



Regional Arts WA Ambassador Program

Project Brief

Regional Arts WA Ambassador Program: Calling Regional Photographers and Videographers!

We're excited to launch the Regional Arts WA Ambassador Program, inviting passionate photographers and videographers from across Western Australia to help tell the story of Western Australia's regional arts scene.

Why We're Creating This Program

Regional arts events and artists often go undocumented, with their stories remaining untold outside local communities. We want to change that by working with talented visual storytellers like you who understand and love your regions.

As a Regional Arts WA Ambassador, you'll capture authentic moments that showcase the vibrant cultural landscape of regional WA while building your own profile and portfolio.

What We're Looking For

- **Event Photography:** Hero shots with people engaging with art, close-ups of artwork, venue atmosphere, and audience reactions showing genuine enjoyment and engagement
- **Regional Imagery:** Tourism-style photos that capture what makes your region unique. Think its landscapes, landmarks, and local culture
- **Place-Based Content:** Images that tell the story of how art and place connect in your region
- **Video Content:** Short, engaging clips suitable for social media reels and stories
- **Vox Pops:** Brief interviews with local artists and community members about arts in your region. Can combine audio only with photos to create interesting interview reels.

What You'll Receive

A fixed fee arrangement will be determined with the photographer/videographer prior to the assignment. This will be based on travel requirements, equipment used, and your skill level. The program includes:

- Recognition as an official Regional Arts WA Ambassador
- Complimentary entry to select regional arts events
- Travel allowances for events
- Promotion across our platforms
- Collaborative social media features

Expectations

We typically require approximately 30 high-quality, edited images and/or videos per assignment. These must be of a high quality in-line with our Content Guidelines. Regional Arts WA will retain copyright of all content, which may be used in future promotional materials, website content, and compiled videos showcasing our regional network.

[See Content Guidelines here which includes photography standards.](#)

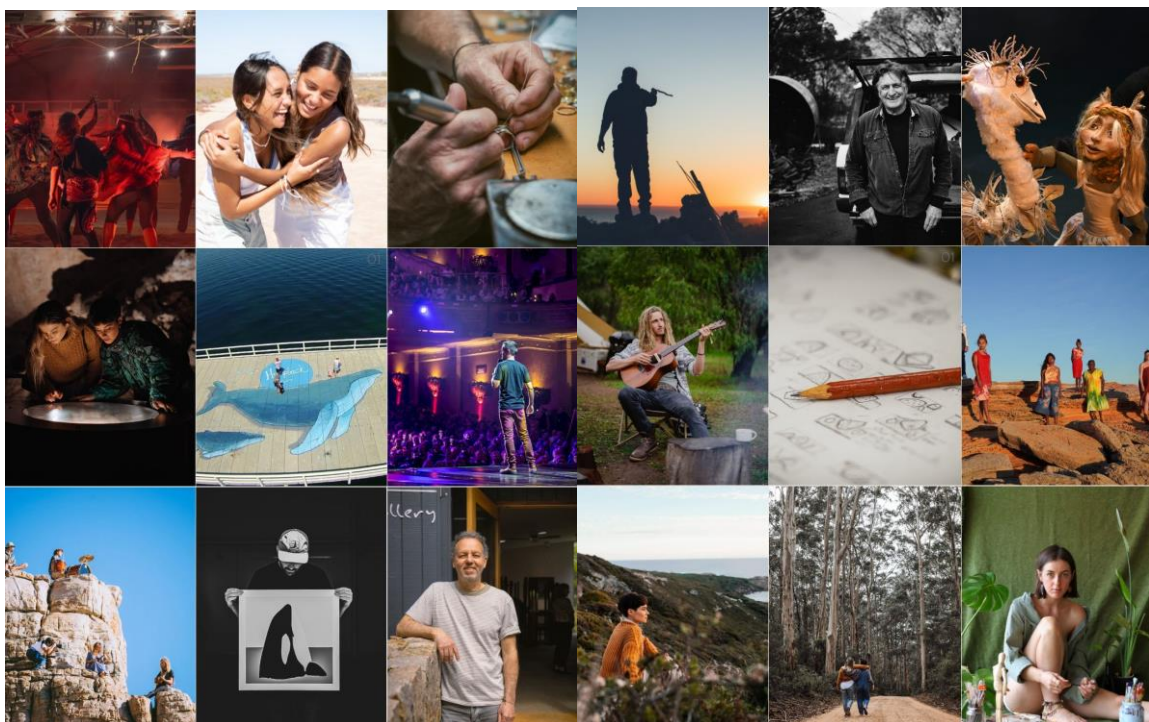
Example Imagery & References

In order for Regional Arts WA to best promote your regional artists and culture, we would like you to focus on:

People - real authentic and diverse regional faces in their comfort zones

A sense of **place** - the region itself to establish Western Australia as diverse and unique

The **genuine atmosphere** of the event (curious, creative, vibrant)



What Happens With Your Content?

Your photography and video will be featured in:

- **Through the Lens Features** - Curated stories on our website and social media channels
- **Promotional Materials** - Helping raise the profile of regional arts
- **Video Compilations** - We may create compilation videos that showcase the diversity of WA's regional arts scene
- **Collaborative Posts** - We'll work with you on social media content that credits your work

Interested in becoming an ambassador? Reach out to us with examples of your work and tell us why you're passionate about arts in your region!

Email:

Communications and Content Lead: smathewson@regionalartswa.org.au