

MEDIA RELEASE

PVCA TRMC ANNOUNCE MERGE CREATING 'SUPER INDUSTRY BODY'.

FOR IMMEDIATE RELEASE

The Print and Visual Communications Association and The Real Media Collective have today announced an intention to merge, bringing the two largest industry Associations for the paper, print, mail, packaging and publishing sectors to form one 'super industry body'.

The merger will form the largest industry association across the industry leveraging from the foundation of the existing PVCA Registered Organisation authority and the programs, growth and membership of TRMC.

"Our industry needs united leadership and a strengthened Association, the merging of the two leading industry associations into a 'super body' is a very important step in achieving just that. These discussions have been in place for several months, with both Boards working through a rigorous due diligence process. I firmly believe it is the best news for the industry and will leave all members, PVCA and TRMC, in a better position as we finalise the merger details and commence an enriched service delivery of programs and outcomes for our industry," commented Peter Clark, President, PVCA.

Kellie Northwood, current TRMC Chief Executive Officer, will take up the Executive role at the PVCA and lead the existing TRMC Team with all coming across into the merged body.

An equal representation of Board Officers from each Board has been negotiated, however TRMC Members will be required to support the decision via a Special General Meeting.

"Our members are critical to this process, we have worked through a very strong solution for TRMC and the broader industry across the terms of this merger, however these will need now be put to our members who will ultimately vote to proceed. TRMC has always been an inclusive association, and this process will be no different. That said, I support the merge and encourage all TRMC members to support it and be part of a consolidated, strengthened and more impactful association moving forward," commented Matt Aitken, Chairman, TRMC.

"The announcement is an exciting one for the industry, providing opportunity to strengthen our industry across advocacy into government, development of a consistent national approach to training and talent acquisition, building of a co-operative auditing solution, a united industry promotion, gender and youth inclusivity programs and more. I say to all our combined members, thank you for your ongoing support and I look forward to working harder than ever for you. To those who are not members, take this momentous occasion as a 'call to arms', let's come together and build the strongest industry we've ever been," said Kellie Northwood, Chief Executive Officer, TRMC and incoming Chief Executive Officer, PVCA.

Charles Watson, current TRMC GM – Policy, IR & Governance, will lead the legal and constitutional compliance matters with Consumer Affairs Victoria, the Registered Organisation Commission, Fair Work Australia and any other government authorities to ensure seamless transition. Having three (3)

years with TRMC and eleven (11) with former Printing Industries Association of Australia, Watson is well-versed across both Association Constitutions and the industry in general.

The merger will initially carry the PVCA name and look to renaming and rebranding projects in the new financial year.

“Our commitment is a ‘members first’ approach to the branding and re-positioning process, our members will be engaged and they will determine who we are, our key objectives and our purpose. A positioning project will be launched at PacPrint this year which will see our members join together for the first time,” said Northwood.

Advisory notices and communications were issued this morning to all members and stakeholders with webinar briefings taking place on Friday 6th May at 10am AEST (TRMC) and 11am AEST (PVCA). For registrations go to: [PVCA Member Briefing](#) or [TRMC Member Briefing and Special General Meeting](#).

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For any further information please contact:

About Print & Visual Communications

The Print and Visual Communication Association (PVCA) is the leadership and support organisation for all businesses in the print, packaging, graphic design and media technology industry in Australia. We work to support and promote an evolving industry, and to help our members become more profitable and sustainable.

Please visit the [Print & Visual Communications Association](#) for more information.

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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.

Please visit [The Real Media Collective website](#) for more information.

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