this completed nomination form to nswfccsecretary@gmail.com by Friday 28 June, 2026.

FREE DIY PRESENTATIONS FOR CLUBS



The FCC's Making Better Photography resources are available at <https://fccnsw.com.au/portal-preview/>. These DIY presentations and workshops will attract people to your Club to learn modern, creative ways to make photographs. Please do **NOT** upload them to the internet because you will lose potential members.

Photo by Madame Yevonde,
taken from the
Making Better Portraits course

NIKKOR Z



THE WHOLE WORLD AT F/2.8

The trinity, perfected.

The NIKKOR Z 70-200mm f/2.8 VR S II* and NIKKOR Z 24-70mm f/2.8 S II^ are the lightest lenses in their class — with faster autofocus, sharper tracking, and unmatched precision. The Nikon Z Zoom Trinity has never been more complete.

NIKKOR Z 70-200mm f/2.8 VR S II

NIKKOR Z 24-70mm f/2.8 S II

NIKKOR Z 14-24mm f/2.8 S

* As of February 24, 2026, among 70-200mm f/2.8 interchangeable lenses for full-frame mirrorless cameras available.

^ As of August 22, 2025, among 24-70mm f/2.8 interchangeable lenses for full-frame/FX-format mirrorless cameras. Statements based on Nikon research.



FREE DIY PRESENTATIONS FOR CLUBS



FCC PHOTOGRAPHY JUDGES COURSE

Learn how to analyse, give positive feedback on, and score photographs

WHEN:
9:00am – 5:00pm
Sat 21 and Sun 22
November 2026

WHERE:
Young Services Club,
46 Cloete St, Young

WHO TO ATTEND:
Open to all photographers,
especially those interested
in judging photos.

COST:
\$40 per person
Includes venue, FCC Judges' Handbook, and a Guest Speaker.

Judging Criteria

- Impact
- Technical Excellence
- Creativity
- Composition
- Story / Emotion

GOOD FEEDBACK

- ✓ Be positive
- ✓ Be specific
- ✓ Be constructive
- ✓ Help the maker

TO SECURE YOUR PLACE, CONTACT DON MUNRO
nswfccsecretary@gmail.com
for the FCC's banking details.

FEDERATION OF CAMERA CLUBS (NSW) INC

Credit: Image design
by Ryan Deale,
Young Camera Club

Title	Format	Requirements
What Judges Look For	PowerPoint Presentation (1 hour)	Nil
Minimalism	PowerPoint Presentation (45 mins) + Workshop (45 mins)	Club members - bring your camera
Maximalism	PowerPoint Presentation (45 mins) + Workshop (45 mins)	Club members - bring your camera
Portraits	PowerPoint Presentation (45 mins) + Workshop (45 mins)	Club members - bring your camera Clubs - have at least 2 studio lights with soft box, snoot or other modifiers
Flora	PowerPoint Presentation (45 mins) + Workshop (45 mins)	Club members - bring your camera Clubs - have at least 2 studio lights with soft box, snoot or other modifiers

NORTHERN ZONE INTERCLUB WINNERS ANNOUNCED



Contemplation,
by Judith Conning,
Club Taree
Photographic
(1st Place,
Monochrome
Open Subject)



Cocktails,
by Digby Brown,
Tamworth
(1st Place, Colour
Open Subject and
2026 TopShot)

NORTHERN ZONE INTERCLUB WINNERS ANNOUNCED

Only seven points separated the top two Clubs in the 2026 Northern NSW Zone Interclub competition – with C ex. Coffs Camera Club just pipping Club Taree Photographic and Tamworth Camera Club running a close third.

Other Clubs in the competition were Kempsey Macleay RSL Photographic Club, Port Macquarie Panthers Photographic Club, Lismore Camera Club, Grafton Camera Club, and Nambucca Valley Camera Club .

The Northern NSW Zone competition is an annual event which brings together clubs in the region. Northern Zone 2026 was an online and digital entry only competition.

The Northern Zone clubs have begun planning for their digital and print competition to be held at Coffs Harbour on 15th and 16th May 2027. It will be run by a committee made up of representative of the N.Z. clubs instead of just one club.

For more information on the Northern NSW Zone, see <https://northnsw.myphotoclub.com.au/>.

Individual photographer results were:

Monochrome - Open Subject

1st Place

Club Taree Photographic
Judith Conning
Contemplation

2nd Place

Club Taree Photographic
Paul Davis

Medals and Hand

3rd Place

Kempsey Macleay RSL
Photographic Club
Phil Smith
Fern

Colour - Open Subject

1st Place

Tamworth Camera Club
Digby Brown
Cocktails

2nd Place

C.ex Coffs Camera Club
Rick Switzer
Junk Boat

3rd Place

Club Taree Photographic
Cozette Leonard
Red Eyed Tree Frog

Cont....

NORTHERN ZONE INTERCLUB WINNERS ANNOUNCED

Australian Landscape

1st Place

Club Taree Photographic
Peter Macfarlane
Early Morning at South West
Rocks

2nd Place

Club Taree Photographic
Marlo Campbell
Bruthen Mist

3rd Place

C. ex Coffs Camera Club
Annette Brauer
Uluru

Creative - Altered Reality

1st Place

Tamworth Camera Club
Digby Brown
Chores

2nd Place

Tamworth Camera Club
Kevin Craggs
Wanaka Tree Creation

3rd Place

C.ex Coffs Camera Club
Annette Brauer
Milky Worlds

Nature

1st Place

Kempsey Macleay RSL
Photographic Club
Phil Smith
Reptile

2nd Place

Tamworth Camera Club
Judith Conning
Turtles on Track

3rd Place

Port Macquarie Panthers
Photographic Club
Giang Duong
Courtship 2

THREE'S NOT A CROWD!

Carol Bakker's
"Cool Tail"
– a successful
entry into
"The Ashes Cup"



Some clubs in NSW organise three-way photography events with their neighbours as part of their yearly activities.

"The Ashes Cup" is the annual competition between Dooleys Camera Club, Ryde-Eastwood Leagues Camera Club and Port Hacking Camera Club. Each year these clubs enter a number of their best shots for judging. The Clubs take it in turn to host the interclub competition.

In May this year, The Ashes Cup was won by Port Hacking. The competition was judged by FCC judge Flavio Spedalieri. The interclub was hosted by Port Hacking Camera Club. It was the second year in a row Port Hacking Camera Club has won the coveted trophy and bragging rights.

Cont....

THREE'S NOT A CROWD!

For over ten years Northside Creative, Lane Cove Creative Photography and Mosman Camera Club have taken a different approach to their tripartite event.

Each year these clubs identify a set topic. Members produce images on that topic, and the 10 best images are printed. At the “friendly Interclub”, each photographer discusses their photo and how it communicates the topic, and a member of a different club provides feedback on the image. For some digital photographers, this is the first time they have ever seen their images printed.

Like The Ashes Cup, hosting the interclub is rotated between the clubs. This year Mosman Camera Club is hosting the interclub in July. The theme is “Reflecting”, a topic which can include physical reflecting, emotional reflecting or other creative interpretations.

Both The Ashes Cup competition and the friendly interclub are a fun way for club members to socialise and have some fun, while also working seriously on developing their photography skills.

SYDNEY VIDEO MAKERS CLUB



Have fun & make better videos!

Lighting, editing, acting, scriptwriting, & great company

Come along FREE!
2nd & 4th Wednesday each month

Find out more...
sydneyvideomakers.org.au/discover
or call Mark on 0412 649 401




Learn filmmaking, share ideas, meet filmmakers & have fun!

- Team projects
- Workshops & competitions
- Support & guidance
- Dramas & Documentaries
- Music videos & more
- All skill levels very welcome

Come along FREE!
2nd & 4th Wednesday each month

Find out more...

Call:
Mark on 0412 649 401

Visit:
sydneyvideomakers.org.au/discover



The Sydney Video Makers Club was established in 1991 and has held its meetings continually in the same building for the last 35 years. That is amazing if you think about it for most clubs. Even more amazing is that this Club has now produced over 400 short movies which are all

on the club's website. It all began Midwinter in 1991, when an expatriate Englishman John Weaver, then living in Sydney, decided that he should try to contact other frustrated 8mm film makers to see if he

Cont....

SYDNEY VIDEO MAKERS CLUB



could entice them into forming a video makers' club to help one another explore the burgeoning interest in electronic imaging. He put a small advertisement in a local newspaper suggesting that interested participants meet with him and huddled in a doorway against the winter cold one evening. Six potential members met John as he opened the door of his office in suburban Chatswood in northern Sydney.

Gathered around a table in his small office, it soon became apparent that they were all keen 8mm and 16mm cine enthusiasts, many of whom had

also switched to video in the mid-eighties when film stock had become really expensive and when emerging video cameras were starting to offer better prospects of an easily synchronised image and sound without the frustrating wait for the processing of film and the problems of adding sound. Of course, all loudly agreed that image quality using video was much poorer than the latest film stock offered but - the future beckoned!!

And what a future. Who remembers film and then going to video??

Cont....

SYDNEY VIDEO MAKERS CLUB

Some people travelled 300k to the club in those early days. Of course, we all use video cameras today and are only limited by the memory cards in the cameras shooting until they fill up.

Some of the club members have won awards for the movies they made they entered into competitions both in Australia and overseas.

The Chatswood-based Video Makers club is looking for people who are interested in movie making. This includes writing and producing scripts, filming with video cameras – and even just bouncing ideas around in a friendly environment. We also have friendly social meetings and chat over dinner every 3 months.

We meet every second & fourth Wednesday of the month around 6pm at Chatswood RSL for a social dinner and talk before going to The Dougherty Centre, 7 Victor St Chatswood for the club meeting which runs from 7.30pm to 9.30pm. Here we discuss movies we have made or projects in the pipeline. You are welcome whether you are passionate about movie-making, or just interested in video, or just wanting a social chat with likeminded video enthusiasts. For more details, contact Mark, President, Sydney Video-Makers Club on 0412649401 or just drop in on a Wednesday for a coffee or tea and have a chat. Also, check out the 400 movies made by our club members at <http://sydneyvideomakers.org.au/svmc/home.asp>.

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CLUB PHOTOGRAPHER GOING PRO



Aryna Sabalenka-Q, taken at the Brisbane International, 2026
by Stephane Thomas

Stephane Thomas is a member of Mosman Camera Club, and also joined the Lake Macquarie Camera Club when he moved to Newcastle in 2023. He is also an FCC-accredited judge, most recently judging for TopShot '26. Now Stephane is breaking into professional photography. F-Stop asked him for his insights into photography, and his advice on how to become a professional photographer.

What type of photographs do you like to take?

I see myself as a generalist photographer. I enjoy many different genres and am always curious to explore new subjects and challenges. Because photo opportunities are everywhere, it is rare for me to leave the house without a camera or at least having one ready in the back of the car.

Cont....

CLUB PHOTOGRAPHER GOING PRO



Before the Concert 1920, taken by Stephane Thomas

I started with landscape and architecture photography before moving into studio work and dance. More recently, I have been concentrating on sport and I now shoot professionally for a number of sporting organisations and media agencies. While sport is keeping me very busy these days, I still try to make time for my personal projects as much as I can.

When did you first take up photography, and why?

My Dad is a keen photographer so I grew up with cameras lying around the house. Digital photography didn't exist back then so I learnt the basics on film and was lucky enough to have my own little point and shoot camera as a kid. A roll of 36 photos would last a month, and now my camera takes 30 images per second!

Cont....

CLUB PHOTOGRAPHER GOING PRO

We also had a darkroom set up at home where my Dad developed his black and white portraits, and I was always fascinated by the process. I always carried a camera when travelling but photography took a back seat for a while when triathlon and long-distance running became my main focus. A trip to South Africa in 2015, with its incredible wildlife, reignited my passion and I haven't put the camera down since.

What has been the most satisfying photograph you have taken to date, and why?

This is a difficult question because there are several photos that are very close to my heart for different reasons.

If I had to pick one it would be "Before the Concert", a photo of my wife, a professional cellist, taken backstage at the Sydney Opera House on a sunny morning. It is my most awarded image but that is not why it is special to me.

We only had a few minutes to make it happen before the sunlight disappeared. I love how all the elements came together

to tell a story and it is one of those photos where the final result is exactly what I had in my head.

From a sports photography perspective, one of my most satisfying images is a photo of Aryna Sabalenka serving at the Brisbane International this year. I love tennis and played competitively for many years so having the opportunity to cover this event was a real highlight. What makes that image particularly satisfying to me is that it was crafted rather than simply captured by chance. After watching a few serves I realised there was an opportunity to place the ball inside the "Q" of the Queensland sign. Tennis players are creatures of habit so I found a position in the stands where the composition and timing would work, then waited for the right moment. Sabalenka is my favourite female player and I think this image also conveys her athleticism, determination and intensity.

Cont....

CLUB PHOTOGRAPHER GOING PRO

Where have your shots been published?

I cover events for media agencies including ZUMA Press and have recently started contributing to Getty Images. As a result my images are regularly published in newspapers, magazines and websites around the world in The Guardian, Le Figaro, The Times (UK), Ilta-Sanomat, Olympics.com and many other international and regional media outlets.

What advice would you give people wanting to break into sports photography?

Building a strong portfolio is what creates opportunities. Each sport has its own set of challenges so my advice is to shoot as many disciplines as possible.

Many events are easily accessible without formal accreditation and still produce great images. Surfing and Surf Boat competitions, triathlons, running races or local community sports are good places to start. Focus on building a quality, consistent portfolio before worrying about the commercial side. Once you have a body of work that shows both variety and consistency, the opportunities tend to follow.

For more of Stephane's portfolio, see <https://stphotos.net/my-work>.

NEW IT ARRANGEMENTS FOR INTERCLUB COMPETITIONS



photoclubHub

Launching June 2026

hello@photoclubhub.com

New IT arrangements will be required for anyone who has used MyPhotoClub in the past to run interclub or salon competitions.

From 1 June, 2026 MyPhotoClub is only available to individual Clubs based in Australia that are running competitions for their own members. Colin Wood will continue to provide MyPhotoClub for Australian Clubs holding competitions for their members. Nothing changes for these clubs.

However, if you hold interclub competitions (involving multiple clubs), or salon competitions

(involving photographers from multiple clubs or who are not in clubs), then MyPhotoClub is no longer available.

Instead, all regional, national and international interclub and salon competitions that once were provided by MyPhotoClub have now been transferred to photoclubHub.

These changes will affect the FCC's InterClub competition (for individual clubs in NSW and the ACT) and TopShot (a salon competition for individual photographers). The changes will also affect the Northern NSW Zone competitions, the

NEW IT ARRANGEMENTS FOR INTERCLUB COMPETITIONS

Northern Photographic Federation, and the Sutherland Shire National Exhibition of Photography, amongst others. photoclubHub is a new, New Zealand-based company that was split off from the original MyPhotoClub company.

photoclubHub was co-founded by Kevin Akers, a hobbyist photographer and a member of the North Shore Photography Society in Auckland for almost 10 years. He, and co-founder Ricardo, have worked together in web development since 2017. Kevin and Ricardo also worked closely with Colin Woods, the founder of MyPhotoClub, to set up photoclubHub.

The new photoclubHub will operate exactly the same as MyPhotoClub for the near future. photoclubHub will run all the interclub competitions and salon competitions originally managed by MyPhotoClub, and it will also support clubs in other countries.

“Over time,” says Kevin Akers “we plan to modernise the design and user experience - but the underlying functionality you rely on will stay the same.”

Will the price of using photoclubHub change? Kevin says “As a thank-you to existing clubs and competitions for your patience and loyalty, clubs moving across from MyPhotoClub will receive a special loyalty discount covering not just your first year with us, but also your second year too.” So, if you used to run interclub or salon competitions using MyPhotoClub, then from 1 June 2026 you will have no choice but to transfer to photoclubHub or some other provider.

For more about photoclubHub, contact Kevin Akers at kevin@photoclubhub.com, call +64 21 830 570 (remember New Zealand is two hours ahead of eastern Australian time), or check out www.photoclubhub.com (under construction).

AWARDS AND COMPETITIONS



“Last Fireworks” by Alex Wides,
Winner, Open Nature/Landscape, Pano Awards 2025

One of the benefits of Photography Clubs is you get lots of practice in preparing photos for competitions or exhibitions.
But why stop there?

Here are some national and international Awards and Competitions you can enter. They are open to amateur and professional photographers and you could win cash, media coverage and other prizes. They close in the next three months.

MONOCHROME AWARDS

Deadline: 5 July 2026 (early deadline)
Entry:
US\$17 per entry for Amateurs
US\$22 per entry for Professionals

Theme: Digital monochrome images in 13 categories (including Architecture, Landscape, Nude, Portrait and Street)
Why Enter: US\$1,000 (Amateurs) and US\$2,000 (Professionals), publication in the Monochrome Awards book and world-wide media coverage. [Link](#)

[P] PANO AWARDS

Deadline: 13 July 2026
 Entry: US\$20 per entry for the Amateur Awards (non-professional/amateur and student photographers) and US\$22 per entry for the Open Awards

Theme: panoramas (a minimum 2:1 aspect ratio)
 Why Enter: Cash and Epson Printers. See [prizes](#)
[Link](#)

BOWNESS PHOTOGRAPHY PRIZE

Deadline: 14 July 2026
 Entry: Australian citizens or alternatively have been a resident of Australia for at least 12 months. \$55 for up to 3 different images plus a 120 word artist statement

Theme: Fine Art Photography.
 For examples from past winners [see](#)
 Why Enter: Australia's richest cash prize for photography. Prizes include \$50,000 for the winner, plus exhibitions
[Link](#)

PARIS PHOTO-APERTURE PHOTOBOOK AWARDS

Deadline: 4 September 2026
 Entry: First PhotoBook is US\$30 per project; PhotoBook of the Year is US\$60 for first project from a given publisher; and Photography Catalog of the Year is US\$60 for first project from a given publisher

Theme: Three categories: First PhotoBook, PhotoBook of the Year, and Photography Catalogue of the Year
 Why Enter: US\$10,000 prize; plus winners and 35 finalists exhibited at Paris Photo exhibition
[Link](#)

PHOTOGRAPHER OF THE YEAR

Deadline: 27 September 2026

Entry: \$35 per entry

Theme: Categories: Landscape, Animal & Nature, People, Aerial, Travel and Black & White – and three single-image categories – Single Shot, Creative and Junior (for entrants under 18).

Why Enter: \$10,000 for the winner, plus media coverage in Australian Photographer magazine. For Amateur photographers from Australia and New Zealand only [Link](#)

PEOPLE FIRST BANK PHOTOGRAPHIC AWARDS

Deadline: Early September – see link below for latest information

Entry: Free

Theme: Capturing Australian Stories

Why Enter: \$50,000 total prize pool, including \$15,000 for the Theme category (which varies from year to year), \$15,000 for the Open category, and \$5,000 for best mobile phone image. Plus media coverage [Link](#)

THE CAPTURE AWARDS

Deadline: 13 September 2026

Entry: \$19 for early bird entry (before 28 June 2026)

Theme: Six categories: Portrait & People; Landscape & Environment; Wedding & Event; Advertising & Fashion; Documentary & Street; and Art & Conceptual.

Why Enter: \$10,000 across the six categories; plus media coverage in Capture Magazine [Link](#)

LUMIX

HYBRID MIRRORLESS CAMERA



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S1RII, S PRO 50 F1.4 / 50mm, 1.6sec, F16, ISO100 ©Akihiko Nagumo



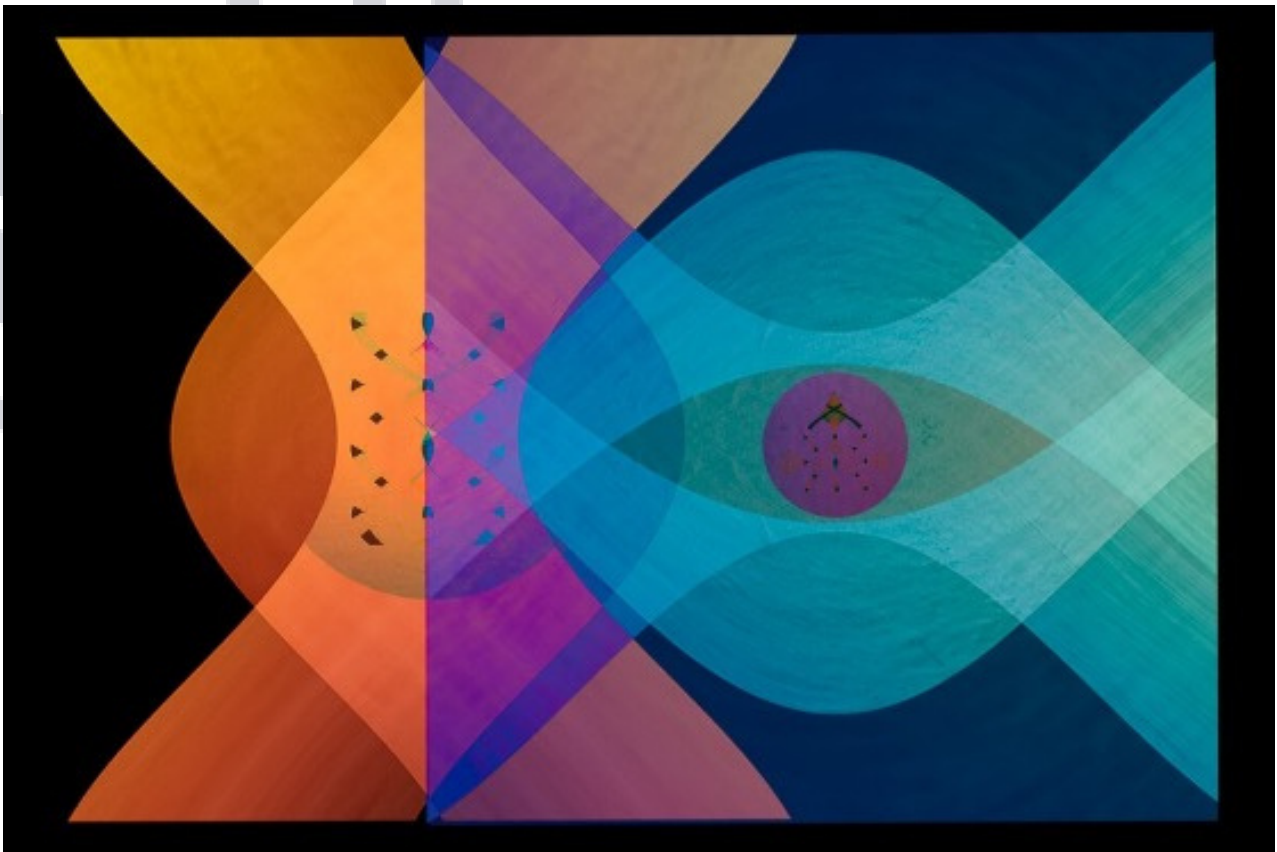
LUMIX S1RII

Every detail. Perfectly captured.

2025 Winner of Hybrid Mirrorless Camera award



SUPPORTING YOUR HOBBYIST PHOTOGRAPHERS



Contemplation 3 by Vicky Strome.

Vicky photographs examples of transformation
where one thing moves to become something else

People join photography clubs for many different reasons. Professionals join clubs to practice their skills without the pressure of filling a commercial brief. Artists join clubs to create beautiful or meaningful visual art. Many people join for practical reasons – they want to learn how to use their camera. But there are also people who join Clubs because they consider photography to be their hobby - something they do for pleasure or as a passion.

A study of more than 93,000 people across 16 countries (including the United States, Japan, China, and a dozen European countries) looked at people who have hobbies. The study defined hobbies as activities people engage in during their leisure time for pleasure. Hobbies included arts (such as photography) as well as crafts, reading, playing games, sports, gardening, etc.

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SUPPORTING YOUR HOBBYIST PHOTOGRAPHERS

The study found hobbies typically increase people's imagination, creativity, sensory activation, self-expression, relaxation and cognitive stimulation. Participation in clubs especially provided valuable social support and reduced loneliness and social isolation. On the other hand, people without hobbies reported poorer health, less happiness, more symptoms of depression, and lower life satisfaction.

So what are the lessons for Clubs? Keep running photography competitions which provide a discipline and set standards for photographers. Keep holding presentations and projects to help members to develop their skills. But also make sure you have activities or workshops which are fun and experimental, that stimulate imagination, and rekindle passion for photography. These will appeal to your hobbyist members specifically, but will also be fun for the professionals, artists, learners and other members of your Club.

TRENDS IN PHOTOGRAPHY – AUTHENTICITY



Robert Steven's "messy and chaotic" image where its authentic look creates impact. The world is now flooded with hyper-polished images, artificially posed people in set-up scenes, and flawless but fake AI-generated content. No wonder many photographers and their clients are looking for something new in photography – something authentic which shows raw emotion, natural moments, and technical imperfection.

Evidence for this shift to authentic photography can be found in stock photography. Buyer searches over the past 18 months consistently show "unfiltered," "candid," and "authentic lifestyle" outpacing "professional," "clean," and "studio." There is a backlash against slick perfection, as H&M found out when it began to advertise its products using AI-generated digital twins.

Cont....

TRENDS IN PHOTOGRAPHY – AUTHENTICITY

One response by photographers and their clients has been to make images which show real people in real environments with real expressions and real imperfections.

“The photographs that resonate most are rarely the sharpest or cleanest. They’re the ones that feel honest. The ones that show effort, proximity, risk, or vulnerability,” according to fstoppers.com.

Importantly, authentic does not mean technically sloppy. The old formula of “shoot loose, desaturate colours and add grain” may have once looked candid to an untrained observer – but this formula is just as fake as AI-generated perfection. In practical terms, how can photographers create authentic, natural-looking images. Here are some tips.

Content: Photograph the messy, awkward, and unscripted moments you see – not clean, polished set up scenes. Capture the moment just before and just after the obvious shot. Look for genuine expressions over posed moments. Photograph in a kitchen, a favourite bar, or in a park – anywhere where people can move or be distracted. Make subjects feel comfortable enough to stop performing with their well-meaning but artificial smiles. For example, [Diane Arbus](#) would sometimes spend weeks visiting homes or communities to build a strong rapport with her subjects before taking any photographs. As a result, her images often show a unique, uneasy openness which captured the essence of her subjects.

Cont....

TRENDS IN PHOTOGRAPHY – AUTHENTICITY

Composition: Compose your frame with natural asymmetry, slightly off-centre, with frames that aren't quite level, or subjects partially cut by the edge of the frame. These signal you were responding to something real rather than constructing some ideal scene.

Technical: Embrace all the “flaws” photographers were once told to avoid IF they make your subject look authentic. Make images that use natural light, uneven light, sun flares, noise or grain, out of focus elements, colour casts and other effects IF they add to the sense that your image is from a real place with real people. This is not easy – it is a fine line between a technique that distracts from your image and one that makes the image look truthful.

In summary, there will always be a place for professional-looking, conventional images. But why stop there – try making images that show something real, messy, quiet or incomplete as a way to develop your skills and experience (and make more saleable-looking shots).

The question for advanced photographers now is no longer "Does this photo look professional?" but "Does this image look real?"

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FE 100-400mm
F4.5 GM OSS



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