



THE NEWSLETTER

MEETINGS: AMRA Hall, 92 Wills St, Glen Iris, VIC
Melways 59 H7
ABN 55 567 464 974

PRESIDENT – Rod Reynolds 0408 173 662 president@apcsociety.com.au
SECRETARY – Stephen Chung 0425 793 193 secretary@apcsociety.com.au
TREASURER – John Young treasurer@apcsociety.com.au
NEWSLETTER – (Editor- Andrew Korlaki) andrew@korlaki.com

APCS NEWSLETTER No.90 – June 2019

The next APCS event is the Annual General Meeting – Sunday 16th June at 2pm

The Annual General Meeting of the Australian Photographic Collectors' Society Inc will be held on Sunday 16th June at 2pm at the AMRA Hall to receive reports and elect officers for the 2019-2020 year.

THE ANNUAL REPORT: A PDF of the annual report for 2018-2019 can be viewed and downloaded from:

<http://www.apcsociety.com.au/AnnualReport.pdf> . The minutes of the last AGM can also be viewed and downloaded from:

<http://www.apcsociety.com.au/Minutes.pdf> . Limited copies of both documents will also be printed and available at the AGM.

APPOINTMENT OF PROXIES: If you are unable to be present at the meeting and wish to appoint a proxy, this can be done by sending an email to president@apcsociety.com.au . Please word the email in the following terms:

"I (your name and member number) hereby appoint (name of nominee who must also be a member) or "the chairman" as you wish to vote on my behalf at the APCS AGM scheduled for 16th June 2019."

Alternatively you can write a similar instruction which can be delivered by any member at the AGM, and in that case please sign and date the statement. Note that in the case of an email the date and origin of the email will be sufficient evidence.

NOMINATIONS FOR COMMITTEE: Nominations for the positions of President, Vice-president, Secretary, Treasurer and general Committee members for 2019-2020 may be made at any time prior to the elections, and do not need to be in a prescribed form. Nominations by email may be sent to secretary@apcsociety.com.au . Other society positions – event managers, Back Focus editor etc are matters for the incoming committee to deal with as they become vacant.

It is time for you to consider being part of the committee. The society is entering a challenging period where interest in the markets and the volume of material being offered for auction are increasing, yet the membership of the society is dropping while the average age of our members continues to increase – mostly because the retention rate for members who have joined in the last few years is only a couple of years. The revenue from markets and auctions remains high, so funding is not an issue. The challenge is to attract new members and to make the society more attractive.

The Annual Report highlights that we lost about 20% of our members in the last 12 months despite attempts to

refresh contact with them. It seems likely that the functions of the APCS will have to change to make it attractive to a new generation of collectors. This won't happen by itself and will have to be proactively promoted.

The job of the committee is to manage the APCS on behalf of the members, and that covers every aspect of running the society – markets, auctions, responding to legislation, maintaining records, communications with members and of course the administration of its assets. Many of those functions are in place and are working well, but the present is a time of change and the committee does need to respond.

Members-only Auction 21st July

The auction scheduled for 21st July promises to be an important one as several very interesting items have already been submitted. Standout items include a group of prewar Exakta VP models including a couple of quite rare black bodies, one of which is the rare "Junior" version which has a fixed lens. All of this group have functional shutters. Other important items include an Ensign Special Reflex and an early Kodak No.1 Panoramic.

It is not too late to submit other items for the auction, but the cut-off date for notifications is 30th June. Please submit lists on the form that you can download from the website to auctions@apcsociety.com.au by that date. Intent to submit items for the July auction should be sent to the Auction Manager before the end of May. You will be sent an electronic form to summarise your items, and details of how to send them for photographing and inclusion in the interactive on-line catalogue.

AUCTION CHANGES: Over the last couple of years the demand for low grade, electronic, and common cameras – mostly made since about 1970, has evaporated, and that includes a lot of cameras that were not particularly cheap when new. In many cases the market is saturated. For film users, there are a lot of high quality cameras on the market that do not rely on electronics, and these are commonly available cheaply. Not only are those unpopular cameras not reaching prices that warrant inclusion in catalogues, but they are not selling in the public markets either. Similarly the demand for projectors and darkroom equipment of virtually any kind has also evaporated. From now on, such items will not be accepted for the APCS auctions unless bundled into lots – "20 assorted point-and-shoot cameras" for example. Some other items – particularly heavy ones – get no interest, even when marked "free".

An analysis of the results for the April auction confirms that low-grade items get no interest and WILL NOT NOW BE ACCEPTED FOR AUCTION.

No Back Focus? – Membership lapsed?

Did you get a copy of Back Focus in March? If not it is probable that you did not renew your membership last year (we continue to send newsletters for a year after members become unfinancial).

Thankyou to the members who have already renewed their membership for 2019-20. The annual fee remains at \$30 can be paid by a direct deposit into the APCS bank account:

Account name: Australian Photographic Collectors' Society. BSB: 083166 – Account: 515315423 and be certain to put your name or membership number in the reference field. Or send a cheque to the Treasurer P.O.Box126, KANGAROO GROUND, VIC 3097

If any of your details have changed please let us know. Download the membership form from the website <http://www.apcsociety.com.au/membership.html> and include it with your cheque, or email the changes to the Treasurer or to web@apcsociety.com.au.

There have now been 112 issues of Back Focus and its equivalent in the early days of the APCS. A complete index is available by downloading the PDF from <http://www.apcsociety.com.au/BackFocus/BFIndex.pdf>

A project is in progress to digitise all the Back Focus issues, and the first 50 are already available as PDF files on CD. Send an email to web@apcsociety.com.au for details on getting a copy. For members having computers without a CD drive, the first 50 issues are also available loaded on a 16GB USB flash drive.

The second issue of Back Focus for 2019 will be in the mail in the next couple of weeks. Keep an eye out for it and please note the cover sheet and respond if your membership status indicates that renewal is needed.

APCS communications with members

In today's environment things can happen quickly and it is becoming more important to ensure that you – the members – have access to the latest information as soon as possible.

Once upon a time, such information was stored up and when there was enough to talk about, a newsletter was written and sent out by mail. Today, people want to find out what is happening quickly, and the mail system is not only costly, but is much slower than previously.

With the rollout of digital communications through mobile phones, ADSL services, the NBN and several wireless digital communications services, information can be got to you nearly instantaneously and cheaply. The central location of information to do with the APCS is the APCS website: www.apcsociety.com.au but there are other methods that we use. In each month that includes an APCS event, an electronic newsletter (like this one) is produced that you can read from a link in an email that is sent to the email address that you give us in your membership details. If you choose not to do that you can still see the newsletter from the APCS webpage – just go to the "Newsletter" tab and click on the link. Make sure that you update the page or you may only see older information.

We also put information on social media – most notably FaceBook. Go to your own FaceBook page and search on APCS. If you are not a FaceBook user, don't worry, the information is also on the APCS webpage.

Classified Advertisements

You can place classified advertisements in these pages. Send an email to adverts@apcsociety.com.au including a JPG photo if you wish. Rather than include your name and contact details we can add an enquiry code and pass information on to you – then you can deal directly with the responders – your decision. At present there is no charge for this service. For the timebeing keep the text down to under 50 words per item.