



## **TRMC Annual Report : member numbers and revenue up.**

*Embargoed until Tuesday 1 September 2020*

The Real Media Collective (TRMC) has released its annual report highlighting membership growth, expanded services, industry guardianship and a future of strength for all member sectors.

Over the last twelve months, TRMC's membership has grown to now celebrating just shy of 700 member businesses across Australia and New Zealand, of which 191 are new resulting in an annual growth rate of + 39.87%.

"The team have worked tirelessly this year and the results are a positive indicator that what we are delivering is of value to our members and our industry. Even during a very tough year we have welcomed new members and retained our existing members," commented Kellie Northwood, CEO, The Real Media Collective.

The membership demographic has also evolved with 71% of their membership now being small businesses. This is followed by supplier members at 17% and trans-Tasman print media companies representing 7%.

From FY13 to FY20, TRMC has realised an increase of nearly \$1M in membership revenue with an average growth rate of + 15.78%. Over the past twelve months this growth has been moderate, achieving a steady 1.4% increase. Despite the COVID-19 pandemic, growth has been stabilised and strategic review is in place to look to grow membership through an increased service offering from Industrial Relations, Workplace Health and Safety, Industry partnerships and sponsorship alliances.

The full 2019 annual financial and governance audit was completed by independent auditor, KMS Financials, without any contraventions listed and released to members at the Sydney AGM in December of that year.

The association has been busy this year with campaign and activity updates reporting the Rebuild Together webinar series achieving 23,582 member engagements, attendances, downloads, views and/or likes/shares. Their digital engagement strategy, released in FY20, was aimed at communicating to audiences not using print and the strategy has paid off achieving 78,799 LinkedIn views from posts and a 98.3% YOY increase in LinkedIn Followers. 2,432 new eNews subscribers, 190,727 Twitter impressions, 193,459 website page views and average 3mins 9secs spent within the site/s.

Australia Post relaxations, Fair Work engagement and government submissions have also driven member activities. However, the most significant expansion of TRMC this year has been the appointment of Charles Watson to GM – IR, Policy and Governance and the first time the association has offered IR and Workplace services to members.

"The Board had long been reviewing inconsistency of rulings from FWC across our industry Awards with some concern and determined this was largely due to an increasing range of representations from outlier association's running hotlines for the print industry. We needed to regain consistent and expert representation for our industry to assist the Commissioner in their judgements. Charles,



with over 13-years experience across our 9 Awards was the expert we worked very hard to bring onto the team and I was delighted when he accepted challenge,” commented Northwood.

Representation and protection of the industry has seen TRMC take the lead, defending the industry from misrepresentation with the Coles catalogue and letterbox delivery announcement, highlighting the high employment levels and strengths of the industry via the Industry Insights survey, releasing a 36 page Essential Services submission to federal government, picking up the management of Women in Print and building a resource and fact sheet library to navigate COVID-19.

It won't stop there, Northwood refusing to sit still with advice of pending announcements regarding government initiatives across 'Buy Local', a new Insight Series campaign and partnerships with industry associations across training and education.

“We are happy with these results, however we cannot rest, our members and industry need us now more than ever to assist through the recovery phase, we must keep listening to our members needs, work with our like-minded industry body partners and keep delivering. I, the Board and the team, remain as passionate as ever about the industry's future and the role TRMC will play in ensuring a strong and sustainable industry,” concluded Northwood.

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## Media Information

**The Real Media Collective** (TRMC) is an industry association representing the collective interests of companies in the paper, print, publishing/media, magazine publishing, advertising, mail, packaging, design, graphics, and related distribution sectors across Australia.

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).

The Real Media Collective partnered and leads the Keep Me Posted campaign, lobbying for customers to not be charged for paper billing and statements. [www.keepmeposted.org.au](http://www.keepmeposted.org.au)

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