

# Australian Institute of Professional Photography

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Photographers in Surrey Hills, VICThe AIPP is the membership organisation of choice for professional and aspiring image makers. In this day and age, there are many people who call themselves a "professional". But how can you be sure? It is an unfortunate fact that in Australia, the imaging industry is not held accountable to the same legal status and regulatory requirements as other Government and state-regulated professions. In the area of creative services, this can often be seen as a good thing, allowing fresh new people to work in this area without the restrictions and barriers to entry often required by other professions. But it can also be a problem, allowing anyone to call themselves a professional, without any recourse, any accountability and any attempt to adhere to agreed and appropriate standards. An Accredited Professional Photographer is a photographer, who doesn't just claim to be a "professional" but earns that title by successfully completing the rigorous AIPP accreditation process. Accreditation is designed to give you, the consumer, confidence that your Professional Photographer is a proven, experienced, technically capable, professional practitioner, who complies with all legal business requirements, has appropriate insurance and who is willing to agree to the mandatory Code of Professional Practice and to the requirement to continually improve their photographic skills by committing to continue their professional development. The AIPP continually monitors its ACCC certified accreditation requirements to ensure that the standard for accredited membership is appropriate for the profession of photography in 2017 and beyond.

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