

# **Curtin Photography Club**

## **President's Report 2025**

President: Adelina Novanty

Period: January - October 2025

Date: 08/10/2025

## **I. Overview**

Founded in January 2025, Curtin Photography Club was established to build a safe and inclusive community of photography enthusiasts at Curtin University. Our mission for this year is to provide opportunities for our members to learn new skills, network with like-minded creative people, and create a space for them to share their works. Throughout 2025, our primary goal is to fully establish our club and to increase the number of memberships.

## **II. Committee Structure**

The 2025 Curtin Photography Club committee consisted of the executive committee and general committees, all contributing toward the club's operations. The structure was designed to empower coordinators to take leadership within their roles and team, ensuring independent ownership and accountability for outcomes.

### **Executive Committee**

- **President**

Provided strategic direction for Curtin Photography Club, chaired meetings, managed Guild compliance, led sponsorship negotiations, managed internal and external communication and oversaw all major club activities, which include marketing and events. Also developed long-term plans for sustainability and documentation of the club.

- **Vice President**

Served as the main point of support to the President, ensuring smooth coordination across the internal team (event and marketing teams). Took charge of rostering of volunteers and photography service communication. Took charge of the monthly competitions and their logistics.

- **Treasurer**

Oversaw club finances, including budgeting, reimbursements, and grant submissions. Collaborated with event leads to prepare event-specific budgets and ensure compliance with Guild financial procedures.

- **Secretary**

Maintained club records, meeting minutes, and correspondence. Assisted in preparing proposals, photography service contracts and ensuring that the club met the Guild reporting deadlines and documentation standards.

## **General Committee**

The general committee consisted of the events and the marketing team. Each coordinator took leadership over their respective area. They manage planning, execution and reporting with autonomy to make decisions, within their roles, while working collaboratively with the executive team.

- **Events Coordinator**

Led the overall event calendar and planning processes. Responsible for proposing, scheduling, and managing logistics for Curtin Photography Club workshops, exhibitions, and photowalks. Developed detailed event run sheets and Guild event applications.

- **Events Officers**

Supported the Events Coordinator in executing event logistics, such as event planning, equipment setup, etc.

- **Marketing Coordinator**

Led all marketing and social media management for Curtin Photography Club. Developed the content calendar, managed social media strategy, designed promotional materials and ensured consistent visual branding.

- **Marketing Officer**

Assisted in content creation, social media management and making post-event highlights. Took charge of event photography recaps and ensured that all visual assets aligned with the club's branding.

## **III. Decision-Making Process**

CPC operates on a democratic and collaborative decision-making framework:

- **Voting:** Major decisions such as budget allocations, sponsorships, or event approvals are raised during committee meetings and passed through a vote among the executive and general committees. Monthly competition winners were also voted on during the

general committee meeting.

- Subcommittee Leadership: Coordinators are encouraged to make independent decisions within their area of responsibility, with oversight from the President and Vice President. All team activities must be reported to the executive committee.
- Transparency: Meeting minutes and task lists are shared internally to ensure accountability and alignment.

#### **IV. 2025 Events**

##### **Click & Chill 1 – Kings Park (Photowalk)**

###### **7 March 2025**

The first Click & Chill gave members a relaxed opportunity to connect, practice photography, and learn from each other while exploring Kings Park. The event concluded with a picnic and refreshments to encourage social interaction. Around 35 members attended, with positive feedback requesting more photowalks throughout the year.

##### **Workshop 1 – Photography Basics**

###### **4 April 2025**

Our first workshop introduced members to essential photography principles through a hands-on session led by our Events Coordinator. Participants brought cameras and practised with small objects, receiving guidance from peers and the committee. Approximately 20 members attended, appreciating the interactive learning format.

##### **Workshop 2 – Freelancing 101**

###### **16 April 2025**

Presented by the President, this workshop focused on building a freelance photography career, which covers client management, pricing, and portfolio tips. With 30 attendees, the session inspired one member to start her own photography business, reinforcing CPC's goal of supporting members' professional development.

## **Click & Chill 2 – Hyde Park (Photowalk)**

**24 April 2025**

Following the success of the first photowalk, this event introduced a shorter route and a fun photography bingo challenge to boost engagement. Around 30 members attended and praised the inclusive, interactive structure that encouraged creativity and connection.

## **Workshop 3 – Lightroom & Reels Masterclass**

**9 May 2025**

Two guest photographers led this professional development session on photo editing and creating social media content. Members gained practical skills in both Lightroom and reel-making. About 20 members attended, valuing the external industry insights.

## **Quiz Night**

**8 August 2025**

Held at the start of Semester 2, the quiz night offered a social icebreaker for new and returning members. The event sold out with around 50 participants, combining general knowledge and photography-related questions to foster community and engagement.

## **Workshop 4 – Film Photography**

**15 August 2025**

Members experimented with film cameras under the Events Coordinator's guidance, learning film loading, exposure, and shooting basics. About 20 members attended and enjoyed the nostalgic, hands-on format that deepened their understanding of photography fundamentals.

## **Workshop 5 – Phone Photography**

**27 August 2025**

Designed for accessibility, this lunchtime workshop focused on smartphone photography techniques. Though attendance (15 members) was lower due to the assessment season, feedback indicated appreciation for the topic and flexibility in scheduling.

## **Click & Chill 3 – East Perth (Photowalk with UWA Photo Club)**

### **4 September 2025**

In collaboration with the UWA Photography Club, this joint photowalk encouraged inter-university connection and creative exchange. Around 50 attendees participated (30 CPC, 20 UWA), exploring East Perth's landscapes.

## **Workshop 6 – The Art of Colour Grading**

### **26 September 2025**

This interactive live demonstration covered photo editing and colour correction techniques. Around 20 members attended, gaining advanced post-production skills aligned with CPC's goal of fostering technical and creative development.

## **Photography Exhibition**

### **13–17 October 2025**

CPC's end-of-year exhibition acts as our final event of the semester, showcasing over 50 member submissions in the Clubs Hub corridor. The exhibition allowed members to publicly share their work, receive recognition through photo competitions and awards, and celebrate a year of creativity and community at the Awards Night and AGM.

## **V. Photography Service**

Curtin Photography Club also introduced a photography service that allowed members to gain real-world experience through photographing events for other clubs and Curtin associations. Not only can this help provide opportunities for the members, but it also helps strengthen CPC's relationships across the Curtin community

- **Volunteers:** Managed through Sign-up G forms and a spreadsheet for scheduling volunteers and tracking coverage. This year, we have 6 volunteers who have been helping us with one or more event coverage.
- **Events Covered:**
  - CBCA Brewing Connection
  - 2x Curtin Consulting GROUP Panel Night
  - IEEE Beers with Engineers

- CEC Ignite Ball 2025
- CBCA Cocktail Confession
- MENA World Cup 2025
- UNAAWA Young Women Leadership Program
- WIECD Cocktail Night
- CMA x CPC x SCC Picture The Sustainability
- CCEA x TCS: Quiz Night
- **Pricing:** As of this semester, we also charge clubs \$35 an hour per photographer and \$15 an hour for the photobooth. This income helps in running the club to continue providing the members with high-quality events.

## **VI. Photo Competitions**

Photo competitions played a vital role in encouraging creativity, engagement, and recognition among members. Our monthly competitions run almost every month with a different theme provided for each month. This year, we have 5 photo competitions running, which encompass 2 Click and Chill-related competitions and 3 general monthly competitions.

Monthly competition themes include:

- March: Click and Chill 1 - Unique Perspective of Kings Park
- April: Curtin Life Through Your Lens
- May: In Between Moments
- August: Winter Horizons
- September: Click and Chill 3 x UWA - East Perth

The judging process was done through committee voting.

## **VII. Marketing and Communications**

Curtin Photography Club's marketing efforts in 2025 focused on brand consistency, engagement and building awareness.

### **Channels Used:**

- **Instagram:** Main platform for event promotion, event highlights and photography features.

- **Discord:** To build a friendly and uplifting community of photographers where members can ask questions, give advice, share their photos and much more. We also utilised Discord for our online meetings.
- **Email:** For member updates and event reminders. Email was also utilised as a main platform to reach out to external parties such as the Guild, other clubs and sponsors.

### **Outcomes:**

- Instagram
  - Current Instagram followers: 585
  - 72 posts in total this year
  - 59.6K views
  - In the last 3 months, we received 3,169 interactions with 80,6% of them being our followers and 19.4% of them being non-followers
  - Our reels make the most of the interactions with 47.2%, 32.8% for posts and 20% for our stories
- Discord
  - We currently have 116 active members on Discord

## **VIII. Successes, Failures and Recommendations**

### **Successes**

2025 was a year of strong progress for Curtin Photography Club. The committee successfully delivered a full calendar of workshops, photowalks, and social events while maintaining clear communication and structure. Notable achievements include:

- **Community Growth:** Membership increased steadily, with strong attendance across multiple events.
- **Event Quality:** The Click & Chill photowalks, Freelancing 101 workshop, Quiz Night and End-of-Year Exhibition received exceptional feedback for member engagement.
- **Sponsorship Renewal:** We secured event sponsorship from 2 external companies, Irohas Film Lab and Ted's Cameras. We also maintain a positive relationship for an ongoing annual sponsorship in 2026.



- **Brand Consistency:** A unified visual identity across Instagram, posters, and documents enhanced CPC's professional image.
- **Inter-Club Collaborations:** Successful partnerships with the UWA Photography Club and many other clubs.
- **Volunteer Engagement:** The photography service created real-world opportunities for members while expanding CPC's visibility on campus.
- **Best New Club 2025 award recipient.**

## **Challenges**

Despite a successful year, several challenges were encountered that offer learning opportunities for future committees:

- **Event Timing:** A few workshops were affected by assessment periods or short planning timelines.
- **Committee burnout:** A few of our events were held during a busy examination and assignment period of the university, which resulted in the lack of activity. It is important for a committee member to communicate when they are busy with uni work to avoid burnout.
- **Communication gaps:** At times, coordination between the committees can be an issue which could have been more streamlined.
- **Sponsorship Expansion:** While Ted's Cameras remained supportive, outreach to new partners was limited by time constraints.

## **Recommendations**

To build on this year's foundation and ensure ongoing success, the following recommendations are proposed for the 2026 committee:

1. **Advance Event Scheduling:**  
Plan major events (e.g. Exhibition, Quiz Night, Workshops) at least 6–8 weeks ahead to secure venues and marketing lead time.
2. **Increase the number of photography volunteers:**  
Create formal volunteer subcommittees for Events, Marketing, and Sponsorship to reduce burnout and support leadership development.

3. Securing annual ongoing sponsorships:  
Seek new partners beyond Ted's Cameras for prizes, discounts, and cross-promotion.
4. Enhance Mid-Semester Engagement:  
Introduce casual "mini-events" such as editing sessions, movie nights, or pop-up photowalks to maintain member activity during quieter periods.
5. Streamline Communication:  
Maintain consistent updates through shared organisation tool, group chats, and clear delegation of tasks within each team.
6. Improve handover & documentation:  
Keep a well-structured shared drive with templates, contact lists, and event reports to ensure a smooth transition for future committees.