



# CAPABILITIES STATEMENT





## A WORD FROM JARROD

**Hi, I'm Jarrod Barnes – A Melbourne-based commercial photographer and videographer who lives, breathes and rocks out to all things image-making.**

Since 2002, I've been dedicating my personal and professional life to soaking up knowledge, technical skills and creative inspiration. My expertise spans traditional analogue photography all the way to the image-making technologies of today – and tomorrow.

As Founder and Director of Jarrod Barnes Photography, I find joy in passing my collected industry learnings on to our team of dedicated image-makers – and vice versa.

We're all highly creative visual storytellers. So from the first hint of a new client project, our minds instantly fill with compelling visual concepts. And because our range of skills and equipment is ever-expanding, those visions are becoming more and more possible to achieve.

We do it for the love of our craft. But above all, we do it for the collaboration with you, our client.

With every project, you give us an opportunity to test ourselves and push our creative limits. And in turn, we give you our unwavering dedication, agility and personal investment – every time.

So why are you here? This is Jarrod Barnes Photography's capabilities statement.

As a team, we're proud of our calibre. So we want to tell you all about the awe-inspiring visual experiences we can produce for you – and your business.

Let's dive in!

*Jarrod Barnes*





CREATING

ART WITH

EVERY

IMAGE

**We're a visual content agency that treats every image – still or motion – as a *work of art*.**

Our creatively driven director and founder, Jarrod Barnes, and the team he's curated around him, approach each project with this shared perspective of curiosity and wonder.

Shooting for Australia's most-loved brands, we've continued to expand our knowledge. And push the limits – across a broad range of photography and videography. From portraits, fashion and products to food, locations and architecture, we've captured it all.

We see every shoot as another unique chance to create something we're proud of. Something that amazes you. And something that inspires your audience.



# WHAT DEFINES US?

**When engaging our team of professional image-makers, you'll receive a personalised experience with open-ended visual outcomes.**

## **Passion that flows from the top**

Jarrold's enthusiasm for image-making quickly spreads throughout our team – and to everyone we work with.

## **A multi-skilled team**

Beyond photography, our team brings extensive experience from work in advertising, marketing and film and TV production.

## **It's all about you**

Collaborating with you makes our work meaningful. It turns our passion for visual content into a boundary-pushing venture.

## **Boundary-pushing enthusiasm**

We'll bring fresh and evolving ideas to your project – testing the limits of image-making. However, if you have a fixed brief, we'll stick to your guidelines (with a suggestion here or there!).

## **Ever-expanding capabilities**

We aim to deliver unparalleled image quality – every time. So we're constantly building our skills, and pursuing the latest camera and drone technologies. If we don't have the gear your project needs, we'll source it and learn how to use it right away!







# OUR TEAM VALUES

**Creative  
minds are  
limitless.**

We thrive on  
creative thinking and  
boundary pushing.

**On the  
wild ride –  
together.**

We support each  
other to be the  
best we can be.

**Impossible?  
No such thing.**

Faced with a  
roadblock, we'll find  
an out-of-the-box  
solution – in a flash.

**All in the  
name of art.**

Our work looks  
good. But we  
delve even deeper  
with artistic vision.







# MORE THAN A CLICK OF THE CAMERA

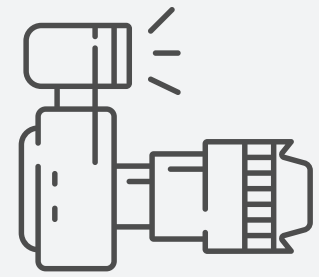
**Photography is where we began –  
and is at the core of everything we do.**

But by collaborating with you, we can include *so much more*. With 20 years' experience, a dedicated inhouse production manager and a diversely skilled team, we offer a full suite of visual content possibilities. Whatever your project needs – from concept creation to post-production – we can bundle a visual package that suits you.





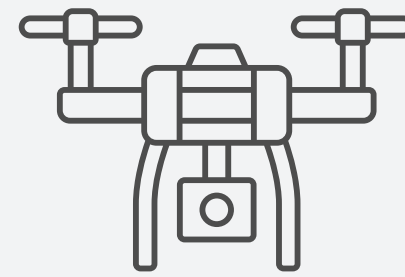
# HERE'S WHAT WE CAN BRING TO YOUR PROJECT



Photography



Videography



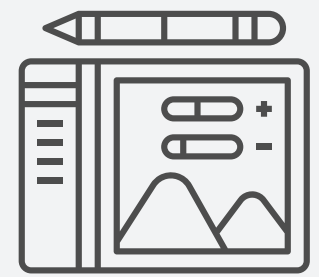
Aerial image  
capture



Production  
management



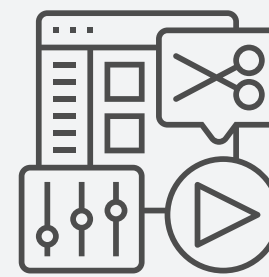
Concept  
creation



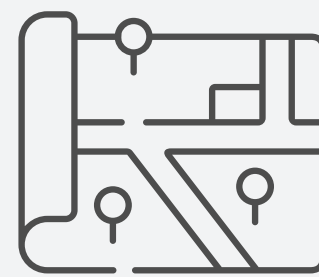
Professional  
retouching



Motion graphics



Video editing



Permit and  
location sourcing



Hair, make-up,  
and styling





# GETTING THE MOST OUT OF YOUR SHOOT

On production day, there are *so many* moments to capture valuable visual content for our clients. Whether it's behind-the-scenes videos, product stop motion or team member interviews.

When the right people, the right props, and the right image-maker, are in the same place at the same time, we seize that opportunity!





ELEVATING

THE NATURAL

BEAUTY OF

YOUR PRODUCTS







**POWERFUL PRODUCT  
PHOTOGRAPHY CAPTURES  
AN IDEALISTIC IMAGE,  
*WHILE* STAYING TRUE  
TO THE PRODUCT.**

Our team has extensive experience shooting pottery, retail, food and wine – highlighting and enhancing each product’s key selling features.

We capture highly stylised images and video for all commercial platforms: including catalogues, ads, brand stills and ecommerce sites.

Our goal? To captivate your audience. And showcase what really matters – to them, and their purchase decision.

With the competitiveness of commercial markets, we’re always looking for venturesome clients. Ones ready to make their product stand out by pushing creative limits.







# “PUSHES US TO ACHIEVE THE BEST SHOT EVERY TIME”

*We've engaged Jarrod Barnes Photography for our catalogue work for the past 11 years. These shoots are an integral part of our business and occur at least three times a year. Jarrod is a consummate professional who pushes us to achieve the best shot every time. He goes above and beyond to make sure the outcomes for our images are polished. He is patient and generous with his knowledge. We are always beyond happy with the results.*

KATE GORDON – CREATIVE DIRECTOR  
ROBERT GORDON AUSTRALIA

ROBERT  
GORDON  
POTTERS SINCE 1945

BUZZ.

LVLY™

h hinkler





CAPTURING

FASHION

MOMENTS

WITH STYLE





**FASHION PHOTOGRAPHY  
IS ABOUT SHOWING OFF  
YOUR BRAND'S CLOTHING  
AND ACCESSORIES.  
*FLAWLESSLY.***

But more than that, it's about creating an aspirational, fascinating image that stirs imaginations – and entices buyers.

We have experience shooting photography and motion for catalogues, e-commerce platforms, editorials and lifestyle pieces. We offer both visual mediums as a same-day package, or as individual services.

And to make production day seamless for you, we can organise the hair and makeup, talent and stylist for your shoot.







# “THE MAGIC IS HOW HE MANAGES YOU AS A CLIENT”

*When it comes to Jarrod Barnes Photography, the proof is the tenure. I started working with Jarrod Barnes close to 15 years ago and I have gladly taken him and his team with me to every new company. So, when Julie and I started our own company, it was no surprise that Jarrod was one of our first creative calls. The quality of his work goes without saying and is evident across his portfolio. But the magic is how he manages you as a client, from taking the initial brief, to the energy and ideas he brings on set.*

KATE EVERITT & JULIE MOULDER - CO-FOUNDERS  
THE FIX COMPANY

CASA.  
Melbourne

THE CHAMPAGNE  
Dame

TREBALLACTIVE

HAVAN BROWN





THE ESSENCE  
OF YOUR BUSINESS  
CAPTURED IN JUST  
ONE DAY





**IT'S NO SECRET:  
WHEN IT COMES TO  
CORPORATE CREDIBILITY  
AND TRUST, VISUAL  
CONTENT IS HERO.**

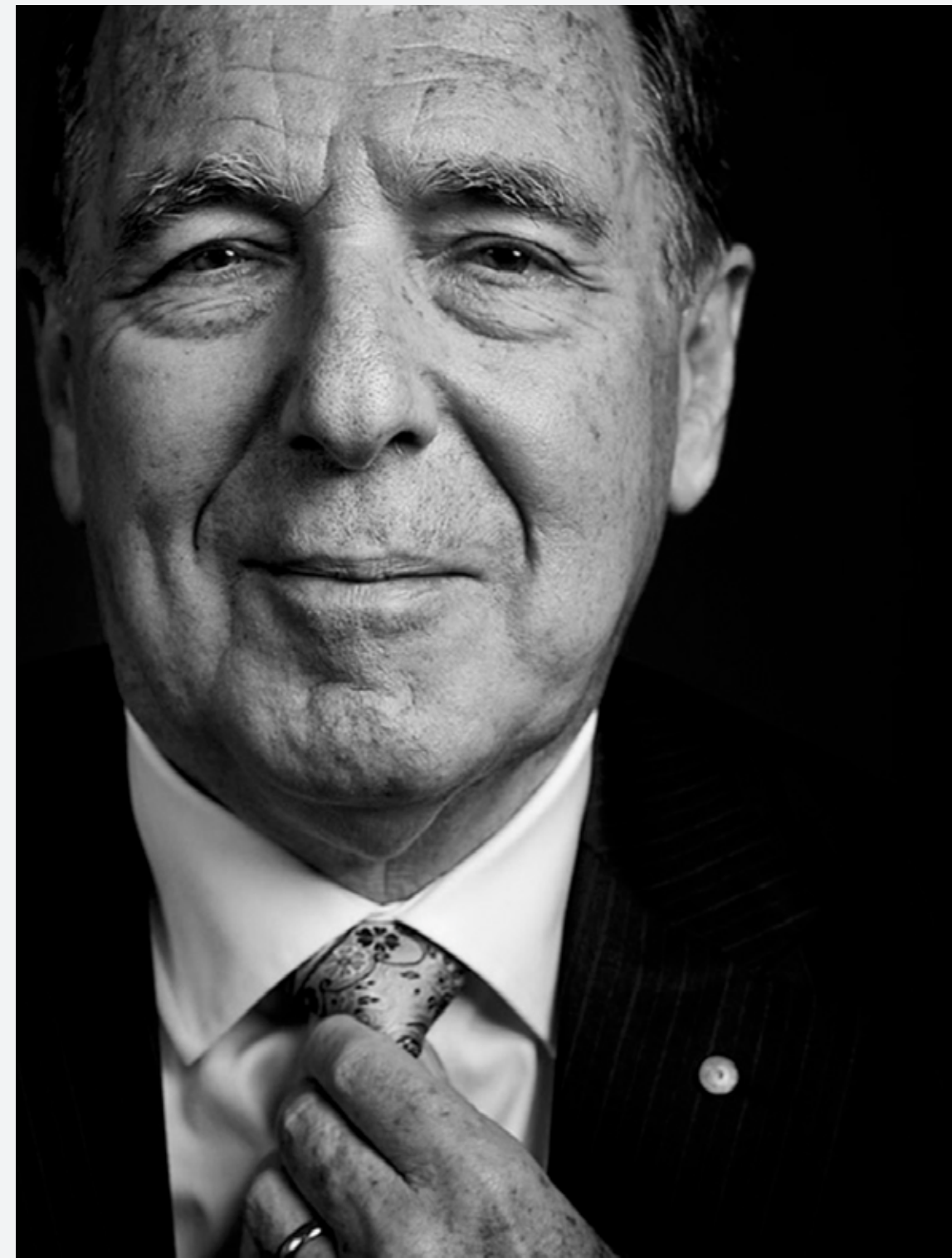
But we get it. With a busy team, it can be hard to align schedules and capture content *without* disrupting your business.

That's why we meticulously plan, direct and organise your shoot day – bringing concepts and ideas with us. (And with everyone playing a role, it can also double as a fun team-building activity.)

And on the big day, we always capture as many visual content opportunities as possible. Even the ones we didn't plan for.

Through both stills and motion, we offer high-quality headshots, culture-rich working shots, corporate videos, leader profile pieces and team member spotlights. All in one booking.







# “WE ALL FELT AT EASE WITH JARROD’S GUIDANCE”

*We engaged Jarrod Barnes Photography to breathe some life into our website. Jarrod’s team took both portrait photos and intro videos for us which were both professional and personal. Everyone in my team has a different level of confidence in front of the camera, however we all felt at ease with Jarrod’s guidance and felt our true personalities were captured. For what could have been a daunting experience, we had a lot of fun and a quick turnaround for our finished product – which we were extremely happy with.*

LINDSEY MENEZES – MANAGING DIRECTOR  
PACE (VIC) – RECRUITMENT



INTHEBLACK

The magazine for informed directors  
**Company  
Director**

CPA  
AUSTRALIA 



WHEN CREATIVE  
IMAGE-MAKING  
SUPPORTS  
SCIENCE





**VISUALISING LARGE-  
SCALE ASSETS AND  
INVESTMENTS WITHIN AN  
EXISTING ENVIRONMENT  
IS A HUGE HELP TO  
INFRASTRUCTURE  
COMPANIES NAVIGATING  
AND MANAGING  
BIG BUILDS.**

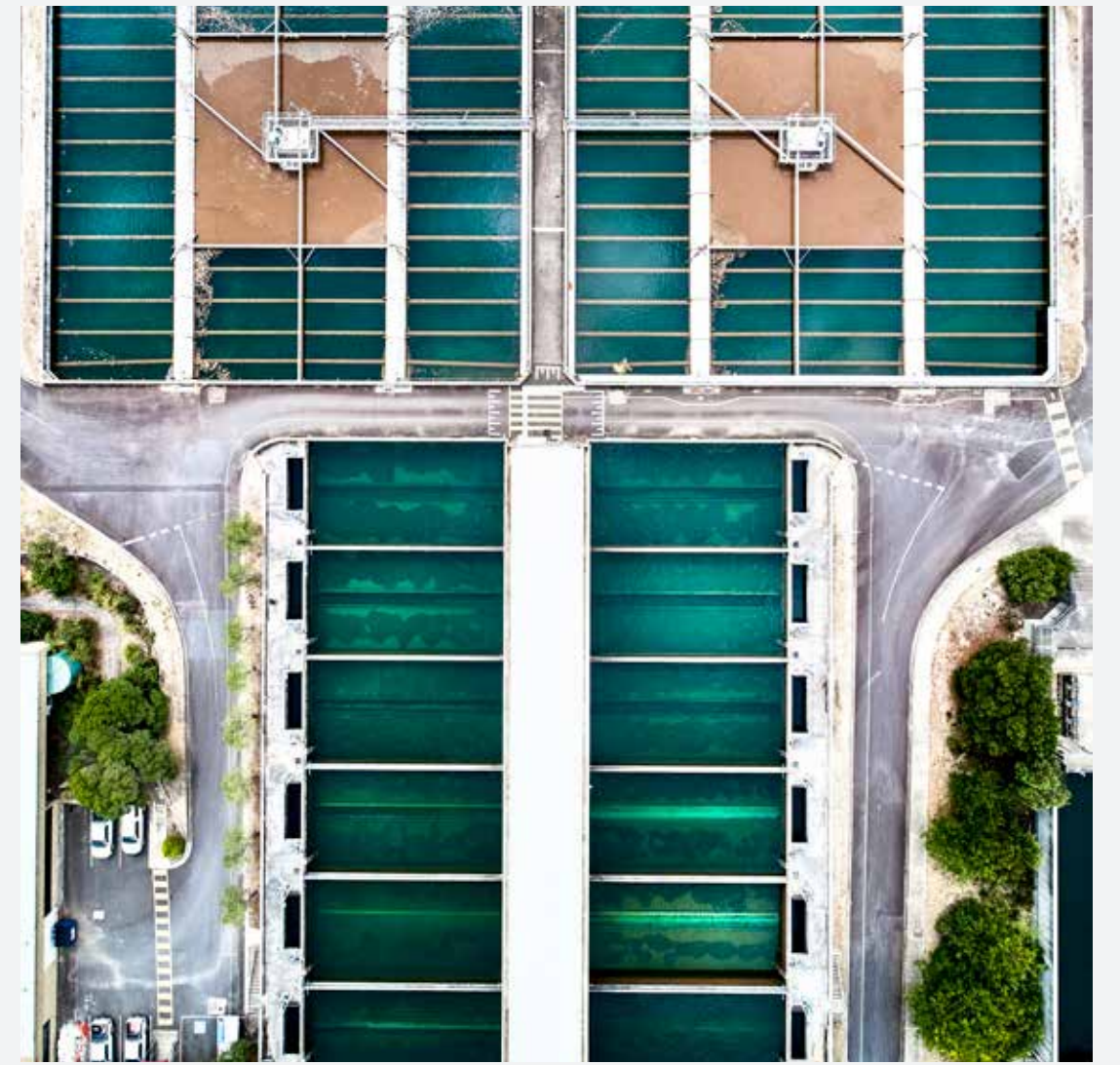
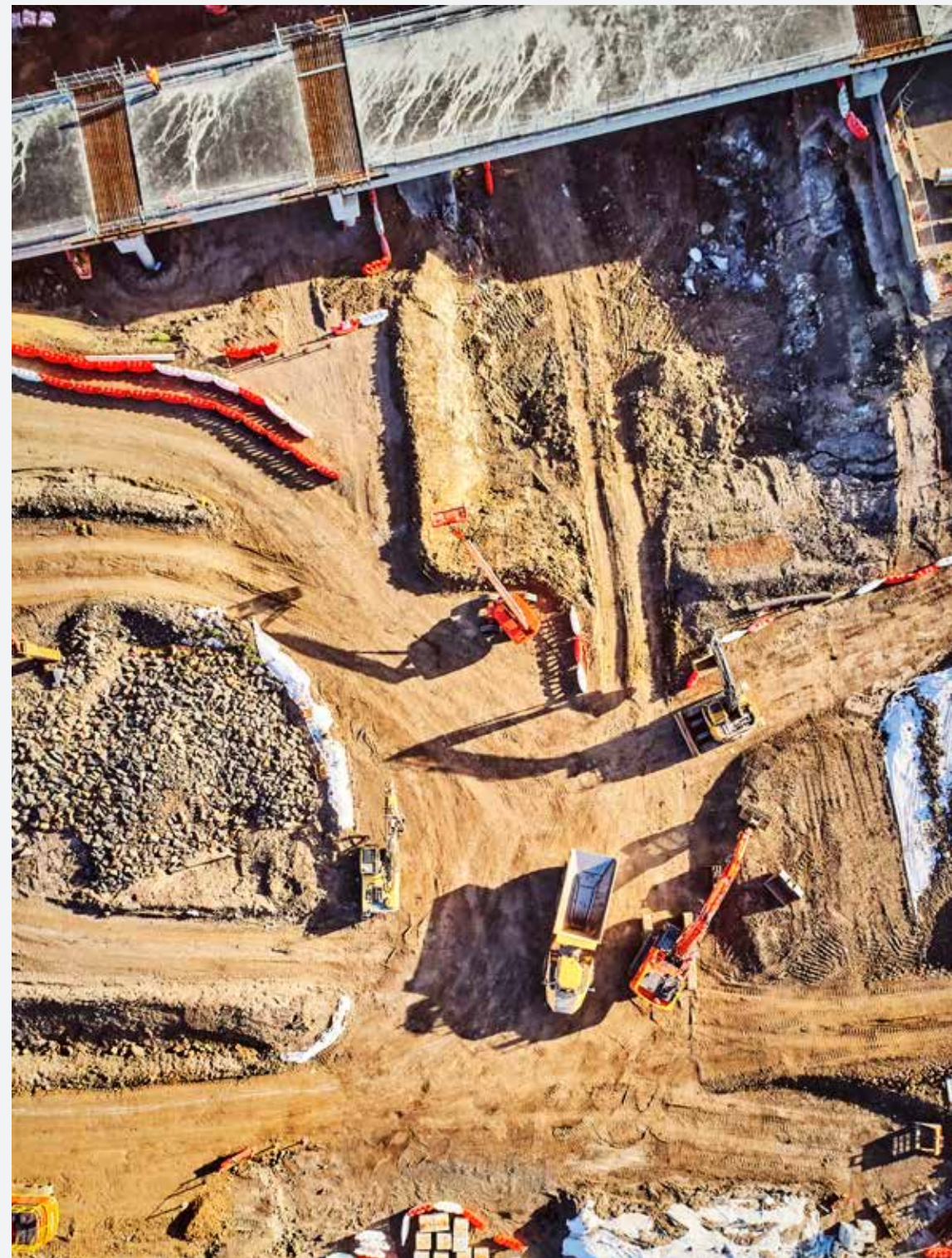
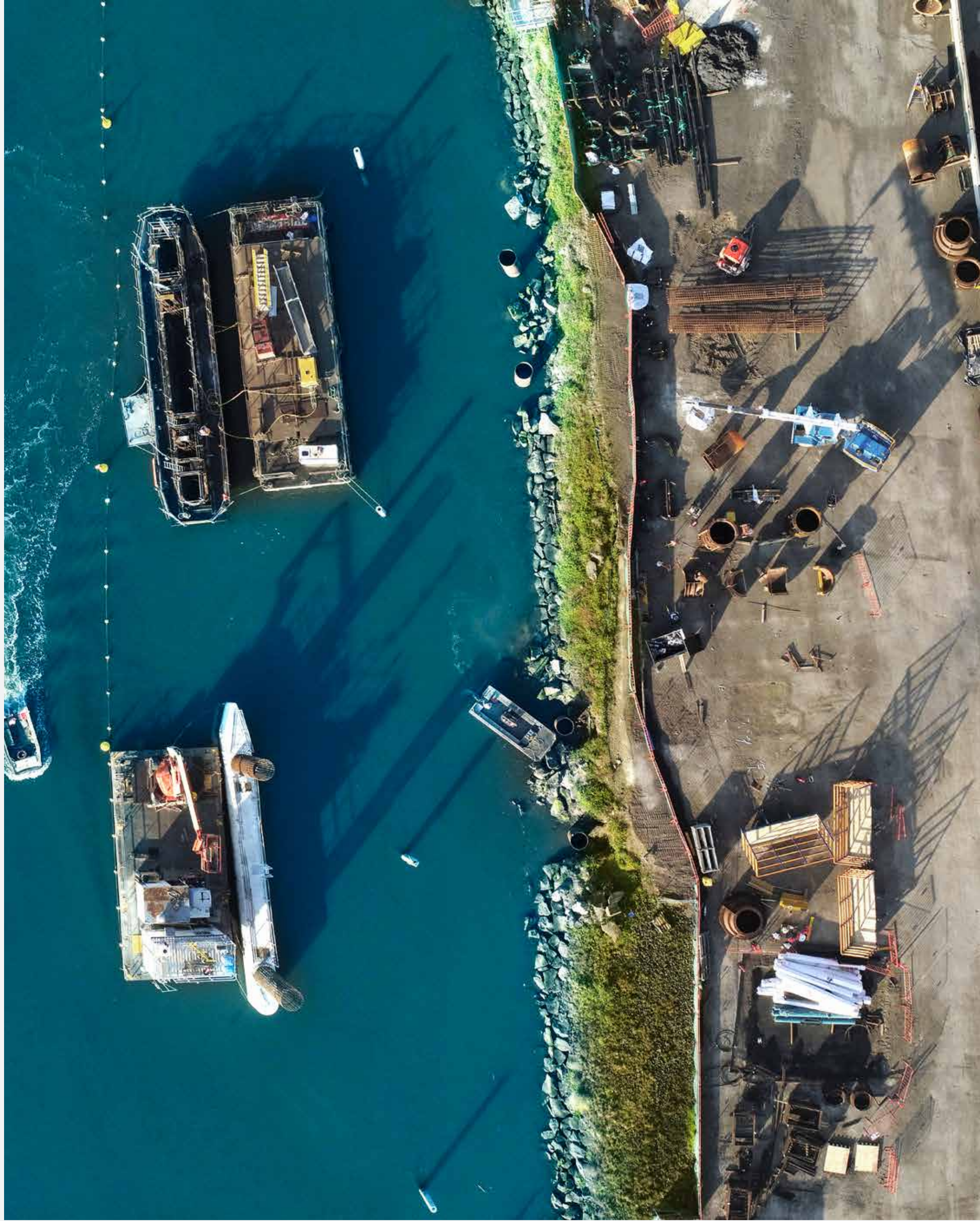
It saves time and money. And supports difficult decision-making.

As leaders in emerging image-making technologies, we delight in combining the art of imagery with real-world science.

For your industrial projects, we're able to achieve high-quality data-driven visual material with to-the-millimetre accuracy. Including drone mapping, virtual world creation and architectural renders.

How? By using aerial photography and cinematography, photogrammetry capture, 3D rendering and motion graphics.







# “THE TEAM’S SERVICE IS FIRST CLASS”

*The project has engaged Jarrod Barnes Photography to undertake our monthly UAV progress footage flyovers since 2019. Jarrod and his team continue to deliver high quality video and images – on time and safely in a very congested urban environment. The team’s service is first class and they always deliver on our high demands, often at short notice. They come through for us every time. The aerial images Jarrod and the team have captured will provide a progressive record on the construction of this iconic project that will be seen and referenced in the industry for years to come.*

JAMES SHARPE – SURVEY MANAGER  
(CIVIL & SURFACE)

**WEST GATE TUNNEL PROJECT**  
**(JOHN HOLLAND & CPB CONTRACTORS JV)**





SHOWCASING  
STRUCTURES  
WITH ENTRANCING  
IMAGERY





**WE BELIEVE THE BUILDINGS WE CAPTURE ARE MORE THAN THEIR FUNCTION. THEY'RE ALSO ARCHITECTURALLY DESIGNED, IMMERSIVE MASTERPIECES.**

Our architecture image-making experience is diverse and highly technical, meaning we're able to capture the individual beauty of your project. We translate your structure's look and feel into image; showcasing its connection to the environment, people and light that surround it.

We focus on the finer details, too: including spatial features, forms and textures. For your existing project, we can shoot stills, motion, before-and-afters, aerials, walkthroughs and virtual tours. And for projects-in-planning, we can produce 3D architectural renders – giving you the chance to visualise your structure in a real-world space.

Our aim? To transport your audience to your location. Into your space. And deep into your structure's architectural story.







# “TECHNICALLY INCREDIBLY STRONG, WITH TRUE CREATIVE THINKING”

*Technically incredibly strong, with true creative thinking, JBP are real talent and extraordinarily easy to work with. They were our lead photography agency for the 2021 launch of the Pullman on the Park's spectacular \$40 million renovation. Their eye for detail and strategic direction helped reposition Pullman for the premium leisure market. JBP is a great asset to any production.*

SEBASTIAN MARCS - GENERAL MANAGER AND HEAD OF DIGITAL  
EFFIE & CO.





An aerial photograph of a cityscape. In the foreground, there are lush green trees and a road with some vehicles. In the middle ground, several modern high-rise buildings are visible, including one with a distinctive curved facade and balconies. The background shows a dense urban skyline under a blue sky with light clouds. The text 'MAKING VISUAL MASTERPIECES OF COMMERCIAL PROPERTY' is overlaid in large, white, sans-serif capital letters across the center of the image.

MAKING VISUAL  
MASTERPIECES  
OF COMMERCIAL  
PROPERTY





**CAPTURING HIGH-END  
VISUAL CONTENT FOR  
COMMERCIAL REAL  
ESTATE AGENCIES AND  
DEVELOPERS IS NOW A  
SIGNIFICANT ASPECT  
OF OUR WORK.**

So much so, this ever-expanding arm of JBP has taken on a life of its own.

We pride ourselves on delivering visual content that stands out in the highly competitive commercial property market.

But as creatives, we go even further.

We collaborate closely with our clients to conceptualise and develop a tailored photography style that is true to their projects – and only their projects.

As experienced drone operators – and leaders in emerging image-making technologies – we create high-end architectural imagery. At large scale. And with breathtaking results.







# “AN ARTIST’S EYE AND A FEARLESS CURIOSITY”

*Jarrold Barnes Photography has been our key creative partner for over 15 years. Our clients demand high quality imagery that is beautiful, creative and memorable and we challenge Jarrod and his team to deliver on these briefs. They continually exceed our expectations and we’ve produced many award-winning national campaigns with his team. With a sense of collaboration, an artist’s eye and a fearless curiosity, his imagery always elevates our campaigns. NTT loves JBP.*

JASON SOUTER – FOUNDER & DIRECTOR  
NOSE TO TAIL

Nose to Tail



CBRE







OUR TEAM  
PUSHING THE  
LIMITS OF OUR  
CRAFT

**Our team of image-makers is a  
diversely skilled creative collective.**

By doing what we love for a living, our passion for  
our work spreads to every client we collaborate with.







**JARROD BARNES**

Founder, Director, Principal Photographer & Videographer

I'm a devoted image-maker and a creative problem-solver.  
I love collaboration, new experiences and being challenged.



**PJ PANTELIS**

Senior Photographer, Videographer & Video Editor

I love documenting people and their stories through  
images. I'm grateful that I get to work on my craft  
every day – sans suit!



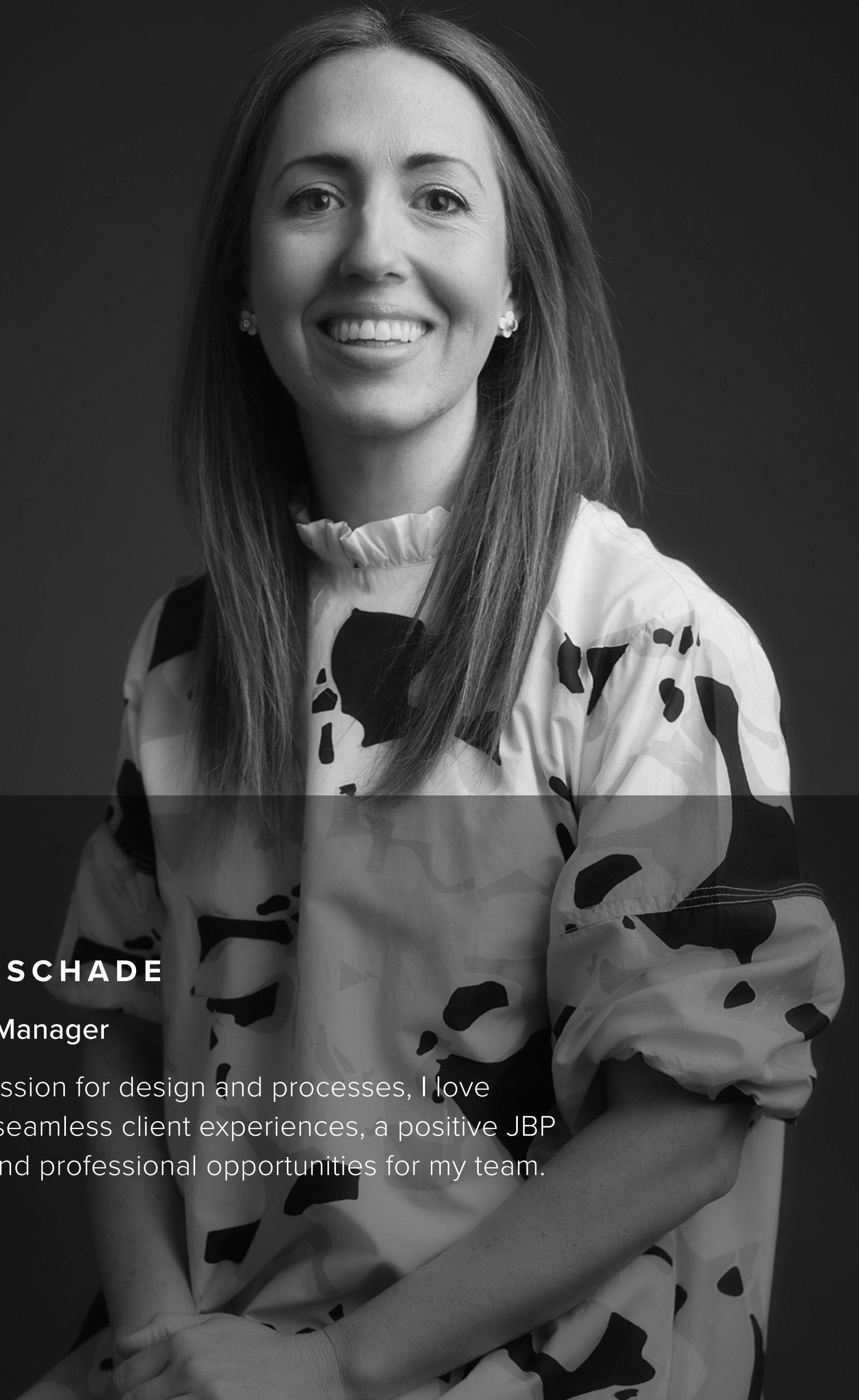




**CAROLINE DI DOMENICO**

**Production Manager**

From my advertising experience, I bring logical and creative production skills to JBP. No day, and no brief, is ever the same. And that's the way I like it!



**KATIE SCHADE**

**General Manager**

With a passion for design and processes, I love creating seamless client experiences, a positive JBP culture, and professional opportunities for my team.





# READY FOR OUT-OF-THIS-WORLD VISUAL CONTENT?

THEN LET'S COLLABORATE.

Call: 0421 825 373

Email: [jarrod@jarrodbarnes.com](mailto:jarrod@jarrodbarnes.com)  
or [production@jarrodbarnes.com](mailto:production@jarrodbarnes.com)

Visit: [jarrodbarnes.com](http://jarrodbarnes.com)

**We're (camera) ready when you are!**

