

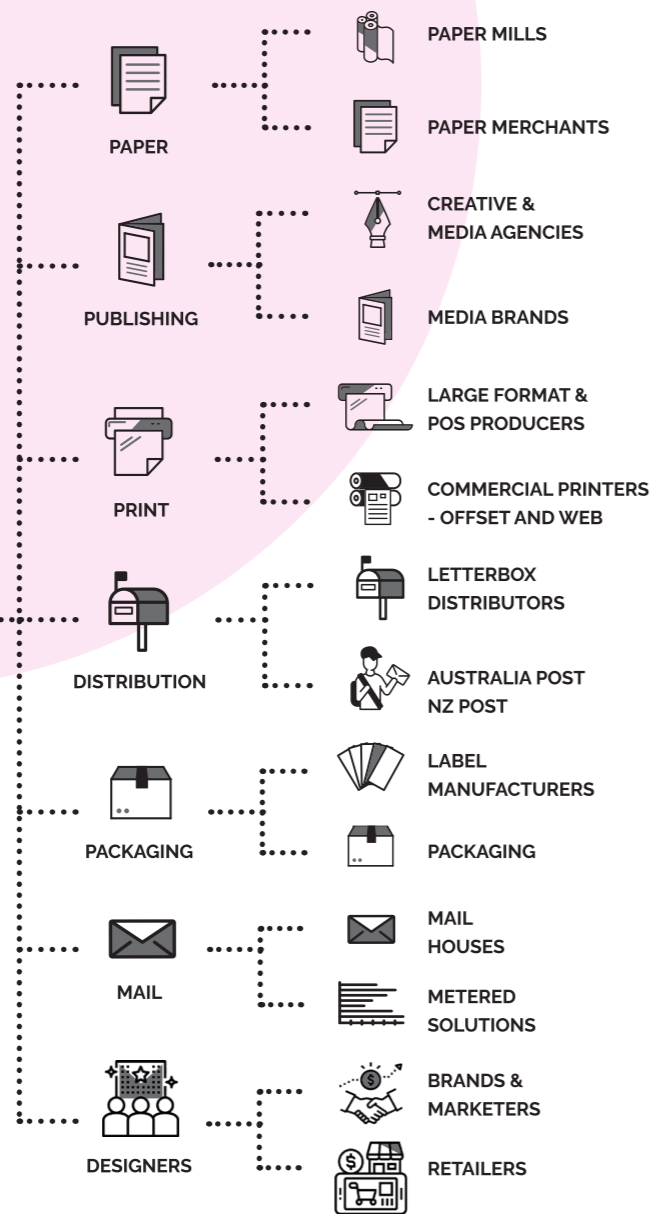
# ONE VOICE. ONE INDUSTRY.

UNITED. STRONGER TOGETHER.

## Member Benefits Guide



## Our Members



# Welcome

The Print & Visual Communications Association (PVCA) and The Real Media Collective (TRMC) are both not-for-profit industry associations that have been formed to protect, promote and grow the industry sectors we represent.

PVCA carries a long and respected history of over 130 years representing the interests of the print industry across Australia. A recognised 'peak industry' body, PVCA is a registered organisation with direct signatory to the nine (9) Awards across our industry and membership.

TRMC is four (4) years young with a positioning to promote and advocate the relevance of the established media – print – that we all belong to. Developing global partnerships and translating to regional requirements, TRMC has built a short success rate in its young years advocating directly to the customers that invest in

our products and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

Both organisations coming together within the PVCA registered organisation fold, come together to form the largest print industry body. Building a stronger united leadership to deliver the goals of our members. United we will lead strong advocacy, government advisory, skills and training programs, protection and promotion of our industry channels and more to ensure our member's businesses operate within a future-proofed strategy for success.

# Print & Visual Communications Association

## Board of Directors

### Executive Officers

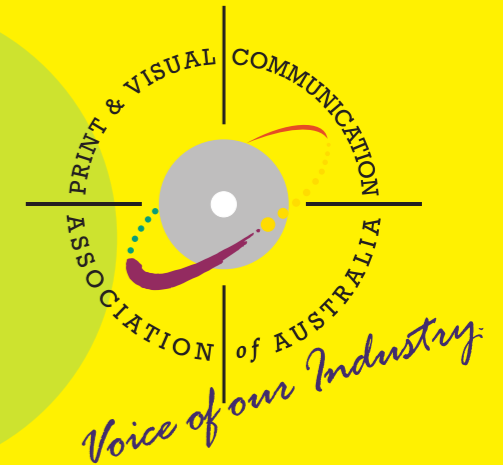
Walter Kuhn Kuhn Corp	John Georgantzakos Spot Press	Stuart Fysh The Label Factory
Deputy President	Treasurer	Company Secretary

### Board Officers

Tom Eckersley Eckersley Print Group	Martin Guilliamse Mark Media	Peter Lane Lane Print Group
Kevin Pidgeon Lithocraft	Nick Tuit Kwik Kopy	



# Print & Visual Communications Association



## History

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

The key benefits we provide members are:

- Advocacy across federal and state governments, working to ensure the importance of the printing industries to the Australian economy is understood and policy supports productive industry,
- Industry-specific workplace relations advice and legal services from experts you know you can trust, including a sophisticated online resource centre,
- Networking and events across a range of topics and opportunities,

- Access to our industry-specific environmental certification programme, Sustainable Green Print, and
- Access to our better business buying partners, offering discounts and incentives for members across a range of services including superannuation and energy.

The PVCA is the registered organisation with the Registered Organisation Commission and Fair Work Commission.

# The Real Media Collective

## Board of Directors

### Executive Officers

Matt Aitken IVE Group	James Hannan Ovato	Rodney Frost The Lamson Group
--------------------------	-----------------------	----------------------------------

Chairman	Deputy Chairman	Treasurer
----------	-----------------	-----------

Craig Brown Sappi	Tony Bertrand Ball & Doggett	Jill Cowling Blue Star Print Group NZ
----------------------	---------------------------------	--

APIA Chair	APIA Deputy Chair	NZ Chair
------------	-------------------	----------

Tracey Taylor YellowNZ	Sarah Whitehouse Reach
---------------------------	---------------------------

Deputy Chair	Treasurer
--------------	-----------



# Kellie Northwood

Chief Executive Officer



Our Chief Executive Officer is a well-respected industry leader having worked across the print media landscape for twenty (20) years. Kellie Northwood brings expertise in not only the industry stakeholders but also across her experience having held senior executive roles working within the industry she represents. A strong print background, proven track-record in government liaison and well-regarded application of relevancy to a modern and commercially focused industry association that has enjoyed year on year growth. Kellie is a strong visionary leader for a united industry Association today and well into the future.

Recognised for her mantra 'do what you say you will', Kellie is on record across the merger as committing to building a 'member's first' approach across the industry body, arguing 'we are only as strong as our members are, and ensuring the industry body is developing industry initiatives that strengthen our member's business is key'.

# Industrial Relations, Government and Policy

## Industrial and Workplace Relations

A strong offering to our membership is bespoke and comprehensive industrial relations and workplace health and safety advice for your business. A hybrid solution of an industry expert supported by readily accessible online tools and hotline support.

Charles Watson, GM – IR, Policy & Governance, is a true industry expert across the legislative requirements across our industry. Charles has over twenty (20) years' experience across law firms, industry bodies and across the nine (9) Awards our member sectors operate within, specifically for thirteen (13) years working with the Print Industries Association of Australia. Charles is a brains trust your business will be well protected within.

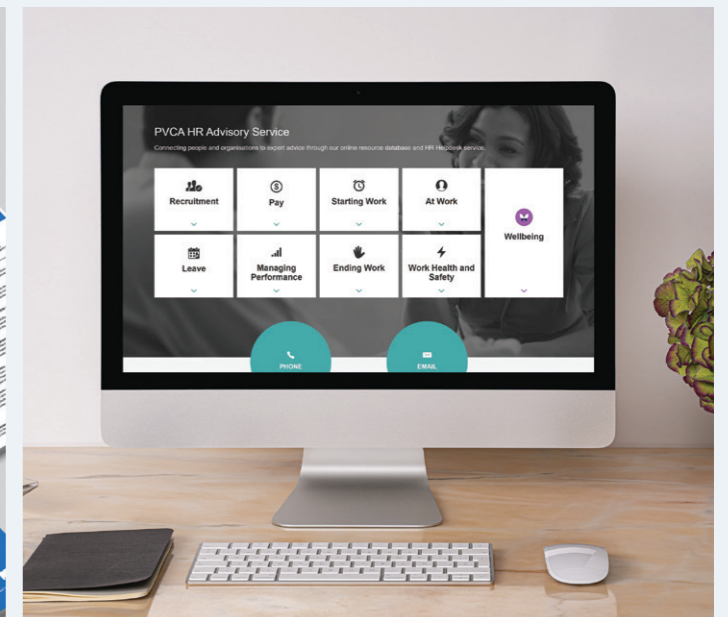
All supported by comprehensive guidelines and a template library developed specifically for our industry and your business to adapt

your processes, supported by on-site assessments, reporting and more. How to guides also assist in navigating the ever-changing rules and regulations as we navigate a post pandemic era as well as Fact Sheets and Reference Guides to include in your employee communications. Nothing is overlooked in this complete offering for your business. Do not leave your business unprotected and include this offering in your membership today.

## Government and Policy

Ensuring direct representation into government, federal, state and local, is critical to advocating the strengths of our industry as well as ensuring our industry is protected from any legislative change. Reforms are welcomed with advisory, as are input across skills, energy policies, carbon mapping, postal service regulatory compliance and more.

With over 200 pages of submissions into government throughout the past eighteen (18) months, development of 227 government policy and advisory notices for members and preparing a clear industry snapshot to communicate the industry size, contribution to the economy and business representation across the small business sector – a united representation offers members a stronger voice than ever before.



# Recognised Registered Organisation

## What Is It?

A 'registered organisation' is an association of employers (PVCA) or employees (AMWU) that has been formally registered by the Fair Work Commission under the *Fair Work (Registered Organisations) Act 2009*.

The Registered Organisations Commission (ROC) is the independent regulator of registered organisations and oversees all that we do across our industry representation.

Following registration, an organisation is able to represent its members in the national workplace relations system. For example, it can represent its members before the Fair Work Commission and have influence across Award reviews and amendments.



Australian Government  
Registered Organisations Commission

## The Benefit

With a legislative oversight across the Awards our industry operates under, we can recommend changes, have influence across how the Fair Work Commission reviews Minimum Wage Increases, applies rulings across industrial relations matters, influence National Skills List for Apprentice inclusion and influence any immediate temporary support, such as the implementation and re-implementation of Schedule X during the extended lockdowns experienced across NSW and VIC in 2021 or government enquiries into new legislation, such as Paid Carer's Leave, Domestic Violence Leave and more – our advocacy provides representation of your business as a collective industry. Representing the specific impacts to the print and related services industry sector is our role to ensure any legislative amendments do not have a negative impact on your business.



# Distribution Standards Board

## What Is It?

The Distribution Standards Board (DSB) is the self-regulatory body of Residential Letterbox and Door Drop Distribution industry across Australia and New Zealand.

## The Benefit

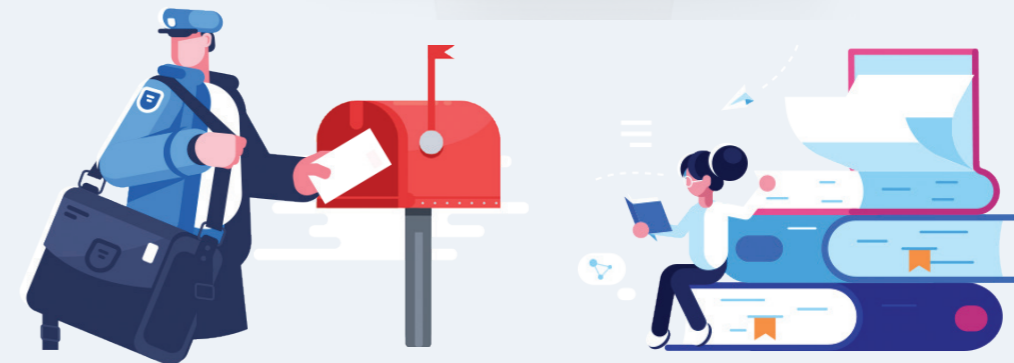
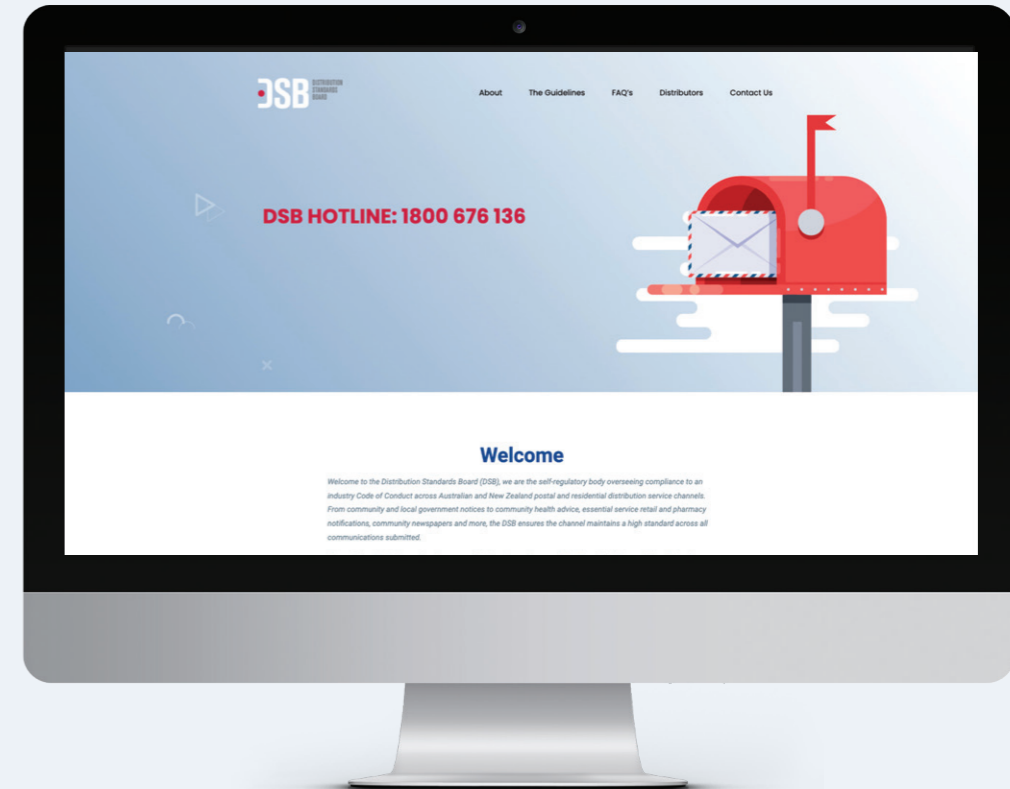
This Charter sets out the DSB's commitment to providing a high level of standards for all suppliers and recipients alike. The DSB is designed to ensure the industry meets agreed guidelines to ensure all unaddressed material being distributed is delivered to the highest standards.

The primary function of the Charter is to maintain agreed levels of privacy, litter control, cooperation with local authorities, protection of the integrity of the Letterbox channel and compliance with all social and environmental guidelines.

Signatories to the DSB are those that comply to the highest standards of Residential Letterbox Distribution across Australia and New Zealand.



[www.dsb.org.au](http://www.dsb.org.au)



# Sustainable Green Print

## What Is It?

Sustainable Green Print (SGP) is a nationally recognised environmental certification program designed specifically for print businesses. A level by level program that aligns with international standards.


## The Benefit

Being certified differentiates you from your competitor, giving your business a verifiable green competitive edge. Being green saves you money and the SGP program assists your business to better manage waste, recycling, water consumption, energy and air emissions. The entire program can also assist in reducing insurance premiums by helping you to better manage the storage and handling of printing chemicals and incident response, among other things. A powerful industry initiative setting an environmental standard for all.



For full details of the SGP Program including training and certification costs, frequently asked questions contact your local Printing Industries office noted below or go to:

[www.printnet.com.au/SGP](http://www.printnet.com.au/SGP)



<p><b>Printing Industries Association of Australia</b></p> <p>Toll Free 1800 227 425</p> <p>South Australia &amp; Northern Territory Unit 4, 4 Goodwood Road Wayville SA 5034 (08) 8373 0622 A: (08) 8373 0644 E: <a href="mailto:sa@printnet.com.au">sa@printnet.com.au</a></p>	<p>New South Wales &amp; Australian Capital Territory 25 South Parade Auburn NSW 2144 1800 227 425 A: (02) 9389 2327 E: <a href="mailto:nsww@printnet.com.au">nsww@printnet.com.au</a></p>	<p>Victoria &amp; Tasmania Unit 3, 9/ Conquer Circuit Mulgrave VIC 3170 (03) 9541 7333 A: (03) 9541 8780 E: <a href="mailto:vic@printnet.com.au">vic@printnet.com.au</a></p>
<p>Queensland 27 68 Frisberg Street Newmarket QLD 4051 (07) 3365 0022 A: (07) 3365 0027 E: <a href="mailto:qld@printnet.com.au">qld@printnet.com.au</a></p>	<p>Western Australia 21-212 Burnwood Road Burnwood WA 6100 (08) 9381 4620 A: (08) 9382 3085 E: <a href="mailto:wa@printnet.com.au">wa@printnet.com.au</a></p>	

[www.printnet.com.au](http://www.printnet.com.au)

We believe environmental accreditation should be affordable and attainable... so we made it so!

Printing Industries Association of Australia

Sustainable Green Print (SGP) is the industry's environmental certification program run by Printing Industries Association of Australia that saves members money through reduced waste, and provides a verifiable green competitive edge. Based on international standards, SGP is tailored to meet the needs of business and the demands of customers by managing environmental expectations and responsibilities.

SGP firms report significant cost savings, new business and more engaged staff through SGP.

STEP 1: Small Green Ballot Paper

FORDE, ROWAN, FADDEN, LETTIA, WRIGHT, PAM, MCCREADIE

STEP 2: Large White Ballot Paper

Labor A Better Future.





# Two Sides

## What Is It?

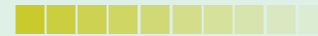
Two Sides, part of an international campaign across twelve countries, raises awareness of the environmental credentials of paper and print.

## The Benefit

Nickable charts filled with local data to highlight the environmental credentials in a bite sized format, Myths and Facts booklets, that can be branded with your company logo for inclusion in tenders and client presentations, infographs and posters for your next sales event. The Two Sides campaign is recognised globally for alliances with the WWF, CEPI and Greenpeace and argues - in a world questioning single-use plastic and consumerist digital device consumption - the environmental strength of a renewable, recyclable and compostible resource – paper.



[www.twosides.org.au](http://www.twosides.org.au)



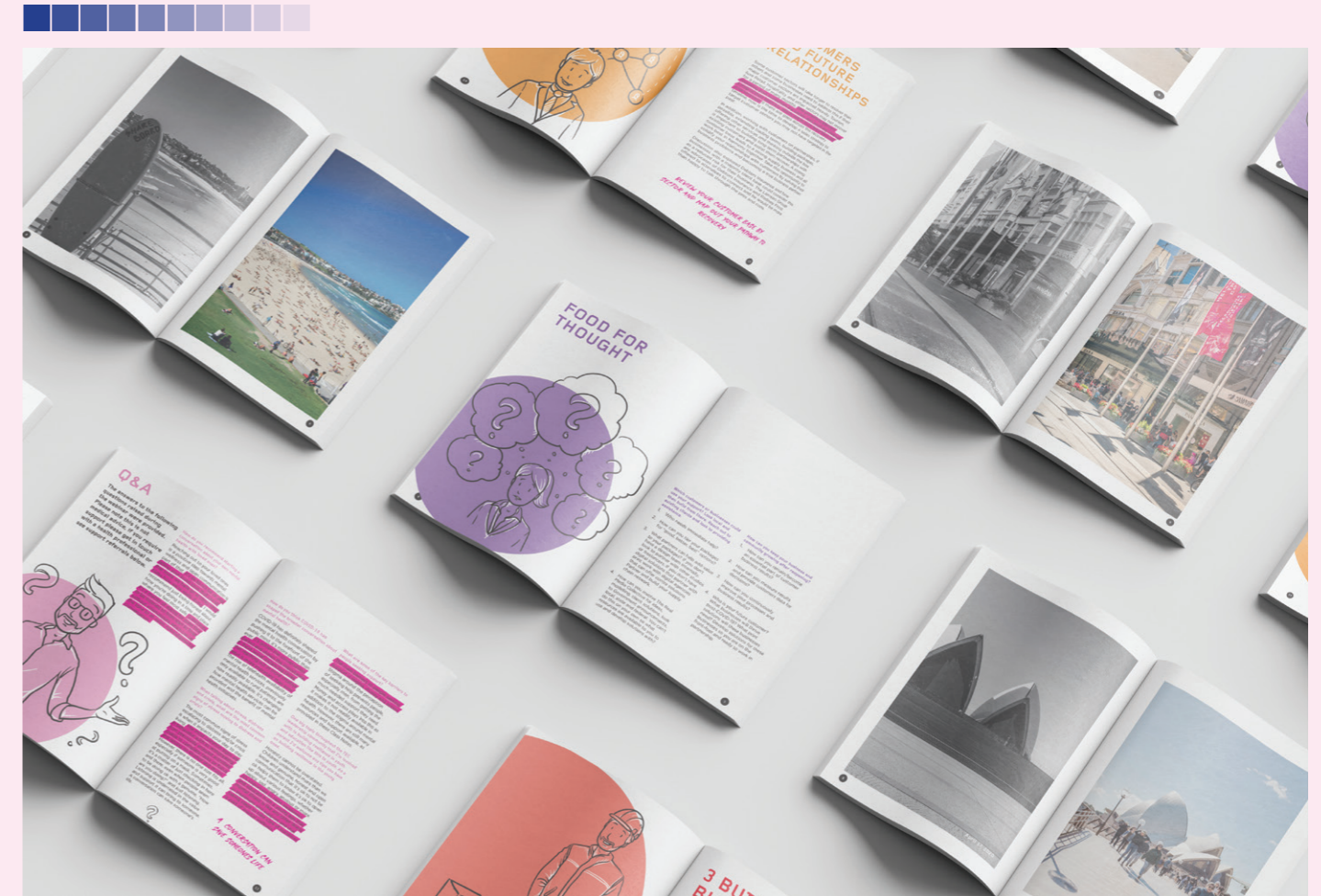
# P.o.P! Webinar Series

## What Is It?

The annual Power of Print (P.o.P!) webinar series has grown in engagement touch-points across the industry over the past two years by 122%, with 2021 realising 64,352 engagement points across the eleven (11) weeks.

## The Benefit

Speakers engaged to share stories across youth employment strategies, Sales 101 – forget the theory and just sell, Voice of Customer, Our Sustainable story – the greenest print of all and more. With each webinar series concluding with a printed Class Notes posted to each and every member, attendee and industry stakeholder. Content and learnings to share across our industry to improve knowledge and achieve business success.



# VoPP – The Effectiveness Campaign

## What Is It?

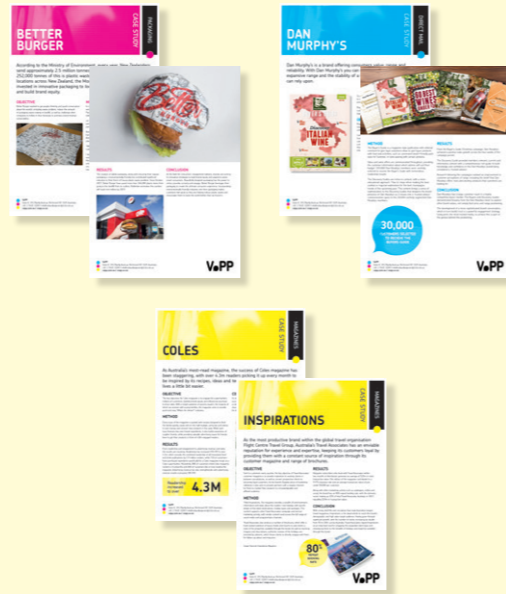
VoPP, is our effectiveness campaign exploring brand and marketing success from all over the world. VoPP develops rich content for our members sales teams to sell the value and effectiveness of print in today's modern landscape.

## The Benefit

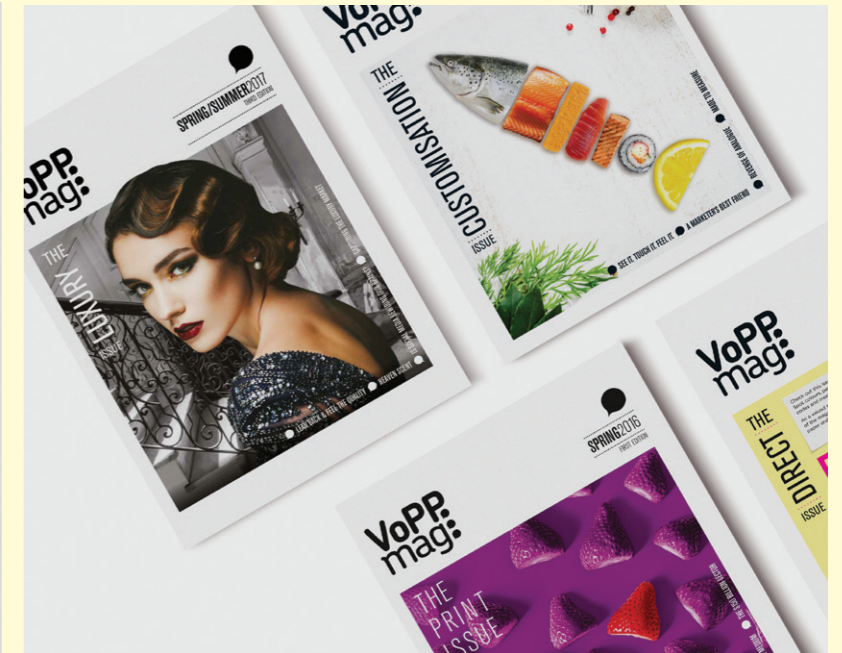
Monthly EDMs to your teams filled with articles from media and marketing publications highlighting successful campaigns, fact sheets from local research, case studies from international and local brands and inspirational insights to excite your next client meeting. VoPP also produces a bi-annual VoPP Mag filled with content and articles from leading Agency Creatives, Top 200 Chief Marketing Officers and Thought Leaders discussing the importance of the print channela our member's represent and how these can be optimised with new channels. Members receive VoPP Mag copies for distribution to their customers providing a rich resource of ideas to inspire the next campaign investment.



## Case Studies



[www.vopp.com.au](http://www.vopp.com.au)



**NEWSPAPERS MOST TRUSTED**  
Newspapers are the most trusted paid medium in Australia over TV, Radio and Online

**DIRECT MAIL 12% INCREASE IN ROI**  
when you include DM in your campaigns

**PACKAGING 57% PREFER PAPER PACKAGING**  
57% of consumers prefer their grocery and food packaging in paper-based materials

**MAGAZINES 84% OF MAGAZINE READERS**  
are more engaged when reading a magazine in print versus interaction with online or television content

**P.O.S 60+ MINUTES**  
When female shoppers are in a store for 60mins they buy more from POS displays than male shoppers

**CATALOGUES 20.1M AUDIENCE REACH**  
Catalogues have an extensive reach of 20.1 million Australians

**SEE. TOUCH. LEARN.**  
**VoPP.**  
vopp.com.au

**“The global smart packaging market is set to grow by 5.4% over the next decade to reach \$52bn by 2025”**

# Love Paper – Consumer Education

## What Is It?

Love Paper, is an industry campaign to promote the environmental, social and economic credentials of the paper, print, mail, packaging and distribution industries.

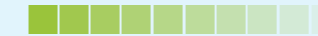
Paper is a renewable, highly recyclable and a reforestation positive product. Learning from paper increases children's comprehension and recall, addressed mail carries only 1.3% scam rate compared to 59.4% via digital channels, is socially inclusive in an ever-increasing digitally divided society, is preferred by consumers to 'switch off' and is one of the largest manufacturing employers in the country, employing 600,000 direct and indirect employees across Australia with multiple skilled levels in regional and metropolitan areas.

## The Benefit

Communicating the social, environmental and economic benefits our industry has across Australia and New Zealand is key in supporting local manufacturing, local jobs and the environment.



[www.lovepaper.org.au](http://www.lovepaper.org.au)



# National Print Awards

## What Is It?

This National Print Awards culminating from the Print Industry Craft Awards by State provides an opportunity to recognise the skill and craft of the Australian Print and Visual Communications industry.

## The Benefit

These auspicious, highly regarded and coveted awards are bestowed only on those across our industry who display the highest level of skill in their field, having achieved the top echelon of performance within their State before vying for honours on the national stage. A wonderful opportunity to recognise the skills and excellence across our industry, coming together to celebrate the achievements we have made.



# Real Media Awards

## What Is It?

If the National Print Awards celebrate the craft and industry, the Real Media Awards celebrate the customer. A gala event showcasing the brands, retailers and agencies who invest in our print media channels and achieve strong results for their marketing investment.

With over 650 customers in one room celebrating together, we ensure our industry relevance and success is not forgotten in a gala event to dazzle all attendees.

## The Benefit

Bringing industry and customer's together to celebrate their successful campaigns and projects. Together, printer and customer, celebrate the results of print media marketing and explore the effectiveness of design excellence, data communications, marketing strategy, logistical delivery and our craft.



# Our Partners

We are committed to working with like-minded, future-focused organisations and as such we partner to achieve more for our members and industry. We thank and acknowledge all our industry partners and look forward to ongoing success and working together to deliver great outcomes for our broader membership.



WE UNITE AND GROW TOGETHER

# Join Us Today!

Be part of a leading, innovative and future-focused industry, be part of your print industry association.

Our members are innovative contributors to the industry and sectors we represent. We encompass all facets of supply to production, content creation to delivery and partner with government, trade unions, like-minded associations and industry stakeholders.

With membership starting at \$500 to \$50,000+, based on turnover and services required to be included within the membership. Contact the team to discuss the best member solution for you.

And to our members, thank you! Thank you for your support, without you we do not exist, so please remain active, keep engaged and share your voice with us. Your feedback matters so keep sharing your ideas with the team.

## Contact

hello@pvca.org.au  
+61 3 9421 2206

PO BOX 5231  
Richmond VIC 3121



**UNITED. STRONGER. TOGETHER.**

Thanks to our supporters in the production of this publication



Design



Embellishment



Print



Paper





**ONE VOICE.**

**ONE INDUSTRY.**

**UNITED. STRONGER. TOGETHER.**