



## **Charles Watson returns to support the industry: The Real Media Collective appoints IR Expert**

*For Immediate Release*

The Real Media Collective announced today they are appointing Charles Watson to the role of GM – IR, Policy and Governance at a critical time for their members and broader industry throughout the COVID-19 pandemic.

“This is a devastating time for our members and broader industry. The appointment of Charles, is a very important one. Our industry needs industry expertise, not outsourced solutions, call centres or online HR, we need an expert and Charles is the leading industrial relations expert for our industry. I am pleased to have him on board and provide support our members have been asking for over these past weeks,” commented Kellie Northwood, CEO, The Real Media Collective.

Watson has worked across the print industry for over 13 years as he headed up the former, Printing Industry Association of Australia’s Industrial Relations team providing services to the majority of print organisations across the country.

Since leaving the PIAA, now PVCA, Watson has continued his career with another organisation working with Industry Associations across the IR and Workplace Relations sector. Staying close to the industry however, as the company sits within the Intermedia Group offices, Watson has remained a contributor to IR matters across the print industry in the trade publications.

“Charles, is well-known to our members and that was a key consideration of the Board when we reviewed this immediate appointment. It is an important one that our members need at this time and we needed to find someone who could get to work from day one. I welcome Charles to the team, but more importantly, I welcome him back to the industry our members need it in this difficult time,” commented Matt Aitken, Chairman, The Real Media Collective.

Over the past week the Collective has launched an Economic Stimulus Reference Guide, submitted arguments to Government and held an Industry briefing to all Publishers outlining relaxation of Australia Post regulations they are negotiating. Northwood issued a personal note to all members last week highlighting the emotional toll the COVID-19 crisis is having on all members and staff urging all to reach out and lean on each other.

“There is a growing list of what our members need and we are working through this step by step. IR, Policy and Governance is one of those steps. Right now, we are all about helping our members survive this financially and emotionally. As I said to all my members last week, despite the enormous difficulty we are all enduring right now, there is also great humanity



in the care we have for each other and we will get through this and together build a new future,” Northwood concluded.

Watson will start on the 15<sup>th</sup> April with an Open Webinar in a two-way question and advisory approach discussing immediate, short and long-term steps for member companies and industry.

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Kellie Northwood is the Chief Executive Officer of The Real Media Collective, an industry association representing the paper, print, mail, publishing and distribution companies across the Australian and New Zealand landscape.

Northwood also holds the Executive Director position for the Australasian Paper Industry Association (APIA).

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