



PRESENT

C R Kennedy & Co	Clem Kennedy
Kayell Australia	Rob Gatto
Leica Camera Australia	Ryan Williams
Nikon Australia	James Murray
Consultant	Bruno Turcato
IDEA Australia	Eve Phillips

James Murray thanked the phone-in attendees for being available via telephone conference.

APOLOGIES

No apologies received. Moved James Murray/seconded Rob Gatto

CONFIRMATION OF MINUTES

RESOLVED: That the minutes of the last Annual General Meeting and General Meeting dated 28 November 2018 be signed as a true record. Moved James Murray/seconded Bruno Turcato. Carried.

RESOLVED: That the minutes of the last General Meeting dated 28 November 2018 be signed as a true record. Moved James Murray/seconded Bruno Turcato. Carried.

ANNUAL ACCOUNTS & TREASURER'S REPORT

The audited accounts for the year ended 30 June 2019 had been distributed to all members. Bruno reported that IDEA had minimal income or expenses in the year as there had been no exhibition in the year ended 30 June 2019. **RESOLVED:** That the audited accounts be received. Moved Bruno Turcato/Clem Kennedy. Carried.

PRESIDENT'S REPORT

James Murray reported on the photo industry during the financial year 2019. Full report attached.

RESOLVED: That the President's Report be received: Moved Rob Gatto//Seconded Ryan Williams. Carried.

ELECTION OF OFFICERS

James Murray advised that Bruno had retired from EPSON but had agreed to consult to IDEA on matters of accounting and any special projects that IDEA might undertake during the next 12 months. In accordance with the constitution, all members had received the nomination and proxy papers. There being no other nominations from the membership, a formal vote was not required - the standing directors were all re-nominated for 2020. Voted by acclamation.

President	James Murray	Nikon Australia
Vice President Professional	Robert Gatto	Kayell Australia
Vice President Consumer	Ryan Williams	Leica Camera Australia
Director	Clem Kennedy	C R Kennedy & Co
Consultant - Treasurer	Bruno Turcato	

ELECTION OF AUDITORS

RESOLVED: Bruno Turcato advised that the new auditor appointed for the years ending 2017, 2018 and 2019 had resulted in a healthy saving in expenses. PMK Partners, Castle Hill are again appointed auditors for 2020. Following Project 2020 and disbursement of existing funds held at Macquarie

Bank, PMK Auditors will be tasked to close Imaging and Digital Entertainment Association Limited in accordance with the association's constitution. Moved Bruno Turcato /seconded Clem Kennedy. Carried.

PROJECT 2020

James advised that smartphones represented the greatest opportunity and the greatest threat to the imaging industry. Following discussions in previous meetings, the board agreed to implement "Project 2020 - Experience Imaging & Photography Journeys 2020" - to encourage industry growth and promote the experience of photography to smartphone users. The project will offer to subsidise industry partners who have been members of IDEA since 2015 the opportunity to provide the wider imaging market with access to seminars, workshops etc showcasing smartphone usage and the possibility to expand the experience to embrace camera usage, both still and video photography plus printing as well. The following terms and conditions have been agreed:

1. Project 2020 to be called "CREATIVE JOURNEYS 2020 - Photographic and Imaging Products"
2. IDEA logo must be displayed on all advertising materials and materials.
3. IDEA must be easily recognised as the Supporter of the event.
4. Industry partner participating in the project must have a current Public Liability insurance
5. The industry partner must complete the attached application for funding.
6. Minimum partner spend is \$40,000 with a \$20,000 IDEA Support.
7. There is no maximum partner spend. However, a maximum of \$50,000 will be offered in IDEA Support upon completion of event statistics and details.

See attached application and claim forms for the complete Terms and Conditions.

ANY OTHER BUSINESS

There being no other business, James Murray closed the AGM at 11.45am.

DATE OF NEXT MEETING.

Next AGM - Date and Venue to be confirmed.

Next General Meeting - Date and Venue to be confirmed.

Presidents report. November 27th, 2019

The photographic industry has seen widespread releases of equipment this year, every hardware brand making significant model releases of all formats of cameras – from high end medium format to new entries in the instant print category and action camera market. The lens market has also enjoyed resurgence in model releases, with new lens mounts from manufacturers also providing additional choices. This plethora of product releases, and consumer being spoiled for choice in innovative quality products, an outsider would be excused for assuming the Australian photographic market was still in boom time!

We have seen market decline this last year of 7% in value and I estimate a further decline of similar value next year. This will bring wholesale value of cameras and lens below \$400m, excluding printers, action, instant, video accessories and photo/video services.

It is clear that manufacturers are investing and innovating in bringing more and more advanced equipment to consumers. Our challenge as an industry remains one of engagement and inspiration – there is no question that the interest in content (both still and motion) has never been greater, yet as an industry we continue to largely fail in bringing new customers, reengaging once passionate advocates and stimulating our current audience to advance their photographic journey. The smartphone user remains our greatest opportunity and threat – opportunity in that the customer is experiencing image capture that otherwise might not have, and threat in that for many of them the satisfaction of the smart phone image is enough.

The greatest value IDEA can bring the photographic industry is to trigger new entrants, most likely smart phone users, towards a true photographic journey capturing and sharing still and video content. The choice of equipment has never been more extensive for the customer, yet so much of the potential enjoyment of the new equipment is unknown by the wider market.

Our industry remains under margin pressures from domestic and global issues. As the retail sector continues to struggle we are seeing an ongoing “sale” cycle which fails to establish any value proposition for the customer – only price triggering acquisition timing. This margin pressure is felt I believe through the supply chain, from supplier to retailer and indeed to consumer who feels their

own “margin” of discretionary spending being under pressure from household debt levels.

In re-establishing value in the category, the customer needs to be made aware of what they can expect to enjoy by buying a camera or related device in 2019/20. IDEA will focus in providing a platform from which this value proposition can be promoted by the industry. I call this “Project 2020” and one IDEA is committed to delivering on. Full details of the project will be communicated in coming weeks.

I thank the board for their ongoing support and passion for photographic community, and special thanks to Eve and Bruno for all the work done, much of behind the scenes.

To that end I close by acknowledging the retirement of Bruno Turcato as Managing Director of Epson and therefore stepping down as a Director of IDEA. Bruno has been tireless in supporting the industry as an IDEA Director, especially these recent years where resource has been limited. On behalf of the board and the industry thank you Bruno. Bruno has agreed to provide assistance to IDEA in a consultancy capacity to deliver on immediate projects including “Project 2020” and provide the services of treasurer.

Thank you

James Murray

President

Imaging & Digital Entertainment Association Ltd



CREATIVE JOURNEYS 2020

A project of Photographic & Imaging Product.

APPLICATION FORM

Name of organisation: _____ ABN _____

Address of organisation: _____

Contact Name: _____ Contact Email: _____

Contact Phone:_()_____

Please provide a summary of your intended activity to promote the experience of photography to smartphones users below: (include objective, target audience, projected reach etc)

Intended time frame for activity to be undertaken: _____

Assuming a joint 50/50 investment from your organisation and IDEA, what amount of funding are you requesting from IDEA for this activity? Note: minimum activity \$40,000 (IDEA support \$20,000) no maximum (IDEA max support \$50,000)

\$ _____

Signed: _____ Date: _____

CREATIVE JOURNEYS 2020

A project of Photographic & Imaging Product.

By applying & participating in this promotion, you accept the following Terms & Conditions:

1. The Promoter (Imaging & Digital Entertainment Association, or IDEA) reserves the right, at any time, to verify the validity of applications and to disqualify any entrant who submits an application that is not in accordance with these Terms and Conditions. Failure by the Promoter to enforce any of its rights at any stage does not constitute a waiver of those rights.
2. Applications to this promotion are open to all organisations who were members of IDEA between Jan 1st 2015 and Dec 31st 2019.
3. Incomplete, indecipherable applications or ineligible applications will be deemed invalid.
4. The application period for this promotion commences 1st December 2019. The closing date for receipt of applications is 31st January 2020.
5. The Board Directors of IDEA will meet shortly after the closing date for applications to decide which applications will be successful in obtaining funding from IDEA. During this process, applicants may be contacted to provide further information that may assist the Board in this decision making process.
6. All activities proposed by applicants must be:
 - Aimed at promoting content capture, motion and still images, (including the taking, processing & printing of images) through the use of cameras other than smartphones.
 - Experiential by nature with the intention to engage smartphone users in a hands-on way. (eg. Photographic workshops/seminars/photo walks/exhibitions).
7. Successful applicants will be notified in writing by 14th February 2020.
8. Proposed activities must be completed by 31st May 2020, no exceptions.
9. All activities must clearly display IDEA logo, to such extent that it would be clear that IDEA is the supporter of the event or activity.
10. Successful applicants, upon completing their proposed activity by 31st May 2020, must complete and send the attached CLAIM FORM to IDEA by 14th June 2020 together with a tax invoice for the agreed amount and supporting evidence of all funds spent on the agreed activity (eg. tax invoices, photographic images, clippings of social media/digital advertisements).
11. Payments from IDEA to successful applicants will be made by 30th June 2020.
12. IDEA's privacy policy applies and can be found <https://www.ideaaustralia.com/privacy-policy/>
13. Any other disclaimers relating to loss & activity liability being with company not IDEA.....?



CREATIVE JOURNEYS 2020

A project of Photographic & Imaging Product.

CLAIM FORM

Name of organisation: _____ ABN: _____

Address of organisation: _____

Contact Name: _____ Contact Email: _____

Contact Phone: _____

Please provide a summary of your actual activities undertaken to promote the experience of photography to smartphones users below:

What was the total cost of your activity?: *(IDEA to reimburse up to 50% but not more than the amount agreed in writing to you by IDEA previously)*

\$ _____

Please attach all tax invoices & any other relevant evidence to support your claim.

How many smartphone users did you reach through your activities? (please provide evidence where possible):



CREATIVE JOURNEYS 2020

A project of Photographic & Imaging Product.

CLAIM FORM

Were there any key learnings through this activity that you believe would be of assistance to the photographic industry as a whole? If so, please detail them below:

By signing below, you declare that all information provided by you in this claim form are, to the best of your knowledge, accurate and true.

Signed: _____

Date: _____

Name: _____