

TRMC REMAINS IN THE BLACK WITH END OF YEAR FIGURES AND APPOINTS NEW BOARD OFFICERS

For immediate release

The Real Media Collective has delivered an increase in members, a decrease in operational costs and retained earnings whilst mitigating the impact of COVID through the FY21 year.

Annual figures are being prepared for release to Members with TRMC reporting Income was below prior years realising \$724,000 from budgeted \$1,254,000. This was noted as due to not running the Real Media Awards, Industry Events and Customer Workshops.

Despite reduced Income due to COVID impacts, TRMC Operational modelling remained nimble and delivered a 23% decrease in operational costs from March 2020 budgeted expenditure, which overall saw end of year results with Cash at Bank \$50,336, 49% increase on budgeted expectations.

New membership income, despite a very difficult year, was from small to medium sized print groups, achieving a 46% increase above 2020 new membership revenue.

The implementation of Charles Watson, GM – IR, Policy & Governance to provide workplace relations services for members throughout the year, was provided without extra cost to commercial members however did deplete prior year Retained Earnings. The FY20 Retained Earnings were scheduled to use across FY21 to fund the incoming resource and expansion of Association services.

“We have always maintained a commitment to reserve member funds for times when our members need them most. The implementation of an industrial and workplace relations service for our members last year was a fitting reason during a global pandemic. Most pleasing, is that from the current member subscription period we have seen several existing members increase their membership to include IR and also many new members come on board wanting to work with Charles and the team across workplace matters for their businesses,” commented Kellie Northwood, Chief Executive Officer, The Real Media Collective.

Throughout the year TRMC have increased communications and services to industry and members issuing Business Support reporting, Vaccination Initiative Program, Commercial Tenancy Negotiation Advisory, Employee Communication templates, Australia Post regulation relaxations, Lockdown Notices and Interpretations, Mental Wellness communications and more to support members across the challenges of COVID.

“Given the extremely difficult eighteen months, TRMC has increased our delivery to members, and maintained a positive financial position. The flexibility to adjust the operational costs of running the association, whilst bringing the addition of a senior executive in Charles Watson, is a testament to the team and on behalf of the Board I thank them for their tireless work,” commented Matt Aitken, Chairman, The Real Media Collective.

The focus is now to the future however, with the Real Media Awards about to be launched as well as planning for government engagement across the National Manufacturing & Recycling Roadmap, South Australia Apprentice training review and new Board Officer appointments.

TRMC announced today, the appointment of Simon Carmody, Spot Productions (QLD), Rodney Frost, The Lamson Group (NSW) and APIA representatives Craig Brown, Sappi and Tony Bertrand, Ball & Doggett to Board roles.

“I welcome the additional Board Officers, already having held one Board meeting together, their input has opened opportunities for our broader membership and I look forward to working with them more closely in the coming months. We are still reviewing candidates from other States, so if there are any members interested in becoming more involved, please contact the team,” concluded Aitken.

To contact TRMC: hello@thermc.com.au

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For any further information please contact:

About *The Real Media Collective*

The Collective is a not-for-profit industry association representing media channels that deliver results. Member companies represent paper, print, publishing, mail, letterbox and distribution across Australia and New Zealand.

All activities and communications are delivered in a considered, researched, balanced and verifiable manner offering a sophisticated industry voice across producers, distributors, buyers and end-users.

Please visit [The Real Media Collective website](http://www.therealmediacollective.com.au) for more information.