

MEDIA RELEASE

NORTHWOOD ANNOUNCED CEO OF PVCA

FOR IMMEDIATE RELEASE

The Print & Visual Communication Association of Australia today confirmed the formal appointment of Kellie Northwood as the Chief Executive Officer following the recent merge with The Real Media Collective.

“The Board and Members always felt the appointment of Kellie to the role was a formality, however, to have the appointment confirmed and Kellie leading the united industry body is a terrific outcome,” commented Matt Aitken, President, PVCA.

Northwood has held industry association positions for twelve years, originally leading Two Sides Australia before taking on the CEO role for the Australian Catalogue Association, then the Executive Director role of the Australasian Paper Industry Association and most recently the CEO role for The Real Media Collective.

Prior to leading industry bodies, Northwood worked across strategic sales, governance and sustainability roles with Moore Business Systems, Finsbury Green and GEON. Bringing over twenty years’ industry experience to the role.

“I am delighted the role has been formalized as we move through the final stages of merging the two entities. We have been working very hard refining the existing offerings and building new projects behind the scenes which will begin to be released in the coming months. Through the industry association, we will look to growing the membership, uniting the industry under one body once more and building commercial business value for membership,” commented Kellie Northwood, CEO, PVCA.

Northwood is the first female to hold the print industry association CEO role in its 133-year history, she carries a strong proven track record of member engagement and industry promotion. Under her previous industry association roles Northwood has brought Two Sides, a campaign promoting the environmental credentials of paper and print, to Australia and New Zealand from the UK and Europe. Has launched VoPP, the campaign promoting the effectiveness of print to marketers, secured a Treasury consultation and ultimate consumer watchdog across companies charging for paper bills and statements, achieved Australia Post Business Mail incentive discounts, delivered the Essential Services publication into federal government securing the print industry’s essential service status and extended the *Schedule X* from Fair Work during COVID lockdown extensions and, most recently, overseen the merge of TRMC into PVCA creating the largest industry association across the print and related services industry.

“Kellie and the Board through the transitioning process have been building key projects for our members. Business solutions to reduce cost from our member’s businesses, developing a strategic focus to government lobbying and customer engagement across the promotions of our industry. The 2023 year will deliver significant value to our members with a new membership modelling approach for all members to benefit. I look forward to being part of it,” concluded Aitken.

“I am aware of the legacy and history of the PVCA and the role comes with great responsibility that I look forward to embracing and delivering upon. Our industry is a proud, hard-working and relevant industry with a firm relevance across modern communications. Representing our members, and the industry more broadly, is about ensuring we are able to voice our critical role across Australia today, and for many years to come, while supporting members with their business success,” concluded Northwood.



The Association is currently running a brand and naming survey which is open to feedback. Take the [survey today](#).

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About Print & Visual Communications

The Print and Visual Communication Association (PVCA) is the leadership and support organisation for all businesses in the print, packaging, graphic design and media technology industry in Australia. We work to support and promote an evolving industry, and to help our members become more profitable and sustainable.

Please visit the [Print & Visual Communications Association](#) for more information or contact:

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