

## **Visions of Victoria Image Gap list 2009.**

### **Background**

This document has been created to provide Photographers, Clients, Organizations and Tourism Victoria staff with a listing of image gaps in the Visions of Victoria Library.

Visions of Victoria will endeavor (when budget allows) to fill these gaps through photographer's stock libraries, sourcing images from organizations and commissioning photographic shoots.

All images purchased or sourced will require a signed Copyright License agreement allowing Visions of Victoria to distribute the images through its website.

Visions of Victoria will accept transparencies or digital files. Digital files must be A4@ 400dpi or larger.

Please use the below estimate as a guide to what Visions of Victoria will pay for images from Stock Libraries.

35mm - \$100 - \$500

Digital \$100 - \$550 (Must be A4 size @ 300dpi or 400 dpi)

Medium formats \$350 - \$750

Large Formats \$500 - \$2,500

## List of Gaps for Visions of Victoria

### Melbourne

|                            |  |
|----------------------------|--|
| Docklands                  | Architecture and sculptures, the promenade with people, people dining and relaxing around the precinct, the jetties with people and boats, Telstra dome and Melbourne skyline from the docklands.                          |
| Dinning                    | People dining at formal restaurants, cafes, unique coffee shops, detail images of food, wine, meals, produce, chefs cooking, staff waiting on people.  |
| Food                       | Detailed images of food, produce, wines, displays of food, people eating food. Chefs cooking food, preparing food.   |
| Queen Victoria Markets     | People shopping and interacting with store holders, rows of fruit and vegetables, the food court, bags of spices and an overview image of the market both in the fruit and vegetable section and the other retail section. |
| St Kilda Arts Market       | The Esplanade lined with stores and people, people browsing at stores, a tram running along the Esplanade with the stores in foreground or background, detail of items, price tags and signage.                            |
| Attractions                | Interior and exterior, people enjoying the facilities, people dining in the attraction's café, detailed images of exhibitions, signage, people interacting.  |
| Events                     | People interacting with event, street performers, crowds, fireworks, detailed images of carnival rides, signage, flags and unique items to the event.  |
| Festival                   | People watching a street performer, carnival rides, crowds on lawns, fireworks, detailed images of balloons, cotton candy, people with balloons.   |
| Live Music                 | Hero Images, crowd watching a live performance, band on stage, detailed images of instruments, lights, people playing instruments.   |
| Christmas                  | Christmas decorations, Myer Windows, Christmas Tree, people looking at Myer Windows, people interacting with decorations.  |
| Moomba Festival            | Fireworks, people enjoying the festival, detailed images of unique items from the event, street performers, floats, carnival rides and food.   |
| New Years Eve              | People watching fireworks, crowds on the bridge, skyline with fireworks, detailed images of sparklers, noise makers, bands, signage and flags..  |
| Lygon St Festival          | People enjoying the festival, street performers, detailed images of food and wine, people eating.  |
| Bars                       | A hero image, people relaxing having a drink in a unique bar.  |
| Laneways                   | People dining, shopping and walking in laneways, street art and architecture   |
| Shopping Experience        | GPO, QV, Melbourne Central, DFO, Chapel Street, Brunswick Street. People shopping, people relaxing after shopping, people dining after or during shopping.   |
| Chadstone Shopping Gardens | Architecture, signage, people walking around Chadstone.  |
| Gardens                    | St Kilda, Botanic, Flag Staff, Fitzroy, scenic images of the gardens, people enjoying the gardens, people relaxing in the gardens, detailed images of architecture, plants and flowers.                                    |
| Yarra River                | Melbourne Skyline, people jogging, walking and cycling along the Yarra, people relaxing around the Yarra, parks of the Yarra, architecture on the Yarra including Studley Park, boats and rowers on the Yarra.             |
| Brighton Beach Boxes       | Architecture, Melbourne Skyline, people enjoying the beach, people with the bathing boxes.   |

## Melbourne Cont:

|                       |  |
|-----------------------|--|
| St Kilda Foreshore    | Hero image of the St Kilda foreshore, people enjoying the foreshore, dining on the foreshore, people on the pier, people cycling and walking along the foreshore, yachts and boats on the water.   |
| Zoo's                 | Royal Melbourne, Werribee, Healesville, people enjoying the zoos, beautiful images show the expanse of each zoo, habitats, people with habitats, detailed images of animals, signage, and unique items.  |
| Birrarung Marr        | Architecture, Yarra River, people enjoying the park, sculptures, the park and sporting arenas, Melbourne Skyline, detailed images of architecture and sculptures.  |
| Accommodation         | Interiors and exteriors, people enjoying the facilities, dining and relaxing at a hotel, signage and branding, rooms, restaurants and bars, detailed images of signage, furniture and food.  |
| Theatre               | Hero Image, inside a theatre with people watching a stage production, people enjoying the theatre, interior and exterior, stage performers and usher, detailed images of signage, architecture, instruments, stage props and tickets.                                    |
| Hammer Hall           | Interior and exterior of Hammer Hall, people relaxing, dining, watching a concert, people sitting in seats, the stage, a concert, detailed images of architecture, instruments, conductor, items that are uniquely associated with Hammer Hall.                          |
| ACMI                  | Exterior and interior, people interacting with exhibitions, detailed images of signage, exhibitions, people interacting.   |
| Federation Square     | People enjoying federations square, people dining and relaxing in Federation Square, detailed images of architecture, signage, food, items unique to Federations Square.   |
| Southgate             | People dining, people relaxing, Melbourne Skyline, South Gate with the Yarra River, images of the promenade, people shopping, people walking.  |
| Crown Casino          | Crown Promenade, shopping and dining. Detailed images of Fireballs, people in fountains, food, signage and architecture.   |
| Backpackers           | Backpackers experiencing Melbourne, accommodation, people dining, people on tours, people at bars, people enjoying Melbourne as a backpacker.  |
| Gay and Lesbian       | People shopping, dining, enjoying Melbourne precincts, touring, clubbing.  |
| Streetscapes/Skylines | Everyday life of Melbourne, Skylines with people, vista style streetscapes with people.  |
| Public Transport      | Trains, Trams, Taxi and Buses, people interacting with ticket machines, people waiting for transport, on platforms, Detailed images of trams, buses, trains and taxis, Trams and Trains pulling into platforms and stations, people getting on and off trams and trains. |
| Precincts             | People enjoying the precincts, shopping, dining, detailed images of signs, architecture, food, wine, items unique to the precincts.  |

## Daylesford and Macedon Ranges

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|--------------------------|--|
| Hanging Rock             | People enjoying the National Park, People walking along tracks, People on the Rocks, People playing around the rocks, detailed images of the rocks, signage, steps and ladders.  |
| Lavender                 | Yuulong Lavender Festival, people walking through lavender, beautiful landscapes of gardens and grounds, people dining at the lavender farm, lavender products, detailed images of lavender, bee's and lavender, produce, labels, gardens, architecture.                   |
| Wineries                 | Unique architecture, people tasting wines, people relaxing or dining at wineries, landscape shots of vineyards, landscape shots of architecture in vineyards, detailed images of barrels, vats, grapes, vines and food, produce, bottles.                                  |
| Antique Shopping         | People shopping, interior and exterior images of antique shops, detailed images of signage, windows and antiques.  |
| Accommodation            | People relaxing and enjoying the facilities, exterior and interior images of the property, detailed images of items, food, wine, breakfast and architecture.   |
| Art/Artists              | Interior and exterior images of galleries, people looking through galleries, people dining at a gallery café/restaurant, Detailed images of art, paintings and sculptures, artist producing artworks   |
| Day Spa/Wellness Centers | Exterior and interior images, exterior and interior images with people, people relaxing, people waiting for treatments, people having treatments, detailed images of oils, ointments, massage, spices and other items unique to the experience.                            |
| Touring                  | Cars driving along a leafy tree lined country roads, touring along fertile farm lands, cars at lookouts with people enjoying the views, cars driving through pretty townships.   |
| Villages/Towns           | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town. |

## Yarra Valley, Dandenongs and the Ranges

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|--------------------------|--|
| Touring                  | Cars driving through fern gullies, cars driving along winding roads with tall ash trees, cars driving through quaint little towns like Olinda and Emerald, cars driving with vineyards on each side, cars driving into vineyards and wineries..                            |
| Wineries                 | Unique architecture, people tasting wines, people relaxing or dining at wineries, landscape shots of vineyards, landscape shots of architecture in vineyards, detailed images of barrels, vats, grapes, vines and food, produce, bottles.                                  |
| Markets                  | Farmer Markets, arts and crafts markets, landscape images of the stores and people browsing, people buying goods, people browsing at stores, detailed shots of food, produce, arts and crafts, price tags, signage, labels..   |
| Lake Mountain            | Beautiful landscape images of Lake Mountain, people enjoying the views, people walking along a track.  |
| Lady Talbot Forest Drive | Beautiful landscape images of road, cars driving along the road, cars stopped at a picnic spot, people walking along the road.   |
| Accommodation            | Exterior and interior, rooms, people enjoying themselves, detailed images of food, wine and breakfast, gardens.  |
| Montsalvat               | Beautiful landscapes of the exterior and gardens of Montsalvat.  |
| William Ricketts         | Landscape images showing the gardens aspect of this attraction, people walking through the gardens. Images of sculptures are not permitted. Detailed images of signage, ferns and steps, tacks. .  |
| Healesville Sanctuary    | People interacting with habitats, landscape images of Australian wildlife, detailed images of animals, signage and habitats.   |
| Puffing Billy            | People getting on and off the train, landscape of Puffing Billy going over the trestle bridge, Puffing Billy during its run, Puffing Billy at Emerald Lake – Lake in context), detailed images of Puffing Billy, signage and stations.                                     |
| Villages/Towns           | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town. |

## Mornington Peninsula

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|------------------------|--|
| Villages/Towns         | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town. |
| Wineries               | Unique architecture, people tasting wines, people relaxing or dining at wineries, landscape shots of vineyards, landscape shots of architecture in vineyards, detailed images of barrels, vats, grapes, vines and food, produce, bottles.                                  |
| Local Produce          | Landscapes of roadside stores, people tasting local produce, people picking local produce, landscape images of crops and orchards, detailed images of local produce, signs, price tags, boxes of fruit and vegetables and labels,.   |
| Markets                | An overview shot of the entire market with people walking through the Market, people interacting with store holders, people browsing through stores, detailed images of food, produce, arts and crafts, signage, price tags, labels..                                      |
| Beach Culture          | people enjoying the beach (preferably with t-shirt and shorts), landscape images of the coast, yachts on the water, people involved in water activities, people on walkways, detail images of towels, ice-cream, shells, sand castles, architecture.                       |
| Scuba Diving           | People scuba diving, people diving into water from boats, people scuba diving underwater with coral or fish, detailed images of tanks, wetsuits, fish, bubbles, boats and gear.  |
| Swim with the Dolphins | People swimming with the dolphins, people on boat getting ready, dolphins or seals, landscape image of boat with dolphins, landscape image of boat cruising on water, detailed images of gear, dolphin and the boat.   |
| Day Spa                | People enjoying a treatment, exterior and interior images, exterior and interior images with people, people dining at day spa café or restaurant, people in spa, detailed images of oils, salts, herbs, soap, spa and water.   |
| Surfing                | Landscape images of the beach, waves and people surfing or about to surf, people getting in and out of the water with surf boards, people on beach with surfboards, close up images of people surfing on waves, detailed images of boards, wax and wetsuits.               |

## Phillip Island

|                    |  |
|--------------------|--|
| Penguin            | People watching the penguin parade, people watching the penguins, penguins marching up the beach, landscape images of the boardwalks, beach, waves and penguins, detailed images of single penguins, signage, items unique to this experience.   |
| Wildlife           | Landscape images showing wildlife in it natural habitat, people on boardwalks, people and wildlife, detailed images wildlife, boardwalks, signage  |
| Surfing            | Landscape images of the beach, waves and people surfing or about to surf, people getting in and out of the water with surf boards, people on beach with surfboards, close up images of people surfing on waves, detailed images of boards, wax and wetsuits.   |
| Cowes              | People walking along Cowes Foreshore, landscape images of Cowes foreshore, people walking along Cowes Pier, landscape images of Cowes Pier, landscape images of streetscapes with people, people enjoying dinning, shopping and relaxing in Cowes, detailed images of the pier, architecture, signage, unique items specific to Cowes. |
| Coaches            | Coaches driving along the Highway, coaches turning into the Penguin Parade, coaches crossing the Phillip Island bridge.  |
| Fishing            | People fishing on piers, beaches and rocks, landscape images of people fishing, landscape images of fishing boats moored or fishing on the bay, detailed images of fresh fish, hooks, fishing rods and boats.  |
| Villages/Townships | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town.   |

## Goldfields

|                      |  |
|----------------------|--|
| Streetscapes         | Landscape images of the old world charm streetscapes, landscape images of old architecture, people walking along the street, people walking in and out of old buildings, people dinning alfresco, detailed images of architecture, signage, food, wine, items unique to this region. |
| Villages/Townships   | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town.           |
| Art Galleries        | Interior and exterior images with and without people, shots of artworks, people enjoying the art galleries, people dinning at an art gallery. Detailed images of food, artworks, people and artist producing artworks.   |
| History and Heritage | Interior and exteriors of Heritage and historic precincts, people walking in and out of heritage properties, people looking at local heritage, Detailed images of historical objects, architecture and signage.  |

## Grampians

|                         |   |
|-------------------------|---|
| Wildflowers             | Landscape images of fields of wildflowers with Grampians National Park in background, wildflower with waterfalls, wildflowers in rock face, overview images of the Wildflower Festival at Halls Gap, detailed images of Victorian wild flowers and Australian Flora.  |
| Halls Gap               | Cars driving through Halls Gap, people camping at Halls Gap, people walking around Halls Gap, people dining, shopping and relaxing around Halls Gap, landscape image of the main street with the Grampians National Park as context.  |
| Wineries                | Unique architecture, people tasting wines, people relaxing or dining at wineries, landscape images of vineyards, landscape images of architecture in vineyards, landscape images showing the winery or vineyard with the Grampians as backdrop, detailed images of barrels, vats, grapes, vines and food, produce, bottles. |
| Grampians National Park | Landscape views of the Grampians National Park, including lookouts, rock face, waterfalls and views, people looking at views, people at lookouts, people walking along walking tracks.  |
| Wildlife                | Landscape images of wildlife in their natural state, preferably with the Grampians as a backdrop.   |
| Villages/Towns          | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town.  |

## Great Ocean Road

|                 |   |
|-----------------|---|
| Villages/Towns  | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town.  |
| Surfing         | Landscape images of the beach, waves and people surfing or about to surf, people getting in and out of the water with surf boards, people on beach with surfboards, close up images of people surfing on waves, detailed images of boards, wax and wetsuits.                |
| Twelve Apostles | Landscape images of the Twelve Apostles during the day, sun set and sun rise, landscape images of people watching the view, detailed images of stacks, boardwalk and signage.   |
| Whale Watching  | People watching for whales, landscape images of whale watching boats and whales, images of whales, detailed images of signage at whale watching centre,   |
| Great Otways    | Landscape images of the rainforest, fern gullies, rivers and creeks, landscape image of lookouts with people, people walking through the rainforest, people at Maits Rest, people crossing over bridge, detailed images of ferns, architecture, signage and walking tracks. |
| Accommodation   | Exterior and interior with and without people, people enjoying the facilities of the accommodation, landscape images of rooms, views from balconies, people dining and relaxing at a property.  |
| Local produce   | Landscapes of the piers where fresh seafood is sold, people tasting local produce, people selecting local seafood, landscape images of crops and orchards, detailed images of local produce, local seafood, signs, price tags, boxes of fruit and vegetables and labels,.   |
| Fishing         | People fishing on piers, beaches and rocks, landscape images of people fishing, landscape images of fishing boats moored or fishing on the bay, detailed images of fresh fish, hooks, fishing rods and boats.   |
| Touring         | Cars driving through fern gullies, cars driving along winding roads with coast on one side and cliffs on the other, cars driving over bridges, cars driving through quaint little towns   |
| Lighthouse      | Landscape images of Lighthouse, coastline and ocean view, landscape images of Lighthouse, people at Lighthouses, detailed images of architecture, signage and items unique to this experience.  |

## Gippsland

|                       |   |
|-----------------------|---|
| Fresh Seafood         | People dining on seafood, fish market and shops, detailed images of meals, fish, price tags, fish stores, signage and items unique to this experience.  |
| Wineries              | Unique architecture, people tasting wines, people relaxing or dining at wineries, landscape images of vineyards, landscape images of architecture in vineyards, landscape images showing the winery or vineyard with the Grampians as backdrop, detailed images of barrels, vats, grapes, vines and food, produce, bottles. |
| Gippsland Lakes       | Beautiful landscapes of the Gippsland Lakes, people doing activities on the Lakes – fishing, boating, walking and skiing, landscape of townships with Gippsland Lakes as a backdrop.  |
| The Great Alpine Road | People enjoying the views, landscape image of the road, mountain and bush, car driving along a winy road, cars driving along road through a township.   |
| Fishing               | People fishing on piers, beaches and rocks, landscape images of people fishing, landscape images of fishing boats moored or fishing on the bay, detailed images of fresh fish, hooks, fishing rods and boats.   |
| Villages/Townships    | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town.  |
| Lakes Entrance        | Landscape images of Lakes Entrance, beaches and rivers with and without people, people enjoying Lakes Entrance the township, boating on the lakes, landscape images of piers and jetties with and without people, detailed images of signage, food, wine, architecture, boats and piers.                                    |

## Victoria's High Country

|                          |  |
|--------------------------|--|
| Snow Resorts             | People skiing, snow boarding, snow play, people relaxing and enjoying the facilities of each of the resorts, views, chair lifts, detailed images of trees, snow and architecture.  |
| Wangaratta Jazz Festival | People enjoying the festival, detailed images of instruments, food and festival activities.  |
| Wineries                 | Vineyards, grapes, vines, exterior and interiors, unique architecture, people wine tasting, people dining, people relaxing, grounds and gardens, detailed images of glasses, barrels, prices, labels, items uniquely associated with wineries.                             |
| Villages/Townships       | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town. |
| Cattleman's Huts         | The huts and surrounding landscape, people enjoying the huts, detailed architecture of the huts.   |
| Ned Kelly                | Detailed images of exhibitions, landscape images and people enjoying the History and heritage of the region.   |
| Fishing                  | People fishing in lakes and rivers, live fish, cooked fish, boats on lakes or rivers.  |

## The Murray

|                                 |  |
|---------------------------------|--|
| Local Produce                   | Fresh food, orchards, crops, fertile farm country, vineyards, grapes, produce, roadside stores, signs, prices.   |
| Wineries                        | Vineyards, grapes, vines, exterior and interiors, unique architecture, people wine tasting, people dinning, people relaxing, grounds and gardens, detailed images of glasses, barrels, prices, labels, items uniquely associated with wineries.                            |
| Murray River                    | Beautiful landscapes of the Murray, paddle steamers, houseboats, people enjoying the river, architecture along the river (river must be in shot).  |
| National Parks                  | Beautiful landscapes, people walking, people relaxing, people enjoying the parks, wildlife.  |
| Villages/Townships              | Architecture, people enjoying activities in the town, aerial images of the town, landscape images of the streetscape, exterior and interior of restaurants, cafes and attractions, detailed images of signage, architecture, unique items associated with a specific town. |
| Touring                         | Cars driving along straight country roads, cars stopped at looks outs, cars going though country towns.  |
| Swan Hill Pioneering Settlement | Hero Image, people walking along pavement, people in horse and carriage, architecture, detailed images of signs, antiques, and wheels.   |