

Quality Assurance Policy

Craig Stephen Photographers' Quality Management system closely follows the guidelines of The Small Business Standard which is closely aligned to ISO 9001:2000

Craig Stephen Photographers is a freelance photographer established in 2009. I am based in Perth, with a variety of clients in the private and public sector; agriculture and food producers, newspapers, magazines as well as social clients. A photographer of 20+ years I have worked in studios, daily newspapers and as freelance. I'm experienced in capturing a wide variety of disciplines in any environment and work to deadline, delivering quality imagery to brief and budget as standard. I work for some of the countries leading brands and my work appears worldwide.

Quality is important to my business because I value my customers and clients. I strive to provide my clients with photography and a service which meet and even exceed their expectations. I am committed to continuous improvement and have established a Quality Management System which provides a framework for checking and improving my performance.

I have invested in the latest camera and lighting equipment and computer software, hardware and storage. Work is saved in a variety of locations and delivered to client through a secure online archive. All work is archived until client advises otherwise. I am aware of current trends in photography and commerce and conscious of what photo buyers and picture editors are looking for. I am up to date with both professional and creative training to support my policy of continuous improvement and client satisfaction.

Before, during and after carrying out a contract I constantly liaise with the client to ensure they are more than happy with the level of service and work carried out.

I have the following processes and procedures in place to ensure consistent delivery

- a: Regular gathering and monitoring of customer feedback
- b: Keeping up to date with the latest camera equipment, digital software, and current photographic styles,
- c: Technical training and development where required for myself,
- d: Risk assessments against each project
- e: Dedicated project management for delivery.

I have the following processes and procedures in place to meet my policy of continuous improvement and customer satisfaction

- a: Regular client reviews
- b: Monitoring of customer complaints.

I, as Craig Stephen Photographers, am ultimately responsible for Quality, and will do my utmost to maintain very high standards. I will review this policy annually.

Signed



**For Craig Stephen Photographers
1st January 2017**