

## MEDIA RELEASE

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### **FOR IMMEDIATE RELEASE**

## **NATIONAL PRINT AWARDS ENTRIES SOAR TO RECORD HIGH – FINAL CALL FOR MAJOR CATEGORY ENTRIES.**

The National Print Awards Category Entries have closed reporting unprecedented entry response to the 2025 Awards, with 412 entries received across the competition’s core categories – more than double the entries received at the last Awards and Majors still coming in.

“We are absolutely thrilled to have received over 400 category entries – it’s an incredible result and still counting with the Major Award Entries having a further week to assist those still entering. Throughout 2023 and 2024, we leaned into our members and the broader industry for feedback and undertook a considered refresh of the Awards. To see this level of support in response to those improvements is a wonderful outcome,” commented Kellie Northwood, Chief Executive Officer, Visual Media Association.

A few days left for Major Award submissions remains and the VMA encourages entrants to finalise their entries promptly to ensure inclusion in this year’s prestigious honours list.

The Major Awards include:

- > Ricoh Australia Women in Industry
- > Konica Minolta Emerging Talent
- > Environmental Sustainability Achievement
- > Workplace Culture + Wellbeing Achievement
- > Industry Employee of the Year
- > Industry Supplier of the Year

In an exciting development for this year’s Awards, the **Ricoh Australia Women in Industry** and **Konica Minolta Emerging Talent** Major Award winners will each receive an exclusive professional development opportunity — a fully funded trip to the United Kingdom to attend the highly respected *Power of Print* conference and an international networking tour this November.

Major categories not enterable include the Print21 Printer of the Year and the Lifetime Achievement Award which are determined via Category Entries and the VMA Board of Directors.

Award Category Judging has officially commenced at the VMA’s Melbourne office today with a new, impartial judging system now in place. This year, the VMA has implemented a multi-phase judging platform to enhance governance and transparency, and to ensure fairness across all submissions.

“Each entry is being carefully reviewed by a minimum of four judges using a consistent scoring matrix applied across four key criteria – quality and craftsmanship, creativity in production, innovation in production, and effectiveness and the X-factor,” Northwood explained.

Past NPA judges were engaged to discuss the updated process, contributing their experience to uphold the highest standards of assessment integrity. The introduction of a digital scoring platform ensures each judge provides independent evaluations, which are then averaged for consistency and accuracy.

The VMA acknowledges the extraordinary craftsmanship, creativity, and commitment showcased in this year’s entries, representing the vibrant heart of the print and visual media industry, the National Print Awards remain the only industry craft and standards awards of distinction across the industry and therefore the benchmark of excellence.

Finalists will be announced in the coming weeks, with winners revealed at the National Print Awards Gala in Sydney, 22<sup>nd</sup> May 2025.

For Major Category entries and submission details, visit the Visual Media Association website or contact: [awards@visualmediaassociation.org.au](mailto:awards@visualmediaassociation.org.au).

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### ***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)