



# REAL FAMILY PHOTOGRAPHY



**EXPERIENCE +  
PRODUCT GUIDE**





## welcome

Kia ora I'm Sarah Watkins — the heart behind Real Family Photography. I serve families across Golden Bay, Nelson and Tasman Aotearoa New Zealand.

After losing my dad as a child, I understood the profound value of preserving genuine memories early on. The last photo I have of us together is staged, looking at the camera awkwardly. I want to make sure other families remember their childhoods, parents and siblings as their true selves.

Documentary family photography captures your real life as it unfolds. No posing, no staging, no awkward smiles.

My style of photography honours your family's story by photographing what actually occurs in your everyday world. Even if I weren't there with my camera, these moments would still be happening.

Photos employ a blend of emotional intelligence, years of experience, knowledge of light, composition, and timing. Observation, patience, and presence are key.

Sessions can capture a family BBQ, playing inside or in the backyard, picnic in the park, trip to the beach, hike up a mountain or anything you love to do together.

When I'm not behind the camera, I'm enjoying time with my illustrator husband, Ben, and our two adventurous young boys, Nicholas and Tommo. We moved from Australia to New Zealand in 2018 in search of our paradise.

I hold a Bachelor of Fine Arts in Graphic Design and Photography, and professional experience since 2001.

I'm an Accredited Professional Photographer with the New Zealand Institute of Professional Photographers (NZIPP). I am grateful to have been awarded for my work by my peers.

Sarah xx

**I PROVIDE OUTDOORSY FAMILIES  
WHO HATE AWKWARD POSES WITH  
DOCUMENTARY PHOTOGRAPHY  
IN NELSON AND TASMAN.**



# documenting the chapter you're in now

Life with children unfolds in chapters. Some arrive gently, some rush past in a blur, and some reshape everything. The newborn chapter, the busy school years, the teenage transitions, even the difficult season of caring for ageing parents. Each carries its own rhythm, intensity, and meaning.

You want to hold onto this chapter as it truly is. Not just posed smiles, but the full story.

For you, it's not about staged perfection. It's about experiences over things, about being present in the everyday, and about investing in keepsakes that feel as genuine as the life you're living.

That's why documentary family photography speaks to you. It preserves not only how your chapter looks, but how it feels. The texture, the atmosphere, the depth.

So when the next page turns, you'll have an honest, heartfelt record of the chapter you're living right now.

## about you

You treasure:

- Authenticity over appearances
- Connection over perfection
- Memory over milestones

You're not after perfect portraits or staged smiles. You want photos that remind your children what life felt like.



# your maternity chapter

## connection over perfection

Celebrate the incredible thing your body is doing: growing a wee human! It's the same life just different. Your bump gets in the way of making coffee, tying your shoes laces and kissing your partner! But it is also so special and precious. Maternity sessions are relaxed and real, often in your home or a favourite outdoor space.

We had some stunning photos taken in the comfort of our own home before our first child arrived and couldn't have asked for more.

We felt really comfortable being photographed and were really happy with the quality of the photos we received. Thank you!

-Andy Dodd



# your newborn chapter

## authenticity over appearances

No baskets, no tight swaddles, no super hot studios. Let's document this precious life and those that love you so, so much.

Daily life has just turned on it's head. But it won't last forever.

Preserve moments of minutiae and monotony for the future.

“We had the most beautiful experience with Sarah. She captured us exactly as we are, a real family with busy kids and a brand-new baby and somehow turned the chaos into the most heartfelt, natural photos.

She was incredibly patient, calm, and kind, making the whole session feel relaxed and fun rather than posed or pressured. The end result was a collection of moments that truly reflect our family as we are, which is such a gift to treasure. We are so grateful and couldn't recommend her more highly!”

- Lisa Robinson



# your family chapter

real, raw and full of soul

Real life in all it's glory. Toddler tantrums, teenage tenseness and everything in between. Real life is beautiful and is what makes your family uniquely yours.

Family photos can be taken at any time; or to celebrate events such as significant birthdays (1st, 5th, 10th, 21st, 40th, 60th, 80th you get the picture!); wedding anniversaries; reunions and get-togethers.



“We are the sort of people who possibly aren’t so big on posed photography, especially my partner. So this style suited us to the ground. Sarah has a fabulous way of “blending in” while being warm, approachable and friendly.

Our two young children were completely at ease and just treated her like one of the family. No mission was too great as we wandered about the farm and through the mud.

These sorts of images capture the real life, day to day memories that we often forget as time passes by. It is a true blessing to have these for us all to look back on, especially when the kids get older.

We cannot thank you enough Sarah for a wonderful, calm and peaceful experience.”

-Mel Rose



# your end of life chapter

## the most important photos

Document precious time spent together whilst it is still here.

Designed for adults or children who have received a terminal diagnosis or are advancing in age, approaching the natural end of their life.

“Beautiful Nana passed on this morning.

My Dad just said those photos are so special and he appreciates the way you captured her,

She looked herself and peaceful.”

-Courtney Ewington



# the experience

straightforward five step process

## step 1: let's chat

We start with a quick phone call so I can get to know your family, your values, and what chapter you're in right now.

## step 2: book online

Book your session through my online calendar. Complete your questionnaire, sign your contract, and pay for your session. Online booking takes around 10 minutes.

## step 3: take your photos!

This is the fun part! I'll come to your home or meet you where the action is.

## step 4: view and order Zoom

All the decision-makers hop on a Zoom call with me. We go through your images together. I'll help you choose the ones that speak to you most, and show you what your memories will look like on your walls. This is your one opportunity to view and purchase your photos.

## step 5: artwork delivery

Your artwork will be delivered to your door, lovingly packaged, ready to be treasured. Digital files are delivered by online gallery for download.





## **how to prepare: do nothing**

You don't need to clean the house. You don't need to tidy the toys. You don't need to brush the cat or hide the laundry pile.

I'm here to document the real stuff: your real family, your real life, in real time. That includes wet towels on the bathroom floor, half-eaten toast on the bench, Lego cities on the rug, and toothpaste blobs in the sink. These are the tiny, beautiful markers of family life. I welcome them all.

## **yalk to your family about “Sarah who’s coming with her camera”**

It helps to set expectations with your partner and your kids.

Your partner might not be thrilled at the idea of someone pointing a camera at them whilst they're doing the dishes. I'm not going to ask you to pose or perform. I'll chat, laugh, and hang out. Most adults and kids, forget I'm even there.

## **choose your clothes, but not too carefully**

Wear what you normally wear on a comfy, at-home kind of day. The clothes you feel most yourself in are exactly right.

No need for matching outfits or formal dress-ups. The only thing I ask is to avoid super bright colours, big logos, and loud patterns. These can distract in photos and draw attention away from the emotion and connection in the moment.

## **let me know what you usually do**

You'll receive a detailed questionnaire before our session. It's for me to get to know you, your routines, your personalities, and what your days usually look like.

You don't need to plan anything special on the day of the shoot. Please don't. I'm not coming to photograph a performance. I'm coming to see and celebrate your regular, wonderful, beautifully imperfect life.

That said, if there's something you always do, like Sunday pancakes, bedtime chaos, a walk to the local park, or storytime under the duvet, let me know. These kinds of familiar, repeated rituals are often where the gold lives.

## **be present**

The only thing you do need to do is be present.

Forget the camera. Let yourself get lost in the game, the conversation, the snuggle, or the routine. The more immersed you are in your day, the more powerful and truthful your photographs will be.



# products

Children's self-esteem is boosted everyday seeing that they are loved

Printed photos are anchors.

Daily reminders for your children that they are loved and belong.  
On your walls or in their hands, these images ground them in  
your family's story and become a legacy they can return to,  
again and again.



# digital bundles

imagine your children in years to come, re-living these days

High resolution digital files, perfect for emailing, social media and gift prints for family and friends.



## digital bundles

**them all - \$2200**

Nothing left out. The full record of this season.

**the full story, 40 photos**

- \$1950

The rhythm of your family.  
Not just the highlights.

**novella, 20 photos - \$1450**

A meaningful slice of your life.

**short story, 9 photos - \$1150**

Enough to hold onto the feeling  
of this chapter.

**a few moments, 6 photos**

- \$950

A small, intentional selection. For  
families who truly only need a  
handful.



# journal album

## tell your complete story

This is an exquisite soft leather wrapped journal album. Imagine your children turning the pages as the years pass, remembering what their life was like now.

10 x 10" album with 30 pages that "lay flat" which means photos can be seamlessly printed across two pages. Includes up to 60 photos from your session. As a qualified graphic designer, I design your album for simplicity, pairing images together to tell your story.



journal album - \$3500

\*Please note the photo of the journal album and the photos printed in the album are taken by other photographers.

# story frame

this is my signature product!

A story frame is the most popular way families choose to document their chapter. I curate images to flow through the frame with a visual introduction, building the tale to a climax and finishing with the conclusion.

Hand crafted in Aotearoa New Zealand.



**three photos - \$1750**

Photos 5 x 7" in size

Total print size 25 x 8"



**six photos - \$2550**

Photos 5 x 7" in size

Total print size 25 x 13.5"



**nine photos - \$3250**

Photos 5 x 7" in size

Total print size 25 x 19"

# framed prints or canvas

## statement individual photos

See your memories every day on the walls of your home. Classically frame one statement photo over the couch; or group smaller frames together in a dining room gallery. So many options for your home.

Individually made in Aotearoa New Zealand.

**Framed Prints** Black slim framed photographic print, with framers glass.

**Canvas** Premium photo printed canvas with a museum grade lacquer.

Both Framed Prints and Canvases are the same price..

11 x 14".....	\$900
20 x 16".....	\$1050
20 x 30".....	\$2300
30 x 40".....	\$3500



## Session Fee

Fee covering my experience, time, equipment, knowledge and travel to photograph your family.

1 hour ..... \$200      3 hours ..... \$500

## Digital Bundles

High resolution digital files, perfect for emailing, social media and gift prints for family and friends.

**Them All** ..... \$2200  
Nothing left out. The full record of this season.

**Novella, 20 photos** ..... \$1450  
A meaningful slice of your life.

**Short Story, 9 photos** ..... \$1150  
Enough to hold onto the feeling of this chapter.

**A Few Moments, 6 photos** ..... \$950  
A small, intentional selection. For families who truly only need a handful.

## Framed Prints or Canvas

Kid's self-esteem is boosted by seeing family photos.

11 x 14" ..... \$900  
20 x 16" ..... \$1050  
20 x 30" ..... \$2300  
30 x 40" ..... \$3500

## Story Frames

The tale of your now in a gold-touched story frame.

3 photos ..... \$1750  
6 photos ..... \$2550  
9 photos ..... \$3250

## Journal Album

Premium soft leather wrapped journal album.

Up to 60 photos. 30 pages that "lay flat", 10 x 10"  
Journal Album ..... \$3500

Loose Prints are also available from \$250 each.

**REAL**  
**FAMILY**  
PHOTOGRAPHY

Thank you so much,  
I can't wait to meet you.

Sarah xx

**REAL**  
**FAMILY**  
PHOTOGRAPHY

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Aotearoa, New Zealand  
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