

MEDIA RELEASE

VMA Appoints Matt Tangey as General Manager – Membership and Stakeholder Engagement

The [Visual Media Association](#) (VMA) is pleased to announce the appointment of Matt Tangey as General Manager - Membership and Stakeholder Engagement, a newly created executive leadership position that reflects the Association's continued investment in industry engagement, membership growth and the future of [Print21](#).

The appointment follows the recent announcement of the VMA's resumption of operational management of *Print21*, as well as a commitment to building stronger membership value and engagement.

Tangey joins the VMA following thirteen (13) years with Currie Group, where he has built an outstanding reputation across the industry through his leadership in events, trade shows, marketing, customer engagement and strategic partnerships. Throughout his career he has developed strong relationships across the sector and has become widely recognised as a trusted and respected industry professional.

In his new role, Tangey will lead the Association's membership growth strategy, stakeholder engagement and commercial development while assuming responsibility for the *Print21* business unit. He will oversee the ongoing strategic development of the publication, ensuring it continues to evolve as Australia's leading industry media platform while strengthening opportunities for members, advertisers, partners and the broader industry.

The role has been developed to bring together the Association's expanding member services, commercial partnerships and industry engagement activities under a single executive portfolio, supporting the next phase of growth for the VMA.

VMA Chief Executive Officer Kellie Northwood said the appointment represented a significant milestone in the Association's strategic development.

"This role has been more than two years in development as we have continued to strengthen the Association and prepare for our next phase of growth," Northwood said.

"Our strategy has always centred on building stronger engagement with members, creating greater value for industry partners and ensuring we have the capability to deliver services that genuinely support the future of our sector."

"Following the transition of *Print21* into the Association, it became clear that bringing together membership, stakeholder engagement and the publication's commercial leadership under one executive role would provide the strongest platform for future success."

"Matt is well known throughout our industry. He understands our members, understands the challenges and opportunities facing businesses today, and has earned firm respect through the relationships he has built over many years."

"Importantly, he comes from within our industry. Those insights into both our existing membership and prospective members are invaluable as we continue delivering our strategic plan, expanding our services and strengthening engagement across every part of the sector."

"I have worked alongside Matt for many years and know the professionalism, energy and integrity he brings to every project. I very much look forward to welcoming him to the team and working together to continue building a stronger Association for our members and the broader industry."

Currie Group Chief Executive Officer Rob Mesaros congratulated Tangey on his appointment and thanked him for his contribution to the organisation.

"Matt has made an outstanding contribution to Currie Group over the past thirteen (13) years, helping build many of the relationships and industry initiatives that have become synonymous with our business," commented Mesaros.

"While we will certainly miss his experience and leadership, I am delighted to see his career continue to grow into a broader industry leadership role. This appointment reflects the respect Matt has earned across our industry, and I have no doubt he will make a significant contribution to the continued success of the Visual Media Association and the industry it represents."

Northwood said the appointment further demonstrates the Association's commitment to investing directly back into the industry.

"This appointment reflects our confidence in the future of our industry and our commitment to building capability within our team that delivers real value to members," she said.

"We are investing in people, strengthening our commercial and member engagement capability, expanding *Print21* and creating an integrated platform that better connects members, suppliers, partners and the wider industry."

Tangey will commence with the Visual Media Association in the coming weeks and will work closely with the executive team to support the continued rollout of the Association's strategic priorities, membership initiatives and the future development of Print21.

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Matt Tangey, General Manager - Membership and Stakeholder Engagement, Visual Media Association

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](#) for more information or contact: yma@sbmcomms.com.au.