



IT'S

PARADISE

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Photographic Congress puts KwaZulu-Natal South Coast on the map And launches quarterly photographic competition

The Hibiscus Coast Photographic Society was honoured to host the Annual Photographic Society South Africa (PSSA) KwaZulu-Natal Regional Congress at St. Michaels Sands Hotel recently. The event attracted photographers from across the province and nationally where they assembled for a weekend of lectures, workshops and socialising amongst fellow photographic enthusiasts.

The guests were treated to various lectures by some of our country's best top photographers and lecturers who travelled from as far as Bloemfontein and Cape Town to be a part of this event. Amongst the speakers were Koot Marais, one of South Africa's most accomplished and versatile photographers, who has won numerous awards and accolades in both the slide and digital photography eras. Lee Slabber, Wildlife and Landscape expert, who has taught clients from as far afield as Russia and the United States, and who has won many prestigious awards including the BBC Wildlife Photographer of the Year, was also a key speaker.

Closer to home, congress goers were privileged to have lectures from Gary Jones, from the Westville Camera Club. He shared his expertise on Avian Photography along with the South Coast's very own renowned photographer Sean Van Tonder, who hosted a workshop on Portrait Photography. This lecture was of great benefit to all those that joined. Joe Houghton, an Adobe Certified Expert in Lightroom and a member of the Royal Photographic Society who travelled all the way from Ireland to participate, was on hand to host a lecture on Lightroom Tips and Tricks.

In true South Coast hospitality, St. Michaels Sands Hotel turned out to be a very gracious and suitable host for this prestigious event, offering unbeatable service, great views and comfortable conference facilities for all who attended. The newly revamped on-site restaurant presented guests and lecturers with delightful meals, from the "Cheese and Wine" official welcome evening to the lunches, teas and the delicious Gala Dinner which was held on the Saturday evening.



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UGU South Coast Tourism (USCT) partnered with the Regional Congress with the view to ongoing support, given that Film Tourism is a growing niche market that addresses many seasonal issues and one which can also attract large numbers of visitors and offer excellent marketing opportunities.

The congress co-coordinators wish to extend a word of thanks to all the local South Coast businesses who offered valuable sponsorships and support of event. 'It certainly has put the South Coast on the map in the photographic community and as a result of this Congress, the Society has now seen increased interest regarding membership and it would appear that the Club will grow very positively as a result.

Furthermore, the partnership with Ugu South Coast Tourism has not ended with the Congress – collaboration on quarterly photo competitions for our members has begun, with USCT offering great prizes and incentives. This partnership is a great way to help Tourism not only generate more content for their marketing purposes but also to help promote local talent. It is a great initiative to inspire and reward amateur photographers all whilst showcasing the best of the South Coast. The competition was launched during the Congress and entries will be judged quarterly. We welcome all submissions and would like to encourage those interested to get in touch with us' says Nerissa Naidoo, PRO of the Hibiscus Coast Photographic Society.

For further information, please contact Nerissa Naidoo nerissa@stmikes.co.za

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