

BREAKING : TRMC MEMBERS SUPPORT MERGE INTO PVCA

For immediate release

The Real Media Collective (TRMC) held their Special General Meeting (SGM) this morning to secure Member voting to support or decline the proposed merger with the Printing and Visual Communications Association (PVCA). The motion has been carried with no objections issued.

"I was humbled to receive the significant number of proxies in support to myself over the past month to the motion proposed in the 6th May SGM. Member backing across this merger was critical not only for governance reasons to proceed, but more so to ensure our Members supported and recognised the value in the merger. We only exist because of our Members and to have unanimous support is a testament to the merger and to the unified TRMC membership vision," commented Matt Aitken, Chairman, TRMC.

TRMC Members were notified on the 12th April of the merger announcement, however it wasn't until the 6th May, that Members assembled via an online SGM. In this meeting, the conditions and terms of the merger were outlined in detail by Matt Aitken, IVE Group, in his capacity as TRMC Chairman, Rodney Frost, The Lamson Group, as TRMC Treasurer, and Kellie Northwood, TRMC Chief Executive Officer. In this meeting the motion to support the merger was issued by the Chair and seconded by the Treasurer. To which a Special Resolution was issued to all members calling on a vote of support or rejection to the motion tabled.

In accordance with TRMC's Constitution and the *Associations Incorporations Reform Act (2012)*, TRMC Members were provided three (3) pathways to vote – printed proxy to a Board Director, electronic proxy to a Board Director, or in person at the SGM held this morning.

"The support from TRMC Members has always been strong and today's outcome is no exception. That said, the Board has worked with PVCA over the past months to secure terms of equal benefit to both parties and TRMC Members recognised this as we outlined the terms in greater detail. Since the announcement, the overwhelming feedback from members across all sectors, commercial printers and suppliers, in particular, has been positive with a truly engaged and buoyed industry vision," commented Kellie Northwood, CEO, TRMC.

Next steps will include Charles Watson, GM – IR, Policy & Governance, TRMC, will issue Minutes and application into Consumer Affairs Victoria to endorse the motion to finalise the merger arrangements. The swift support garnered by TRMC today should expedite this timeline from end of August to a now projected July/August window.

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About The Real Media Collective

The Collective is a not-for-profit industry association representing media channels that deliver results. Member companies represent paper, print, publishing, mail, letterbox and distribution across Australia and New Zealand.

Further information

Please visit [The Real Media Collective website](http://www.therealmediacollective.com.au) or contact hello@thermc.com.au.