



TRMC announces financial support to members in year ahead

For immediate release

The Real Media Collective has announced its plan for the year ahead outlining financial support to members with increased services, specifically across industrial relations, industry training, government accreditations and industry promotion campaigns across the environment and effectiveness from July 2020 to June 2021.

In an announcement to members yesterday, the Collective outlined the Chief Executive Officer, Kellie Northwood has agreed to a 45% reduction in remuneration without a change in hours, reduced license costs across campaigns, delivered rental negotiations to zero payment for six months with no deferral costs and staff to work to a 3 and 4 day week all with a key focus to maximise retained earnings and provide strong cash-flow across the new financial year.

Members have been offered support across monthly payment instalments and extended trading terms, increased service access – all Commercial members will be provided access to Industrial Relations without a subscription increase, access to training and government accreditations and partner programs with other industry associations without additional member fees.

“This period has been extremely challenging for our industry and whilst many members are communicating that they are seeing the recovery period begin with an increase in activity over the past four weeks, we know cash is king and they need our support more than ever. To that end, we have implemented solutions to maintain our services for our members and the only way we can do that is to ensure our retained earnings are strong to support them through this period,” commented Kellie Northwood, Chief Executive Officer, The Real Media Collective.

The Collective’s move aligns with other businesses who have implemented remuneration reviews, shift reductions and commercial tenancy arrangements balanced with JobKeeper and other economic stimulus uptakes.

“Kellie, the Board and the Collective team have worked with our supply and association partners to develop a strong, future-focused, twelve-month strategy. I want to thank Kellie and the team, on behalf of the Board and our Members, for putting this solution forward to the benefit of us all. Anyone who knows Kellie and the team understand how passionate they are about our members and the industry and this position just indicates how committed the Collective is to a strong industry moving forward,” commented Matt Aitken, Chief Executive Officer, IVE Group and Chairman, The Real Media Collective.

Members will be engaged on a one-to-one basis to work through the process best suited to their current need throughout July and Northwood will lead the discussions to ensure each member is supported.

Many of these have been implemented since March to ensure the Collective protects the retained earnings for the financial year ahead and provide support to members. The new subscription model will be communicated to members across the month of July.

“I’ve worked in this industry for twenty-years and call many, if not most, Members friends, this alone forms a personal commitment to providing as much support as we can. The chapter ahead is a critical



time for us to recover strongly, it wasn't an option to simply sit back and not assist our members with our best foot forward. We reviewed all activities internally and determined we still needed to deliver the tools, services and advocacy the industry needs now more than ever. This solution provides members with support in the immediate year ahead and also provides stability for the Collective well into the future," concluded Northwood.

Media Information

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

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

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