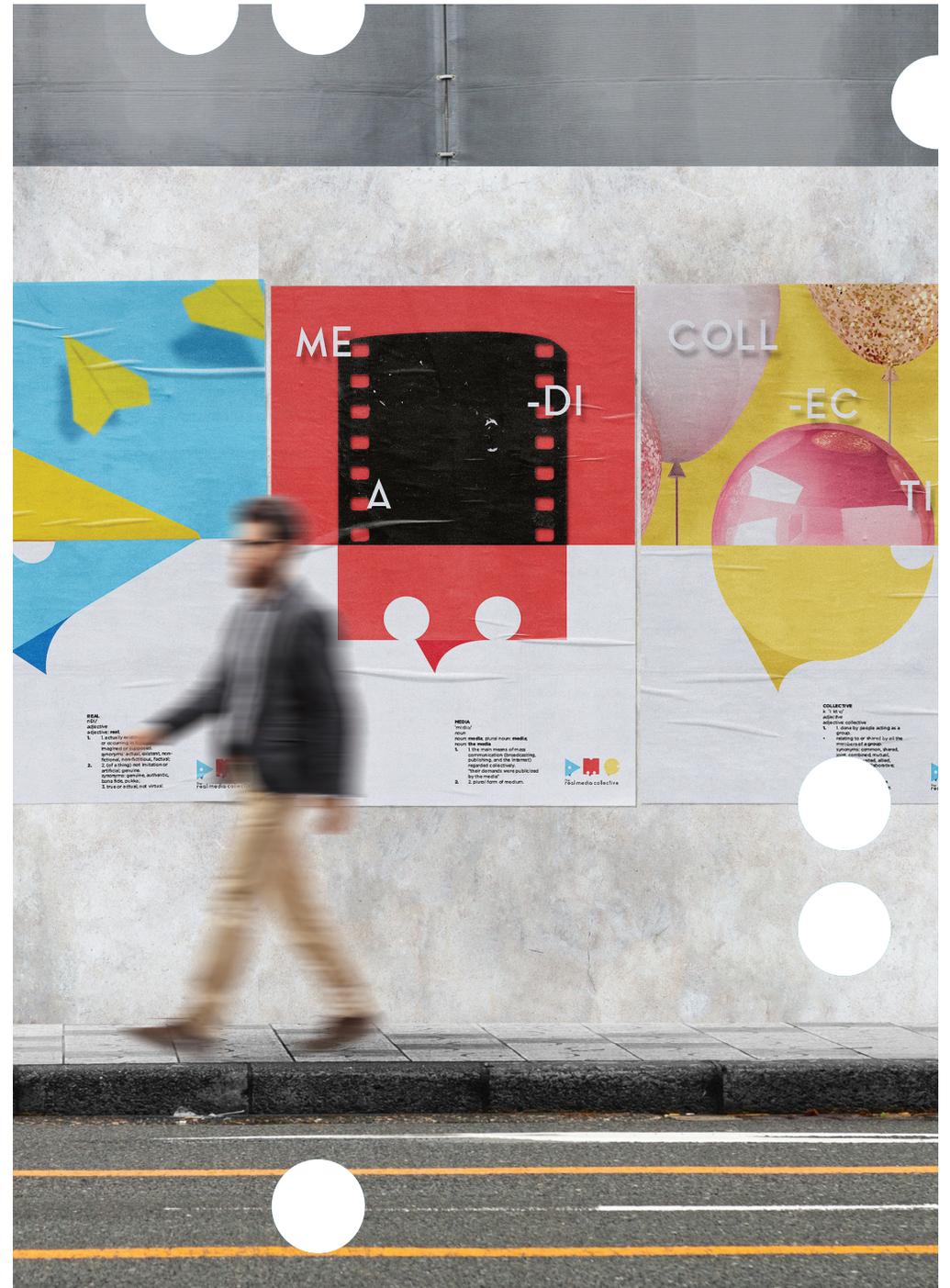




# MEMBER BENEFITS



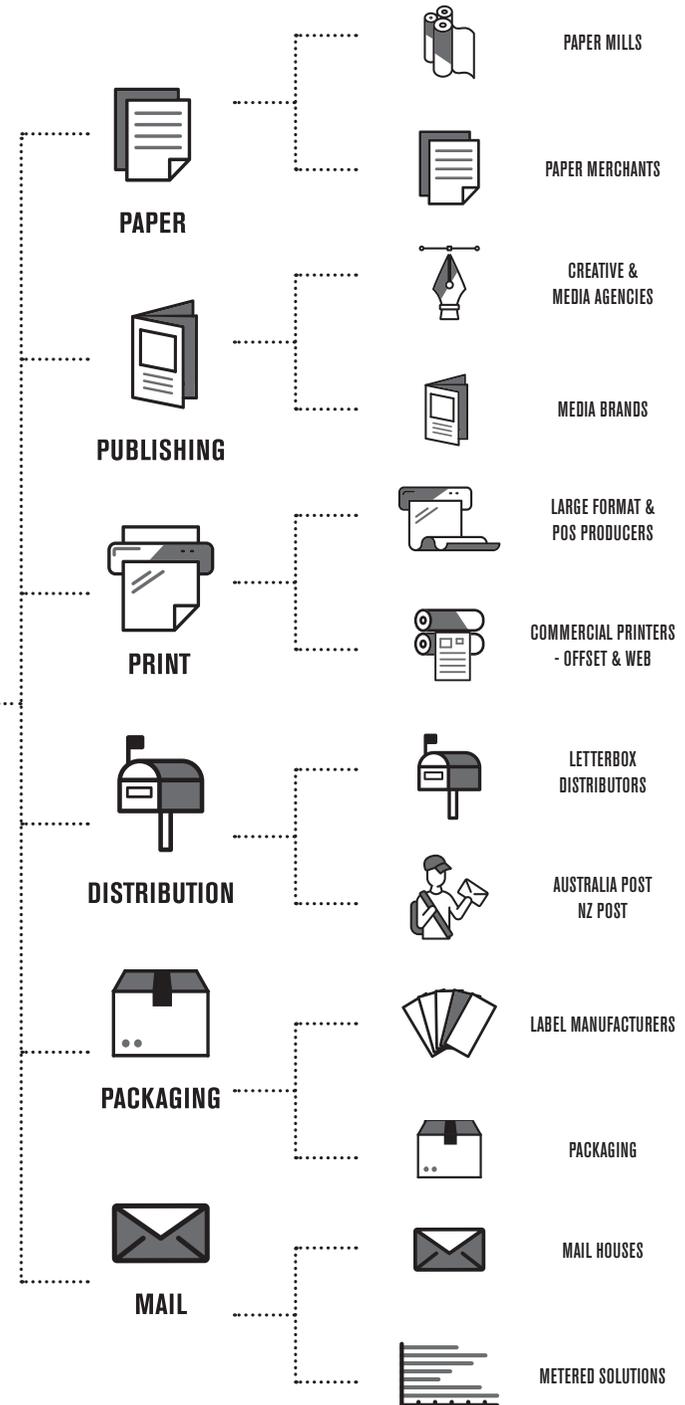
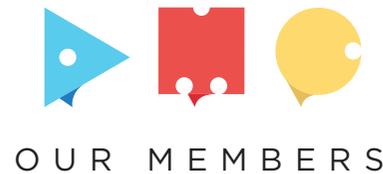
# WEL -COME

The Real Media Collective is a not-for-profit industry association that has been formed to protect, promote and grow the 'real' media channels we represent. We run industry campaigns and awards to **promote**, advocacy and lobbying to **protect**, research and education to **grow**.

'Real' reflects the physical nature of print, mail, publishing, packaging and distribution. While 'real' reflects real results and return on investment for the brands, marketers and agencies investing in our channels to reach Australian and New Zealand consumers

We achieve our goals by providing thought leadership, education, protection and promotion of the effectiveness, relevance, versatility, power and sustainability of tactile consumer marketing channels.

Collectively we represent the paper, print, publishing, packaging, mail and distribution sectors, with a strong commitment of connecting the fibre-based media sectors with digital channels. To that end we develop verifiable research, industry campaigns, international collaboration and tools for our members to sell their channels based on value first, price second. The Collective position is this connection is made through a unified and engaged industry position from creatives to agencies, retailers to producers, printers to distributors - together we are 'The Real Media Collective.'



# KELLIE NORTHWOOD

Our Chief Executive Officer is a well-respected industry leader having worked in marketing and media for twenty (20), Kellie Northwood brings expertise in not only the industry stakeholders but also across her experience having held senior executive roles working within the industry she represents. A strong media background, proven track-record in government liaison and well-regarded application of relevancy to a modern and commercially focused industry association that has enjoyed year on year growth under Kellie's leadership.

The Real Media Collective Team is committed to positivity, services and member support bringing together events, awards programs, campaigns, advisory, training and advocacy services.

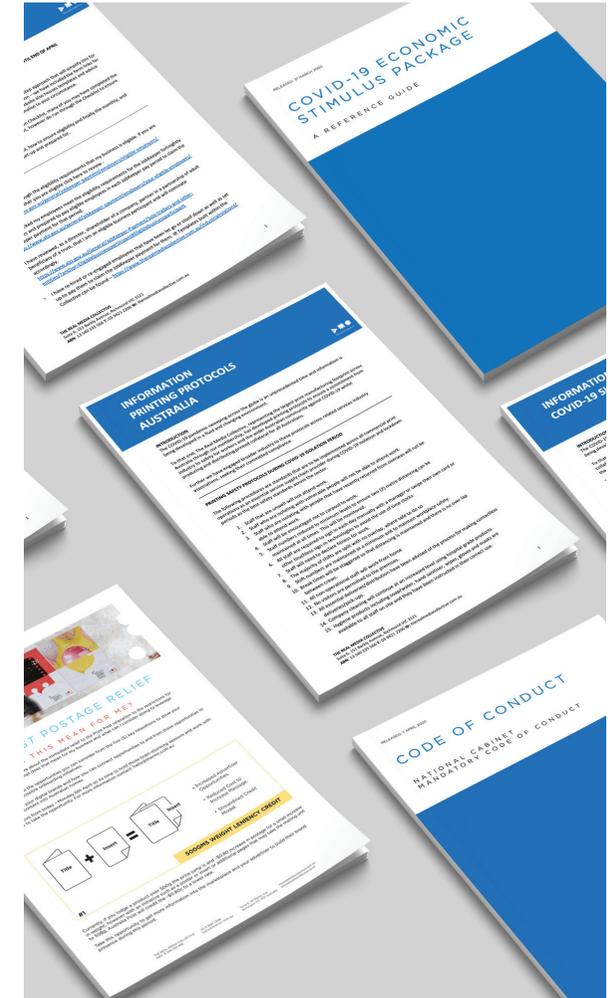
Together, the 'Collective' provides tools to assist members thrive, campaigns to promote the media channels the members represent and government presentment to drive strong legislative protections for today and the future.



# INDUSTRIAL RELATIONS AND WORKPLACE HEALTH & SAFETY

A strong offering to the our membership is bespoke and comprehensive industrial relations and workplace health and safety advice for your business. No hotlines, call-centres or online general advice – your business and employees need and deserve more than that. We have our GM – IR, Workplace Health & Safety, Charles Watson, available for you at any time. Supported by twenty (20) years experience across law firms, industry bodies and across the nine (9) Awards our member sectors operate within specifically for thirteen (13) years, this is a brains trust your business will be well protected within.

A comprehensive policy and guidelines library has been developed for you to adapt to your business processes, support with on-site assessments, reporting and more. How to guides also assist in navigating the ever-changing rules and regulations as we navigate COVID-19 as well as Fact Sheets and Reference Guides to include in your employee communications. Nothing is overlooked in this complete offering for you business. Do not leave your business unprotected and include this offering in your membership today.





WE CAMPAIGN  
TO PROMOTE

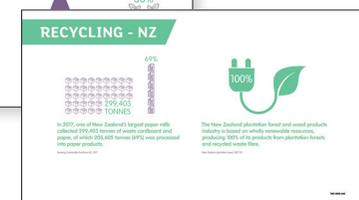
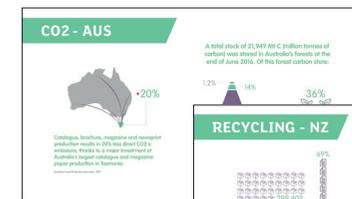
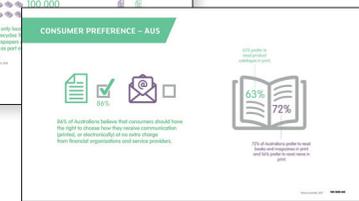
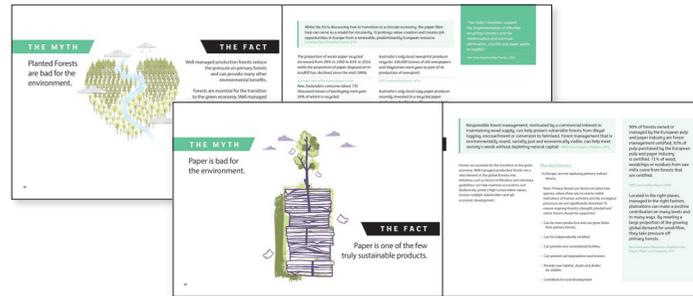
# TWO SIDES

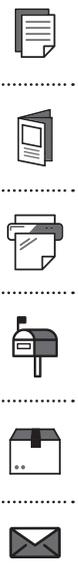
## WHAT IS IT?

Two Sides, part of an international campaign across twelve countries, raises awareness of the environmental credentials of paper and print media.

## THE BENEFIT

Nickable charts filled with local data to highlight the environmental credentials in a bite sized format, Myths and Facts booklets, that can be branded with your company logo for inclusion in tenders and client presentations, Infographs and posters for your next sales event. The Two Sides campaign is recognised globally for alliances with the WWF, CEPI and Greenpeace and argues - in a world questioning single-use plastic and consumerist digital device consumption - the environmental strength of a renewable resource - paper.





WE CAMPAIGN  
TO PROMOTE

# VOPP

## WHAT IS IT?

VoPP, is our effectiveness campaign exploring brand and marketing success from all over the world. VoPP develops rich content for our members sales teams to sell the value and effectiveness of our channels in today's modern landscape.

## THE BENEFIT

Monthly EDMs to your teams filled with articles from media and marketing publications highlighting successful campaigns, fact sheets from local research, case studies from international and local brands and inspirational insights to excite your next client meeting. VoPP also produces a bi-annual VoPP Mag filled with content and articles from leading Agency Creatives, Top 200 Chief Marketing Officers and Thought Leaders discussing the importance of print medias and how these can be immersed with new channels such as digital and social. Members receive VoPP Mag copies for distribution to your customers providing a rich resource of ideas to inspire that next campaign investment.

VOPP





WE CAMPAIGN  
TO PROMOTE

# OPEN UP TO MAIL

## WHAT IS IT?

Open Up To Mail is a campaign promoting the creativity and power of direct mail in a highly digitalised world. Each quarter a new mailing is issued to over 9,700 designers, creatives and marketers across Australia and New Zealand, producing samples of direct mail excellence. This campaign is one year young and now committed to developing a Designer competition.

## THE BENEFIT

Our members invite their designer clients to design their best direct mail design and the Open Up to Mail campaign will produce the top four winners throughout the year. Showcasing the strength of direct mail whilst engaging your customer into a common celebration of excellence.



OUTM



WE CAMPAIGN  
TO PROMOTE

# KEEP ME POSTED

## WHAT IS IT?

Keep me Posted is a campaign lobbying government and organisations to not charge Australians for a paper bill or statement. In a country with a growing digital divide, the importance of choice for Australian consumers to receive a paper bill or statement without fee or penalty is more important than ever.

## THE BENEFIT

The Keep Me Posted campaign is part of a global initiative and one your members can promote and communicate under your corporate sustainability programmes or include in your communications with your corporate and socially responsible clients.

KMP





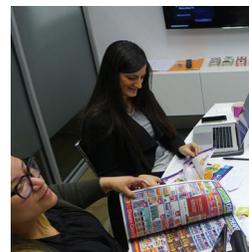
# THE REAL MEDIA AWARDS

## WHAT IS IT?

With over 700 entries and 650 attendees to the annual Real Media Awards, this is a night not to be missed. A room filled with members, customers and brands celebrating what we all do - from marketing strategy to design to print to delivery - we all work in a larger hemisphere of print media and together we celebrate our campaign achievements for each of our contributions.

Retailers and brands awarded for their excellence in retail marketing and building effective campaigns, creatives and agencies for their creative execution, media brands for content and advertising strategies, printers, producers and distributors for their execution and craft.

RMA

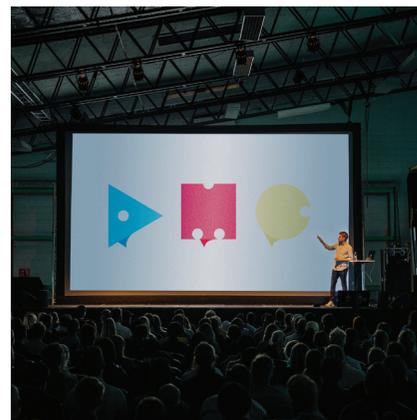
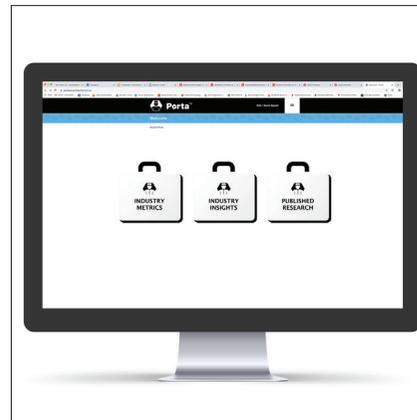




# RESEARCH AND EDUCATION

## WE RESEARCH AND EDUCATE TO GROW

Across the media landscape digital channels have created great disruption, but also great opportunity for our members and industry. To demonstrate the value of the channels we represent the Collective invests in national research that communicates to the return on investment, readership and relevancy of our channels – from publishing to packaging, colour and design to market sector and product – we research and develop marketing collateral for our members to share the strength of print medias with their customers.



## ROY MORGAN RESEARCH

Roy Morgan is the largest consumer research company in our region, surveying over 50,000 Australians and 12,000 New Zealanders, the Collective's partner research agency provides media currency statistics that explore consumer behaviours. Such as, how many Australians read catalogues, magazines and print material in their letterbox? How many Kiwis, aged 35-45, living in regional areas prefer to use print for purchasing ideas? Or which colour packaging will attract higher impulse purchases? And much more, an exclusive members-only dashboard allows our members to analyse statistics and build metrics for your clients. In addition, the Collective builds quarterly fact sheets across market sectors filled with the latest research for your teams to communicate directly to your client base.

## PORTA™

PORTA™ is our industry metrics tool. Each month signatory members submit print volumes, letterbox distribution, Adspend and other data-sets into the PORTA™ system. Data is then de-identified and an industry report developed for your Board and Executive reporting, internal market share analysis, investor reporting and more. Understanding the industry you operate within is critical to building a stronger business future and PORTA™ is the first step.

In addition, PORTA™ provides industry data to our media reporting partners – SMI (Standard media Index). The Collective, through negotiations with our partners now sees media reporting standards include commercial print. These standard indexes are those viewed by Chief Marketing Officers and Media Agencies when determining which media channels they should invest within. Print now holds a seat at the table.

## CUSTOMER INSIGHTS

Research, data and metrics are all well and good, however unless we communicate the facts and figures that highlight our strengths no one will ever know. To that end the Collective invests in media partnerships across marketing publications B&T, AdNews, Marketing Mag, NZ Retail, Idealog, NZ Marketing and more to share our research and metric updates throughout the year. We develop fact sheets and industry reports for our members to share insights with their customers and we host Customer Insight events for our members to bring their customers hear from the research agencies, retailers and thought leaders about current research and data.



# ADVOCATE AND LOBBY

## WE ADVOCATE AND LOBBY TO PROTECT

From sales engagement, Building Better Business workshops, Australia Post submissions or Government lobbying, representing our members, industry needs and future plans is critical to the long-term survival of the industries the Collective represents.



## BUILDING BETTER BUSINESSES

### WORKSHOPS AND NETWORKING EVENTS

We develop workshops, networking events and member sales training to ensure our industry is united in how we represent our strengths and build on our opportunities.

As a member join our networking events to hear how to build a stronger business, attend the workshops for deeper insights and knowledge sharing. Book your sales team in for a 'Sales 101 - the reality of selling in 2020' presentation and more. Working together to share our learnings and build a strong member community is key to our 'Building Better Businesses' strategy.

## CLIENT ENGAGEMENT

### PRESENTATIONS AND KEY NOTE SPEAKER ENGAGEMENTS

The Collective offers our members access to thought leaders from within our organisation to build and present at client events the power of print, publishing, mail and packaging. Our presentation content ranges and is customised to your client base and manufacturing capability. Whether presenting to 50 or 5,000 our team have expertise in presenting rich content to local and international audiences across all customer groups.

## LOBBYING

### AUSTRALIA POST, LOCAL, STATE AND FEDERAL GOVERNMENT, BOARDS AND COMMITTEES

Often the invisible offering to our members, our lobbying and advocacy initiatives are critical to the long-term sustainability and success of the industries we represent. The Collective represents a \$9BN industry group, employing over -250,000 citizens across metropolitan and regional areas. Our approach to lobbying and advocacy is a commitment to outcomes this has earned the Collective respect in the highest levels of Government and Government Departments.

From ACCC submissions voicing industry concerns over postage prices and mail processes, communicating industry positions on packaging recycling targets, challenging Government legislative reforms or addressing anti-greenwashing claims - the Collective ensures your businesses can focus on what you do best. Industry snapshot reports and metrics ensure Governments and other bodies are aware of the challenges and opportunities of our industry all developed with intelligence and considered engagement with members to ensure you are safe in your representation.



# WE PARTNER

## WE PARTNER TO ACHIEVE MORE FOR YOU

The Collective is committed to working with like-minded, future-focused organisations and as such we partner to achieve more for our members and industry. We thank and acknowledge all our industry partners and look forward to ongoing success and working together to deliver great outcomes for our broader membership.

## OUR PARTNERS



Marketers and Education



Mail Promotion and Industry Sustainability



Packaging and Government Target



Paper Industry Secretariat and Industry Initiatives



Mail Industry Working Group and Initiatives



Distribution Standards Board and Industry self-regulation



ROY MORGAN



Media Index and Metrics Reporting

# CON -TACT

BE PART OF A LEADING,  
INNOVATIVE AND FUTURE-  
FOCUSED INDUSTRY, BE  
PART OF THE COLLECTIVE.

Our members are innovative contributors to the industry and media sectors we represent. We encompass all facets of supply to production, content creation to delivery and partner deeply with retailers, brands and agencies.

With membership starting at \$500 to \$50,000+, based on turnover and services required to be included within the membership. Contact The Real Media Collective team to discuss the best member solution for you.

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