

## MEDIA RELEASE

---

# VMA LAUNCHES EMERGING TALENT PROGRAM WITH KONICA MINOLTA AS PLATINUM PARTNER

*UNDER EMBARGO UNTIL 14<sup>th</sup> FEBRUARY 2025*

The Visual Media Association (VMA) is proud to announce the official launch of the Emerging Talent program, a nationwide initiative designed to engage, support, and retain the next generation of talent across the print, media, and graphic communications industry.

The Association has been building a response to the skills and labour shortages across the industry following two years of industry members reporting shortages across labour as one of the top three economic outlook concerns.

To address apprentice and emerging talent retention the VMA announced a launch of a network support program for all sectors Australia-wide with support programs into New Zealand.

Konica Minolta has been confirmed as the Platinum Partner, strengthening its longstanding relationship with the VMA and demonstrating its commitment to the future of the industry.

For over eight years, Konica Minolta has been a dedicated member of the VMA, and this new partnership marks a significant milestone in fostering industry talent and providing support programs for the next industry generation.

As the exclusive platinum partner of the Emerging Talent program, Konica Minolta's support will be instrumental in shaping the next wave of leaders, from apprentices to sales cadets, technicians to finance graduates, IT coders to future CEOs.

The Emerging Talent program is an industry-first initiative designed to create a state-by-state and trans-Tasman support network for emerging professionals who have worked in the industry for five years or less. The program will offer:

- > **Skills Training & Development** – Practical and leadership training tailored for career advancement.
- > **Mentorship & Coaching** – Industry leaders guiding and supporting young professionals.
- > **Networking & Social Events** – Building a community for future leaders to connect and grow.
- > **Motivational Speaker Series** – Industry experts sharing insights and career inspiration.

The structured program will ensure early-career professionals have access to the right tools, support networks, and mentorship opportunities to excel within the industry.

**Kellie Northwood, Chief Executive Officer, Visual Media Association,** stated:

*"We are thrilled to introduce the Emerging Talent program, a crucial step in ensuring a sustainable future for our industry. With Konica Minolta as our Platinum Partner, we are confident this initiative will provide young professionals with the skills, mentorship, and network they need to thrive. Our industry is incredibly diverse, and it is vital that we nurture, support, and engage the next generation of talent across all sectors and from all walks of life – whether regional or metropolitan, operational or sales professionals, apprentices or graduates and more – we want to build a networking environment of support, skills and training to enrich the emerging generation."*

**Melissa Dempsey, Chief Marketing Officer, Konica Minolta Executive** commented:

*"As a leader in innovation and business solutions, Konica Minolta is proud to support this initiative. The Emerging Talent program aligns with our values of fostering growth, empowering the next generation, and ensuring a thriving future for the industry. We look forward to working with the VMA and industry to build a strong, well-connected talent pipeline for years to come."*

The program will include print, signage, packaging, labels, mail, distribution and more with a 'Name and Strategy Program Workshop' scheduled for later this month to develop the name and key outcomes of the program. The VMA is calling for applications from industry professionals interested in joining the state and territory-led programs. Additionally, companies looking to support and contribute to the initiative are encouraged to get involved, for more information on the Emerging Talent program or to register interest, please contact [hello@visualmediaassociation.org.au](mailto:hello@visualmediaassociation.org.au).

– END –

---

### **About Visual Media Association**

The Visual Media Association (VMA) is the recognised peak industry body for the paper, print, mail, publishing, packaging, graphic design, distribution, and media technology industries across Australia.

Operating for over 141 years, the VMA is a registered organisation with direct signatory to the nine (9) Awards across our industry and membership. VMA offers an end-to-end industry association solution that is relevant in all that it undertakes: 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 VMA is the largest print industry body, committed to building a stronger united leadership to deliver the goals of our members. United we lead strong advocacy, government advisory, skills and training programs, protection, and promotion of our industry channels and more to ensure our members' businesses operate within a future-proofed strategy for success.

For more information contact: [communications@visualmediaassociation.org.au](mailto:communications@visualmediaassociation.org.au)