

MEDIA RELEASE

VMA Builds new team to lead the next chapter of *Print21*

The Visual Media Association (VMA) is pleased to announce three key appointments that will support the successful transition of *Print21* into the Association's operations, reinforcing its commitment to delivering a stronger, more connected media platform for the Australian print, visual media and graphics industry.

Marni Groves has joined the VMA as National Manager – Advertising and Sponsorship, bringing extensive industry experience and longstanding relationships across the sector. In this newly created leadership role, Groves will oversee advertiser and partner engagement as *Print21* transitions into VMA management, ensuring continuity, value and confidence for the publication's commercial partners.

Beyond *Print21*, Groves will also lead sponsorship and partner engagement across the Association's flagship programs, including the National Print Awards, creating a consistent strategic approach to partnership development and industry collaboration across the Association.

Joining the VMA alongside Groves is Luke Buckley, who has been appointed Manager – Production and Digital Services.

Buckley will oversee the production transition of both the print and digital editions of *Print21*, while leading the integration of the publication into the VMA's broader digital ecosystem. His role will ensure members, readers and advertisers experience a modern, connected platform that delivers improved access to content, innovation and enhanced digital services.

Supporting the editorial transition, respected industry journalist Wayne Robinson will return as Guest Editor-at-Large for the remainder of 2026. Robinson will guide editorial delivery over the next four months while the VMA undertakes the recruitment of a permanent Editor to lead *Print21* from 2027.

VMA Chief Executive Officer Kellie Northwood said the appointments mark an important investment in both the future of *Print21* and the Association's broader commitment to serving the industry.

"These appointments provide immediate capability to ensure a seamless transition of *Print21*, however they also significantly strengthen the Association itself," Northwood said.

"Marni, Luke and Wayne each bring exceptional experience that expands our ability to engage with members, advertisers, partners and the wider industry. Together, they reinforce our commitment to building stronger connections, delivering trusted information and creating meaningful opportunities for industry collaboration."

Northwood said the VMA's vision extends beyond managing an industry publication.

"We are committed to working with and supporting industry programs and activities that deliver genuine value to our members and the broader industry. We are seeking great content, great programs and great outcomes."

The appointments represent a significant milestone following the VMA's announcement that it would resume operational management of *Print21*, safeguarding one of Australia's most respected industry media brands while positioning it for future growth.

“Whilst these appointments in 2026 will be dedicated to the transition and implementation of the *Print21* publication, in 2027 the VMA will build these roles to deliver its strengthened commercial leadership investing in an integrated platform for members to access improved services, innovation and technology. With our sponsors and partners accessing true sponsorship benefits as they deliver programs of value to the industry,” furthered Northwood.

The Association remains committed to ensuring *Print21* continues to evolve as the trusted voice of the Australian print, packaging, signage, labels and visual media industries while delivering greater value to members, partners and the sector as a whole.

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About the Visual Media Association

The Visual Media Association is the recognised peak industry body for the print, paper, publishing, packaging, graphic design, distribution, and media technology industries in Australia, operating for over 144 years, formerly known as the Print and Visual Communication Association (PVCA).

A registered organisation with direct signatory to the nine (9) Awards across our industry and membership. Offering an end-to-end industry association solution that is relevant in all that it undertakes. Whether advocating the relevance of the established media – print – that we all belong to, developing global partnerships and translating to regional requirements, awarding excellence, investing in products, and arming our industry with sales tools, sustainability collateral, industrial relations representation and more.

The largest print industry body committed to 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.

Please visit the [Visual Media Association](https://www.vma.com.au) for more information or contact: vma@sbmcomms.com.au.