

## **BUSINESS CAPABILITY STATEMENT**

### **BUDD PHOTOGRAPHY**

#### **MISSION STATEMENT**

“Personal and professional integrity, coupled with a creative passion and desire to exceed client expectations, are the core values underlying every aspect of Budd Photography.”



#### **BUSINESS STRUCTURE**

Budd Photography is owned and operated by Roslyn and Stephen Budd. Roslyn is the photographer / creative director and her husband, Stephen, is responsible for the management of the business accounts, data integrity, archiving and is a CASA accredited Drone Pilot. Budd Photography also has experience in delivering high quality timelapse photography and video services.

Business commenced in 1999 and prior to 2014, the business was located in Mount Isa (North West Queensland) and the business name was Outback Photographics. Roslyn and Stephen are now located in Townsville, North Queensland, and Roslyn willingly travels for commissioned assignments throughout regional Australia.



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## WHY CHOOSE BUDD PHOTOGRAPHY?

Roslyn works with a wide range of clients across diverse industry sectors, and is comfortable working with every level of employee, from the reception staff right through to CEO's, and aims to make the photography session an enjoyable experience for all involved.

Roslyn prides herself on the following attributes:

- Reliable, professional & friendly service
- Passionate about working with clients to develop an outstanding result
- Excellent organisational skills
- Offers flexibility in planning and delivery of requirements
- First hand industry experience in mining and exploration
- No job too big or too small
- Construction Industry White Card
- Work Safely at Heights Statement of Attainment
- Blue Card for working with children
- National Police Check (NPC)
- Rail Safety Worker (RSW)
- Creative Photography and videography services



Understanding client requests is the cornerstone to developing a productive working relationship, and Roslyn recognises that often clients require assistance in developing the creative brief that will work best for their business and is happy to assist clients from the start of the process. Roslyn's personable approach lends itself to developing open communication and exchange of ideas with clients, to not only understand, but to enhance the scope of their photographic requests. Clients have remarked they appreciate the feedback and discussion on the photography brief and often mention 'we hadn't thought of that'.

With over 15 years hands on experience as a geologist, in underground mining, and exploration, Roslyn has developed a special interest in industrial, mining and aerial photography. Roslyn has a strong appreciation for all safety aspects when working on sites, not only for herself, but for those working around her. When photographing in mining and industrial environments, she understands the importance of working efficiently to minimise any downtime in production, and providing a level of flexibility in timeframes should it be necessary to extend or reschedule a work task, as often happens in the industrial workspace.

Roslyn has created an extensive library of travel and lifestyle images over the years and has works published nationally and internationally for industry, tourism and lifestyle publications. Most of the travel images have been captured in rural and remote parts of Australia and several overseas destinations. Videography, timelapse and drone photography are increasingly becoming an important component of commercial requirements and Budd Photography offers these services on request.



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## SERVICES

Industrial Photography  
Aerial Photography  
CASA accredited Drone Photography  
Mining Photography  
Timelapse Photography  
Corporate Portraits / Headshots  
Corporate Event Photography  
Food / Beverage photography  
School / Group photography  
Commercial Interiors / Exteriors  
Architectural Photography  
Travel and Tourism Photography  
Agricultural and Rural Photography  
Stock Images  
Videography  
Product Photography



## RISK MANAGEMENT PRACTICES

All projects require an appropriate level of risk assessment and management, whether simply conducting a portrait session in a corporate office or photographing mobile equipment in an underground mine. During previous industry experience, working as a training coordinator in the safety and training department, Roslyn has facilitated many risk assessments and conducts personal risk assessments prior to any task by following the simple 3 step process:

1. What am I about to do?
2. What can go wrong?
3. What can I do to prevent it from going wrong?

## CONFIDENTIALITY

Roslyn maintains a high level of professionalism at all stages of her work and understands that some clients require a high degree of confidentiality, especially within Government and high-level corporate sectors. Budd Photography manages data in a confidential manner, with storage and backup conducted in-house on internal servers. Clients may request data transfer via cloud technology, however this will not be done for any confidential or sensitive data.

## CULTURAL CONSIDERATIONS

Roslyn believes that all people should be treated with the same level of respect, regardless of their background. Roslyn has worked on several photographic projects requiring cultural sensitivity and works closely with clients to understand and appreciate the beliefs and traditions of others and any special considerations that need to be taken into account during the photographic sessions.



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## SOCIAL RESPONSIBILITY INITIATIVES

Roslyn is a proud local of Townsville and supports a variety of local and regional charities and community groups, including Ronald McDonald House, Challenge Games, Rotary, AIPP Reflections Project, Black Dog Charity Ride, Mates4Mates, Fight for a Cause and Pink Lady Triathlon event for Breast Cancer Fundraising.

During 2015 Roslyn volunteered her services as part of the AIPP Reflections Project, photographing World War II veterans. Roslyn arranged photographic sessions and met with over 60 veterans across North Queensland, Northern Territory and Western Australia. It was a humbling experience for Roslyn to be part of this project and was one of the highlights of her photographic career to photograph these amazing people.

## CLIENTS

Please refer to Budd Photography website, to view a list of clients that Roslyn has worked with:  
<http://www.buddphotography.com.au>

## CLIENT TESTIMONIALS

*"Based on the great relationship we had with Roslyn through the Diamantina and Leichhardt Power Stations project in Mount Isa, APA Group asked Ros to photograph our gas transmission and network operations in Brisbane. APA Group is Australia's largest energy infrastructure business, transporting around half of Australia's gas usage. Ros has an amazing ability to capture any image – be it a gas valve, a piece of pipe or our skilled team of operators out in the field - and have that image tell a story about our business. Importantly, Ros makes everyone she's photographing feel comfortable and relaxed, even the most camera-shy. This skill and Ros's personable nature made the photographic shoot an enjoyable day for everyone, resulting in a huge range of highly usable images. The most satisfying experiences are when you get what you needed, meet your objectives and have a great time doing it - working with Ros from Budd Photography ticks all these boxes." ~ External Communications Manager, APA Group*

Additional client testimonials are displayed on the Budd Photography website:  
<http://www.buddphotography.com.au>

