

FEDERAL BUDGET 2022 PAPER + PRINT INDUSTRY SUMMARY



INDUSTRY BRIEFING TO FEDERAL GOVERNMENT

March 2022

SUMMARY

The purpose of this briefing note is to provide a synopsis of our proposals, recommendations, and practical steps the federal parliament and government can undertake and implement to address the issues being faced by our overall industry. It is our strong belief these proposals and recommendations have strategic merit across a range of government policy priorities.

THE REAL MEDIA COLLECTIVE

With a national membership, The Real Media Collective ("TRMC") is the industry association representing the collective interests of companies in the paper, print, publishing, mail, packaging, and distribution sectors across Australia. Our membership represents \$15.88BN of the \$18.9BN industry, and further we represent the largest manufacturing employer industry sector across Australia (*please see attached Industry Snapshot*).

PRIORITY RECOMMENDATIONS

Recommendation 1:

That Government endorse and commit to a 100% Government buy Australian print and related services policy.

As part of Australia's economic reinvigoration out of the effects of COVID-19 we are calling upon all levels of government to implement clear policies that mandate the procurement of all print related products be from Australian made and manufactured products and sources. This recommendation would ensure up to \$150m of government procurement spending is not offshored and support a local manufacturing directive.

Recommendation 2:

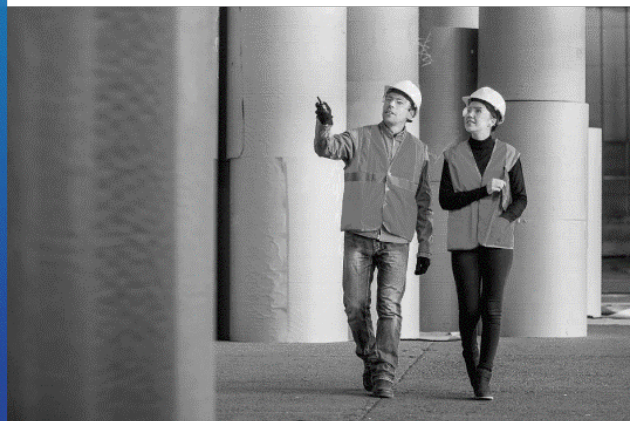
That Government understand and support industry led awareness campaigns, *Love Paper*, promoting Australian manufacturing and employment in the largest manufacturing employment sector in the country – paper, print, mail and packaging.

Our industry supports ~258,000 direct and indirect jobs in an environmentally sustainable industry. Further, the products and services our industry provide a socially inclusive channel for aged, marginalised, remote and regional communities compared to the limitations on electronic delivery.

Recommendation 3:

That Government make the instant asset write-off and the temporary full expensing a permanent fixture for manufacturing businesses/industries.

FEDERAL BUDGET 2022 PAPER + PRINT INDUSTRY SUMMARY



Government policies such as the instant asset write-off will ensure our industry, and particularly small businesses, remains competitive, profitable and sustainable through increased capital expenditure and with less tax depreciation complexities.

Recommendation 4:

That Government implement a freight subsidisation scheme to be issued to support supply and logistics from SE Asia, South Korea and Japan into Australia.

The Australian manufacturing industry has a high dependency on global supply chains and logistics networks. Given the ongoing current supply chain issues, particularly shipping delays, facing Australian businesses there is a strong case for government to develop and invest in a wider national sea freight subsidisation scheme that would support our industry and others to expeditiously import both raw and finished materials and goods.

Recommendation 5:

That Government partnership with industry to build additional paper manufacturing infrastructure for expanded local capacity, accommodation of the 2024 Waste Paper Export Ban and other implemented policies.

We seek Government commitment, assistance and partnering with our industry to overcome these industry specific supply chain issues, and to develop commercial solutions for the waste export ban on paper and cardboard which is to commence on 1 July 2024.

Recommendation 6:

That Government address current and future skills shortages, including making much needed improvements in the vocational training space.

With an industry experiencing an aging trade-based workforce and a diminishing uptake in new apprentices and trainees, the vocational training sector needs an overhaul and appropriate funding to change this trajectory.

Recommendation 7:

That Government reduce or delay any new regulatory changes and burdens for business.

Recommendation 8:

That Government invest in Australian society, and therefore the overall economy, via improved gender responsive budgeting measures.

Recommendation 9:

Ongoing funding for purposeful and beneficial mental health programmes and services across the manufacturing industries.

Recommendation 10:

Transparency and clarity on the governments longer term budget strategy.

FEDERAL BUDGET 2022 PAPER + PRINT INDUSTRY SUMMARY



Given current Australian economic forecasts, and for the next few years, along with currently and forecasted government debt levels, we want to see a balanced approach to budget repair over the short to medium term. This is a summary paper and full submission document is available to you for further briefing upon request.

We thank you for your consideration and gladly make ourselves available for further discussions and/or additional information requests in these issues.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Kellie'.

Kellie Northwood
Chief Executive Officer
The Real Media Collective

E: kellie@thermc.com.au

M: +61 424 188 745

FEDERAL BUDGET 2022 PAPER + PRINT INDUSTRY SUMMARY



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. Acl Allen, 2015. National Pulp and Paper Sustainability Report. AFPA, 2017