

The Home of Photography Education

PHOTOGRAPHY STUDIES COLLEGE

psc.edu.au

CAREER AS A
PHOTOGRAPHER
WHERE ARE THE JOBS?



The booklet gives you information about the growth of careers and jobs in the photography | videography | image making sector of the creative industries.

Australia's creative industries and creative economy – of which photography is an integral part – have been growing substantially since 2011. Creative and digital industries represent \$90 billion to the economy and in 2018 employed around 8% of the Australian workforce*, which is more than mining and agriculture.

Find out about where the jobs really are and how PSC Graduates get a great start through extensive industry connections and a job ready focus.

*The Future of the Creative Economy', June 2021, Report by Deloitte

EMPLOYMENT GROWTH IN THE PHOTOGRAPHY INDUSTRY

- The number of people working as Photographers (in their main job) grew over the past 5 years
- The photography industry employed around 13,000 people in 2020*
- Around 50% of jobs were full-time
- This number is expected to continue to grow
- There are likely to be around **9,000 job openings over 5 years** (that's about 1,800 a year)



*jobsoutlook.gov.au

Image by Sean McDonald | Founder 3am Productions, PSC Graduate

WHAT DO THE CAREERS AND JOBS IN THE PHOTOGRAPHY | VIDEOGRAPHY | IMAGE MAKING INDUSTRY LOOK LIKE?

Commercial photography

Fashion, lifestyle, architecture, advertising, content creator, industrial, sports, event, corporate, food and product, portrait, wedding (still and video), studio manager, aerial and drone photography, scientific and medical

Photojournalism

Content producer, documentary photographer, exhibiting and publishing, videographer, virtual reality video content producer, travel, editorial, not-for-profit organisations, NGOs and community organisations

Art photography

Exhibiting photo artist, photo-media artist, local and overseas artist residencies, moving image/installation, digital media artist

Image management

Production manager, photo agencies, picture libraries, image editing, digital post-production, image manipulation, designer, moving image editor, photographic printer and finisher

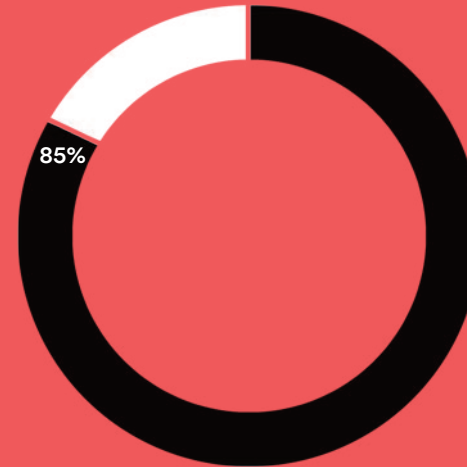
The possibilities are endless...





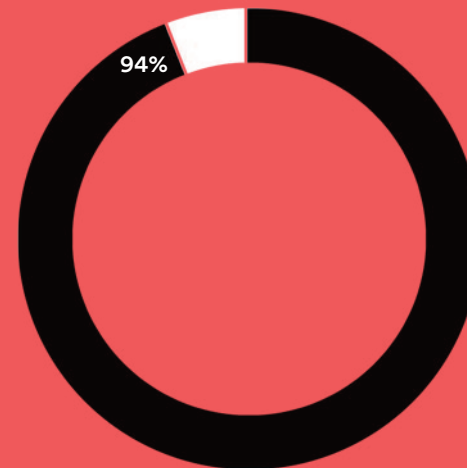
Image by Kristina Vldez

PSC GRADUATES (ALUMNI) EMPLOYMENT



2019 - 2020 data | 85% of PSC graduates (alumni) found employment within 4 months of graduating

*Source: Government QILT survey. www.qilt.edu.au



94% of PSC students had some paid photographic work during their final year of studies

*Student survey conducted by PSC

THE PSC INDUSTRY EDGE

We are an industry leader in photography education, and we know how to get our students industry connected and career ready. We deliver specialised practically focused tertiary qualifications that open up job and career opportunities.

Extensive industry networks

Our lecturers are leading professionals highly respected and connected in the photography image making industry. These connections often lead to direct job and work experience outcomes for students and graduates. Our large professional studios are extremely well supported and equipped through our strong local industry connections with SUNSTUDIOS, Broncolor, Kayell, and Elinchrom.

Global links

Links with International creatives, photographers, content producers and videographers through our extensive online image makers seminars and lectures. Also links to major international Photography Festivals and organisations, international photography tours, overseas colleges and our many highly respected international mentors ensure our students are constantly exposed to numerous global opportunities.

Job ready graduates

Our students graduate job ready and with industry networks through our industry focussed curriculum, entrepreneurial and marketing subjects, the final year industry mentor program and the PSC job register.

Industry mentor program

Building a network of external mentors and industry contacts is often a pathway to employment, jobs and a deeper connection with the creative industries. In our extensive and unique mentor program, students work with local, national and international industry professionals to build those networks and contacts.

Industry focused curriculum

To foster industry knowledge and tangible connections in final year of the course students become members of the peak industry body and take part in the industry awards. Students make their work highly visible by regularly submitting work to a range of awards, publications and have a strong social media and online presence. Our high level well equipped facilities allow our curriculum to be delivered in spaces that replicate 'real world' on the job scenarios.

Our international and national industry partners and sponsors

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PROFESSIONAL
EDUCATION | GOVERNMENT | CORPORATE

society for
photographic
education
spe

Kayell
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EIZO

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the
BROWNBILL
Effect
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360South
DIGITAL AGENCY

BORGE'S
IMAGING

Find out about some of our inspiring Graduates (Alumni), their careers and how they are taking advantage of the dynamic growth and opportunities in this sector!

(Full interviews on the PSC blog at psc.edu.au)

ROCHELLE HANSEN

DOCUMENTARY PHOTOGRAPHER | VIDEOGRAPHER

Rochelle has incorporated her love of travel and goals to shed light on human rights issues, into her photography career. Since graduating in 2016 she has worked with a range of NGOs in Asia and Africa, and recently travelled to Kenya with BeadWORKS, to document remote communities and their work to empower women. When back in Melbourne she works full-time for a production company Sense6, as a photographer and videographer.

“I would highly recommend studying the Bachelor of Photography....because of the small intimate classes and amazing teachers. I learnt so much while at PSC and it really shaped who I am as a photographer.....”

– Rochelle Hansen



Image by Rochelle Hansen

JO DUCK

COMMERCIAL |
FASHION PHOTOGRAPHER

Jo's career is on a roll. After graduating from PSC 12 years ago, she is making a name for herself in the international fashion photography industry and art world. Currently she photographs actors, models and luxury fashion brands. She has had her images published in fashion's top magazines such as Harper's Bazaar and GQ and worked in London, New York, and L.A.

“In my course I learned a lot of technical skills, I especially loved learning studio lighting. PSC has a great sense of community and I had a great network of teachers and friends, many are still a big part of my life today.”

– Jo Duck



Image by Jo Duck, 'Cowboys At Sunset'

ANDREW HARDY

PHOTOGRAPHER |
FILMMAKER

Andrew at 26 is a successful photographer, videographer, filmmaker and founder of Fēlan Films, a production company with clients including Sony Alpha, Tourism Tasmania, Mini Cooper and Zomato Australia. He often travels to the USA and frequently shoots in stunning locations around the world.

“I chose PSC because of the variety of subjects and aspects of photography that the course covered. PSC specialises in photography, and that is evident in the work from all previous students.”

– Andrew Hardy



Image by Andrew Hardy

ANNETTE O'BRIEN

COMMERCIAL PHOTOGRAPHER

Annette specialises in interiors, homewares, lifestyle and product photography for her range of commercial and editorial clients. She's built a very successful photography business working with stylists and shooting for commercial clients for their latest collections. She also is busy doing shoots for magazines such as Australian House and Garden, Adore and Home Beautiful while working on her first book.

“At PSC I learned everything from practical and technical skills, to developing ideas and research. It constantly pushed me out of my comfort zone and in such a supportive environment. I also got to assist some fantastic photographers!”

– Annette O'Brien



Image by Annette O'Brien, 'Ivy Muse'
Styled by Alana Langan

JAMES BUGG

DOCUMENTARY PHOTOGRAPHER

As a documentary photographer James is interested in visual storytelling. His work revolves around people, place and circumstance. In 2018 he won the \$50,000 Moran Contemporary Photographic Prize, becoming the youngest recipient in the prize's history. His work has been featured in publications such as The Guardian, Paper Journal, Capture Magazine and AINT-BAD. James is now studying his Masters at PSC and his work 'Bush Dance' commissioned by Photo Australia is showing at PHOTO 2022.

“PSC is such a close-knit network of people who I can always rely on for advice and inspiration.”

– James Bugg



Image by James Bugg
Winning image of the 2018 Moran Contemporary Photographic Prize

LIANE HURVITZ

FASHION PHOTOGRAPHER

Liane is a fashion, commercial and event photographer. Her clients include Westfield, Dolci Firme, Mossman, Rebecca Judd Loves, Emporium Melbourne, Country Road, Olga Berg and Mimco. Her work has featured in magazines such as Elle Australia, Cosmopolitan and Vogue Australia.

“PSC was special to me because it provided a unique creative space that helped strengthen my craft and ignite my true passions. I found myself embarking on an educational journey surrounded by a group of like-minded creatives. We all inspired each other to learn, have fun and grow as a creative community...”

– Liane Hurvitz



Image by Liane Hurvitz

CASSANDRA TZORTZOGLU

COMMERCIAL | WEDDING PHOTOGRAPHER

After graduating with an award for excellence in 2016 Cassandra started her photography business, shooting both commercially and weddings. She loves both aspects and splits her time fifty-fifty between the two. She finds the mix gives her flexibility financially and the opportunity to grow as a photographer and company.

“The support system, equipment and teachers available (at PSC) is remarkable and something you will look back on and cherish.”

– Cassandra Tzortzoglou



Image by Cassandra Tzortzoglou

KEITH PARSONS

VISUAL CONTENT CREATOR

After graduating in 2012 Keith spent a year in Africa freelancing. He then moved to London taking up an internship and then full-time position on the Picture Desk at the Daily Telegraph. Keith also worked for the Arctic Heritage Trust as a cinematographer/filmmaker documenting their month-long expedition crossing the Greenland Ice Cap. Following completion of his Masters, Keith returned to Melbourne where he now works for Oxfam as a videographer.

“PSC has helped me immensely in forming my thoughts about photography and its potential... it taught me visual culture, a visual language and most importantly ethics. I was exposed to stimulating discussions, and robustly challenged at class critiques, all of which sharpened my practice and thinking.”

– Keith Parsons



Image by Keith Parsons
Expedition with the Antarctic Heritage Trust retracing Fridtjof Nansen's journey, 560kms across Greenland's icecap.

MORGAN HANCOCK

SPORTS | EDITORIAL PHOTOGRAPHER

Morgan got a job as a Photojournalist with The Standard in Warrnambool shortly after graduating in 2016. He loves the variety and finds that no two days are the same. His work often takes him out on location photographing news, sports, portraits and a range of social events.

“I loved my time at PSC, as we all had the chance to learn so many important things ... taking great photos, post-production, approaching clients ...and invoicing. I loved how willing all the lecturers were to help students...”

– Morgan Hancock



Image by Morgan Hancock

CHRISTINE ANSORGE

PHOTOJOURNALIST

While studying at PSC, Christine was awarded various internships organised in final year of her course. After graduating she spent time as a full-time photojournalist for News Corp in Alice Springs. She is now working for Fairfax Media at The Standard in Warrnambool.

“PSC is special to me because it has helped me become a working photographer, a career that I thought would be impossible to pursue.”

– Christine Ansonge



Image by Christine Ansonge

CHRIS HOPKINS

PHOTOJOURNALIST |
FREELANCE PHOTOGRAPHER

Walkley Award winning photojournalist and PSC's 2010 graduate Chris Hopkins works for The Guardian, New York Times and The Age. Based in Melbourne, he focuses on social justice, humanitarian issues and shoots everything from celebrity portraits to food. His work has enabled him to travel the world and his latest grant is taking him back to Uganda.

“PSC has a great mentorship program. This enabled me to link up with Justin McManus from The Age and he guided me not just technically but offered insights into the industry and its expectations...this made me ready when I started to land assignments.”

– Chris Hopkins



Image by Chris Hopkins

MICHAEL FOXINGTON

COMMERCIAL
PHOTOGRAPHER

After graduating, Michael secured a full-time job through the PSC Job Register as a studio photographer for a large homewares company. In his spare time, he photographs theatre, headshots, portraits, fashion and personal fine art projects.

“I chose PSC because I had gotten as far as I could on my own. I needed guidance, I needed mentorship and I needed to see beyond my own limitations. I came to PSC and saw work on the walls that inspired me, and thought I want to make work like this.”

– Michael Foxington



Image by Michael Foxington

SOPHIE GABRIELLE

PHOTO-MEDIA
ARTIST

Since graduating from PSC, Sophie's work has been recognised internationally, she has been named a Lensculture Emerging Artist in 2016 and a finalist in their 2018 Art Photography Prize. She has also recently been announced as one of the Foam Magazine top 20 talents out of over 1500 submissions from around the world.

“After being accepted into three schools that I applied for, I decided on PSC because of its focus on photography and the instant warm welcome.”

– Sophie Gabrielle

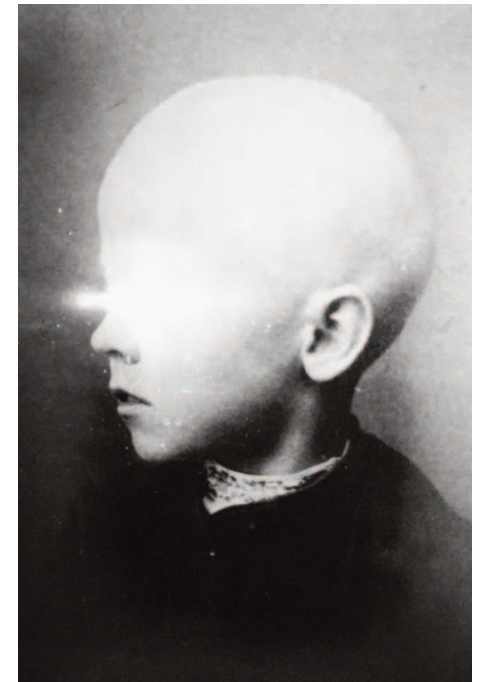


Image by Sophie Gabrielle

ELIZABETH BYSOUTH

COMMERCIAL | FASHION PHOTOGRAPHER

Elizabeth graduated in 2019 completing a major folio focusing on contemporary fashion. Colourful and fluid, her work reflects Melbourne's current streetwear fashion trends. Already working full time using her photography, video and website skills, she's also building her fashion photography business.

“I would definitely recommend PSC ...I liked that it's centred around photography and videography, this made it so motivating as you're constantly around people who enjoy the same things you do.”

– Elizabeth Bysouth



Image by Elizabeth Bysouth

CHLOE SMITH

EDITORIAL PHOTOGRAPHER

Chloe combines working for The Weekly Times with her freelance commercial work. Working in a rural environment to capture visual stories she constantly photographs people, cattle, sheep, fruit, vegetables, harvests, machines and beautiful landscapes. Chloe's successful freelance business focuses on lifestyle, underwater and fashion photography.

“I am very thankful for my teachers and their weekly feedback. I was encouraged to make photographs as often as possible, to keep pushing on and creating no matter what! PSC also got me out of my comfort zone (a lot) and it's all been for the better!”

– Chloe Smith



Images by Chloe Smith

JORDAN MADGE

DOCUMENTARY
PHOTOGRAPHER

Jordan has received numerous awards including the 2016 Australian Photobook of the Year. He has exhibited in Tokyo, and at the Australian Centre for Photography and the Centre for Contemporary Photography in Melbourne. Since returning from a yearlong documentary project in South Korea he has just had his photobook 'Banana Spider Bite' published.

“I chose to study at PSC because it offered exactly what I was after, an in-depth look into photography.”

– Jordan Madge



Image from Jordan Madge's photobook 'Banana Spider Bite' published by Bad News Books

RAKUTO MAKINO

FASHION | PORTRAIT
PHOTOGRAPHER

Rakuto Makino, came to PSC to study from Japan. After graduating Rakuto moved to Germany to work in the international photography scene and he currently works between Hamburg and Tokyo. He's now a successful fashion and portrait photographer. View his latest projects on his website mr-sharaku.com



Image by Rakuto Makino

HIROKI NAGAHIRO

FASHION
PHOTOGRAPHER

Hiroki now lives and works in London and Tokyo and is represented by London-based photography, style and production agency August Management. Among his various fashion clients and publications are Superior magazine, Design Scene magazine, HUF magazine, Leon magazine and more. View his work at hirokinagahiro.com and via August Management.



Image by Hiroki Nagahiro

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