

Letter for your local MP

DATE

NAME

OFFICE

STREET ADDRESS

SUBURB STATE PCODE

Cc'd: EMAIL CONTACT

RE: COVID-19 – Essential Service Supply Chain Provider – Print, Mail and Distribution

Dear Sir/Madam,

I write to you during this very difficult COVID-19 pandemic and seek your support, as my local representative, for my company and my employees.

My company, <COMPANY NAME>, is a print manufacturing business specialising in <INSERT COMPANY INFORMATION RELATED TO PRODUCT>. We employ <NUMBER OF EMPLOYEES> employees across all levels of skilled and unskilled labour, full-time, part-time and casual arrangements.

We are an essential services supply chain provider and produce work for:

- <INSERT ANY GOVERNMENT/SUPERMARKET/PHARMACY/HEALTH OR OTHER WORK YOU ARE COMPLETING THAT YOU BELIEVE WARRANTS AN ESSENTIAL SERVICE SUPPLY CHAIN>

We are compliant with the safety protocols issued by our industry Collective and I attach these for your reference. <IF YOU ARE DOING MORE OR HAVE YOUR OWN PROTOCOLS YOU CAN INCLUDE THESE AND UPDATE THE WORDING>

We are concerned businesses like ours, small businesses working very hard for the Australian community, could be shutdown due to possible future Government restrictions during the COVID-19 pandemic. This would be very damaging to our business and Australia. I am seeking support for our business and broader industry to keep our doors open should there be further lockdowns.

Yours faithfully,

NAME

TITLE

COMPANY

COVID-19 Printing Protocols

INFORMATION PRINTING PROTOCOLS AUSTRALIA



INTRODUCTION

The COVID-19 pandemic sweeping across the globe is an unprecedented time and information is being developed in a fluid and changing environment.

To that end, The Real Media Collective, representing the largest print manufacturing footprint across Australia through our membership, has developed printing protocols to ensure a commitment from industry to safety for workers and the wider Australian community against COVID-19 whilst producing and distributing printed collateral for all Australians.

Further we have engaged broader industry to these protocols across related services industry associations, seeking their committed compliance.

PRINTING SAFETY PROTOCOLS DURING COVID-19 ISOLATION PERIOD

The following procedures are standards that are to be implemented across all commercial print operations as an essential service supply chain provider during COVID-19 isolation and lockdown periods as the best safety standards across the sector.

1. Staff that are unwell will not attend work.
2. Staff who are isolating with vulnerable people will not be able to attend work.
3. Staff who are isolating with people that have recently returned from overseas will not be able to attend work.
4. Staff will be encouraged not to carpool to work.
5. Staff numbers reduced to minimum levels to ensure two (2) metre distancing can be maintained at all times. This will be monitored.
6. All staff are required to sign in each day manually with a manager or swipe their own card or other touchless sign-in technologies to avoid the use of time clocks.
7. Staff will need to declare fitness for work.
8. The majority of shifts are split with no overlap, where safe to do so.
9. Shift numbers are maintained at a minimum and to maintain workplace safety.
10. Break times will be staggered so that distancing is maintained and there is no over-lap between crews.
11. All non-operational staff will work from home
12. No visitors are permitted to the premises.
13. All essential deliveries/distribution have been advised of the process for making contactless deliveries/pick-ups.
14. Company cleaning will continue at an increased level using hospital grade products.
15. Hygiene products including soap/water, hand sanitiser, wipes, gloves and masks are available to all staff on site and they have been instructed in their correct use.

THE REAL MEDIA COLLECTIVE

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Key take-outs for your further consideration

- > The paper, print, publishing, mail and distribution sectors employ 258,999 Australians across 17,756 businesses. An industry value of \$18.9BN AUD across metropolitan and regional, skilled, unskilled and contractor arrangements. We are the largest manufacturing employer industry in the country and to protect jobs, we need to remain open.
- > Over 2.5M Australians do not have internet connectivity in their homes (ABS, 2018) and more than four million Australians access the internet solely through a mobile connection. In 2019, mobile-only users have an Australian Digital Index Inclusion (ADII) score of 43.7, **some 18.2 points lower than the national average** (61.9) (ADII, 2019).
- > People aged 65+ are Australia's least digitally included age group. The ADII score for this age is **19.5 points lower** than the most digitally included age group (people aged 25-34 years) (ADII, 2019).
- > Those on a disability pension and living with a disability are **9.9 points lower** than the national average (ADII, 2019).
- > Australians with low levels of income, education, and employment are significantly less digitally included. Australians in Q5 low-income households have a **30.5 points lower** score than those in Q1 high-income households (ADII, 2019).
- > Indigenous Australians living in urban and regional areas have low digital inclusion (55.1, or **6.8 points lower** than the national average) (ADII, 2019).
- > There are substantial differences between Australians living in rural and urban areas with digital inclusion being 8.1 points higher in capital cities (63.8) than in country areas (55.7) (ADII, 2019).
- > ACCC Scamwatch January 2020 figures report Mail/Letterbox fraud costing Australians \$108,683 compared to a staggering \$4,284,669 across Digital channels – in a period of fear and misleading messages being communicated to Australians the Letterbox is a channel of strength and trust (ACCC, 2020).
- > We are a highly sought-after media channel and reach more Australians than any other - Letterbox - addressed and unaddressed reaches 24.4M Australians daily. Magazines delivered direct to Subscribers reach 6.3M Australians and that's before secondary reading and sharing in the home (TRMC, 2020). Aus.gov.au/whatsapp, whilst a good digital initiative, only has 482,000 Australian registrations at the time of writing this piece (ABC, 2020).
- > Established media channels have stronger readership, higher trust (in a time where well-sourced and credible information is paramount) and wider reach than other digital channels.

Industry Snapshot

AUSTRALIAN PAPER, PRINT PUBLISHING & LETTERBOX INDUSTRY

SNAPSHOT

KEY FIGURES

ANNUAL TURNOVER:



\$18.9BN
(AUD)

EMPLOYEES:



258,999

NO. OF BUSINESSES:



17,756



INDUSTRY REPRESENTATION:

The industries represented above include paper, print, publishing, mail and distribution, all represented under The Real Media Collective in partnership with Australasian Paper Industry Association and the Australian Forest Products Association. The Real Media Collective membership represents \$15.88BN of the \$18.9BN industry.

INDUSTRY OUTPUTS INCLUDE:

Books, Magazines, Home Delivery Packaging, Government (Federal, State, Local) Notices and Communications, Medical Packaging and Labelling, Food Packaging and Labelling, Community Notices, Signage, Catalogues, Envelopes, Finance and Insurance Essential Notices, Transactional mail and more.

RELATED INDUSTRIES INCLUDE:

Marketing, Design, ATL Media, Communications, Newspapers and more.

EMPLOYMENT BREAKDOWN BY SECTOR



60,820

of which
18,000

are direct employees.



38,761

DESIGN (30%) + PRINT



4,287

PUBLISHING



155,131

POSTAL SERVICES, MAIL
PROCESSING & LETTERBOX
DISTRIBUTION



258,999

TOTAL AUSTRALIANS EMPLOYED

Source:
Australian Industry Reports, Ibisworld, 2019. The Real Media Collective, Industry Metrics, 2020.
Economic contribution of the Australian mailing industry, Acil Allen, 2015. National Pulp and Paper Sustainability Report, AFPA, 2017