

TRADE MEDIA – PRINT

THE REAL MEDIA AWARDS MERGES 2021/22 FOR MAJOR EVENT RETURN

For immediate release.

The Real Media Collective's Awards program, the *Real Media Awards*, have announced a return to their major Gala event and merger of 2021 and 2022 years into one.

With COVID variants restricting some venue options, and border restrictions being extended, The Real Media Collective today announced a merger of the two years into one event in September later this year.

"With WA border now open and New Zealand opening in April we are able to confidently provide a true trans-Tasman Gala event as we have successfully achieved over the past seven years. Borders and density restrictions across the event in Melbourne were all factors in considering the merge of the two years and ultimate extension for all our entrants," commented Kellie Northwood, Chief Executive Officer, The Real Media Collective.

The Real Media Awards celebrate all things print, marketing and brand. From brochureware to print collateral, catalogues to magazines, property portfolios to signage, point of sale to direct mail – the Real Media Awards are renowned for celebrating printers and customers together in partnership. Effectiveness, craft, creativity and innovation are recognised in what is arguably, the industry's most prestigious event of the year with some 700 Entries and over 600 Attendees at the Gala and 100 at the Auckland Industry Insights event.

"The Real Media Awards are a unique industry Awards program connecting our customers with our industry. More than an industry only event, the Real Media Awards, showcases our channel in celebration with our customer's successes – not having the opportunity to do this together with our usual Gala event was something we felt wouldn't provide the same opportunity for our customers, members or industry entrants. We did not want to cancel, nor run another virtual event, so we went to work on how to navigate with the best outcome for our industry," furthered Northwood.

New categories this year include 'Packaging and Labels' under Excellence in Craft and 'Digital' as a standalone, both for the first time. "Packaging and Labels' has been a growth sector for TRMC with the Two Sides – Packaging campaign development and Love Paper inclusion of packaging research. 'Digital' will celebrate the partnership print and digital have working together for optimal output.

"Many of our members have diversified into packaging and labels and as such, it was fitting to include this growth sector. We also hosted webinars with designers, retailers and agencies throughout the year and they indicated how much digital and print work together. It made sense in our connection with printers and customers to introduce these Award categories," said Northwood.

Support sponsors on board include Australia Post, IVE Group, Ovato, Ball & Doggett, Currie Group, HP, Media Super and Sierra Delta, with more to be announced as the new categories are attracting much interest.

"The Real Media Awards has grown year in year in both entries and sponsors, as an opportunity for our industry and their customer's to be recognised for their campaigns and partnerships. The Design and Print industries bring our customer's visions to life, what better way to celebrate our craft than with our customers. That is the uniqueness of the Real Media Awards from agencies to designers,

printers to paper distributors, we are one Collective industry that is awarded and recognised for our individual roles. I love nothing better on the night than watching our members and their customers celebrate what they produced together,” concluded Northwood.

For more information go to: [Real Media Awards 2021/22](#)

KEY DATES

Entries submission deadline – 31st May 2022

Awards Judging – July 2022

Awards Gala Celebration - September 2022

New Zealand Awards and Insights Event – October 2022

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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.

Further information

Please visit [The Real Media Collective website](#) or contact hello@thermc.com.au.