

Photography

The Way We Are

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1. 6259 Australians listed photographer as their main occupation in the last census.
2. 7 million cameras are being used in Australia.
3. Between 700,000 and 800,000 cameras are sold every year. Compact point and zoom cameras being the most popular at an average cost of \$179.
4. More than 1 billion prints were processed in Australia last year (1998)
5. 40 million roles of film are processed each year by Kodak
6. Australia's most valuable photograph is Max Dupain's 1935 print "Rhythmic Form", which fetched \$14,375 in 1994 at auction.
7. We use 5 rolls of film per household per year (less than half as many as the Japanese).
8. 1.5 million single user or disposable cameras are sold every year, they're not disposed of, though - Kodak dismantles and reuses them.
9. More of us are buying duplicates of the same photo. In 1993 40 million prints were doubles, by 1997 this had increased to 200 million.
10. On average wedding photographers take 300 photos per wedding. 9 rolls of colour and 1 roll of B&W. An emerging trend is disposable cameras placed on tables so that guests can take their own candid shots.