

MEDIA RELEASE

PVCA EOY EVENT CELEBRATES UNITY

FOR IMMEDIATE RELEASE

The Print & Visual Communication Association (PVCA) has hosted its EOY Event in Melbourne last night with great success across the merged members and industry stakeholders now operating as one voice for all.

“Coming together as one and uniting all that we do as well as sharing our vision for the year ahead was a great opportunity and with the support of Konica Minolta and Roy Morgan, we all were able to celebrate in style,” commented Kellie Northwood, Chief Executive Officer, PVCA.

There were just shy of 100 attendees, with 93 members in the room including PVCA Board President, Matt Aitken, IVE, Treasurer, Rodney Frost, The Lamson Group and Board Member, Kevin Pidgeon, Lithocraft.

The room played on the PacPrint theme of the united associations celebrating with a festive ‘allsorts’ theme – each attendee received a personal message box, believed to have been individually written by Northwood, demonstrating the importance of each member and showcasing the personalisation of print. Slogans across the room included ‘*We’re strong. We’re capable. We’re Allsorts of people*’ with lolly jars, balloons and naming games throughout the Tonic House venue in Melbourne’s CBD.

Northwood thanked the members for their support to the team and the associations through the merger period, providing a firm commitment that the united industry bodies would be increasing their activities and support for industry with key priority pillars – Skills & Training, Promotion & Protection, Environmental, Social, Governance (ESG) and Business Cost Reduction.

“Over the past six months Kellie and the Board have been looking to building a clear strategy for the organisation that is committed to delivering value and real outcomes to members. The team will continue to refine this in the coming months with the Board, however the formal appointment of Kellie as CEO, Charles Watson as GM – IR, Policy & Governance, as well as working with our supply partners to secure deliverables for the 2023 year, has been critical in providing solid foundations and confidence for members,” commented Matt Aitken, President, PVCA.

Watson will lead the Skills & Training with a call for members to engage in the Skills Survey, the IR Legislation Member Briefing next month and the Employer Advisory Committee being launched in the new year which will be run by the PVCA who is committed to rebuilding the skills and training standards across the country.





Northwood outlined the VoPP, Love Paper and Two Sides campaigns will continue to promote and protect as well as begin a program into primary schools exploring the importance of paper and print activities across learning, recall and comprehension. The Sustainable Green Print (SGP) program will remain with a stronger engagement across government and customers to have the standard as a common requirement across print procurement. The Association will also look to carbon reporting tools for industry and a certification co-operative to reduce the cost of managing certifications for industry. Northwood advocated for the importance of the Association to work on programs to assist members reduce operational costs for businesses and to provide strong industry-specific protections.

“Our commitment to members from IR Legislation to promotional VoPP campaigns, building partnerships to reduce costs of business from auditing costs to implementing renewable energies, is that we will be your insurance policy and support at all times as well as reduce costs and offer training to assist your businesses be more profitable,” said Northwood.

Aitken also issued special thanks to the supporters of the event – Konica Minolta and Roy Morgan and called on greater support from key vendors across the industry to support the programs our industry desperately needs to focus on.

Images from the night can be found on <<https://flic.kr/s/aHBqjAhcGt>>.

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About the Print & Visual Communication Association

The Print and Visual Communication Association (PVCA) is the recognised peak industry body for the print, paper, publishing, packaging, graphic design, distribution, and media technology industries in Australia, operating for over 130 years.

A registered organisation with direct signatory to the nine (9) Awards across our industry and membership. Offering an end-to-end industry association solution that is relevant in all that it undertakes. Whether advocating the relevance of the established media – print – that we all belong to, developing global partnerships and translating to regional requirements, awarding excellence, investing in products, and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The largest print industry body committed to building a stronger united leadership to deliver the goals of our members. United we will lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our member's businesses operate within a future-proofed strategy for success.

Please visit the [Print & Visual Communications Association](https://pvca.org.au) for more information or contact:

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