

MEDIA RELEASE

FOR IMMEDIATE RELEASE

VMA ANNOUNCES MARKER REPRESENTATIVES FOR ‘THE INKERS, MAKE YOUR MARK’ EMERGING TALENT PROGRAM

The Visual Media Association (VMA) is proud to announce the appointment of Marker representatives for its emerging talent program, *The Inkers, make your mark*. Proudly sponsored by platinum partner Konica Minolta Australia, the program is designed to build a support network for the emerging talent across the industry – from mentorship to social events, networking and professional development. Apprentices, cadets, trainees are all welcome to work together in a supportive environment to improve retention and talent development across the industry.

Designed to spotlight and support the next generation across the paper, print, packaging, and visual media sectors, *The Inkers, make your mark* program showcases emerging talent across Australia and builds a bridge between industry leaders and creative youth.

“Our industry thrives when creativity is nurtured and innovation encouraged,” said Kellie Northwood, Chief Executive Officer of the Visual Media Association. “Through *The Inkers*, we are identifying future leaders as well as providing them with a platform to be seen, heard, and supported by the very sectors they will one day influence.”

“The Markers are representatives of emerging talent from regional and metropolitan areas across Australia. This team will be the advisory committee to the program. Bringing the emerging talent voice directly to the strategic thinking behind the program’s activities. What better voices to bring to the table to guide the future success of the program. I congratulate all who applied, the talent we have across the industry is wonderful to see. To those successfully appointed, I couldn’t be happier for you and look forward to working with you across the program development,” furthered Northwood.

The first Markers meeting was held on Wednesday 2nd July at Konica Minolta Australia House in Melbourne. Planning for the next six months includes sponsor drive, mental health training activities and state committee team building.

Appointed Markers

NEW SOUTH WALES – Metropolitan

Zaf Haq, Project Manager, IVE Group

A 2025 National Print Awards Emerging Talent finalist, Zaf brings enthusiasm and excellence in project management from one of Australia’s leading print and communications groups.

Olga Plastourgos, Marketing Executive, Kyocera Document Solutions

Olga represents the vital supply market, bringing strategic marketing insight and industry engagement to the forefront of the program.

NEW SOUTH WALES – Regional

Jiann Mobbs, Digital Printing Apprentice, Department of Customer Service – Spatial Services

Jiann is advancing his skills as an apprentice in digital printing within government services, contributing regional strength to the future of the sector.

QUEENSLAND

Laila Stevens, Printing Apprentice, Eckersley Print Group

A specialist in offset craft, Laila is also a National Print Awards Emerging Talent finalist, reflecting her dedication to mastering her trade.

SOUTH AUSTRALIA

Angas Adcroft, Apprentice Printer, MCC Australia

Twice awarded employee of the year, Angas showcases commitment and excellence in print craftsmanship as a passionate printer apprentice.

TASMANIA

Isobel Clark, Director of Client Services and Marketing, Flying Colours

A leader in client strategy and creative delivery, Isobel is also the 2025 National Print Awards Emerging Talent winner, exemplifying innovation and drive.

VICTORIA – Metropolitan

Stella Chau, Marketing Coordinator, Direct Chemist Outlet

Stella has a background in signage production with certificated qualifications in a growth sector of the industry. Bringing further cross-industry expertise working within a brand team, Stella offers a strong voice for graduates, championing career pathways into the visual media industry.

VICTORIA – Regional

Trent Bowes, Production Manager, Revolution Print

With a foundation in design and a passion for innovation, Trent leads production with a forward-thinking mindset.

WESTERN AUSTRALIA

Melissa Foord, Account Manager, Scott Print

An early-career professional with a strong passion for the evolving print landscape, Melissa represents the next generation of account management talent.

For more information, call or email the Visual Media Association at

hello@visualmediaassociation.org.au.

Comment from Konica Minolta Australia:

“Konica Minolta Australia is proud to support *The Inkers, make your mark* program, which plays a critical role in fostering the next generation of leaders across the print and visual media

sectors. By empowering our emerging talent with the tools, networks, and opportunities they need to thrive, we are investing in a stronger, more innovative future for our industry. It is inspiring to see such passion and potential within this group of Markers and it's a privilege to help create opportunities for young people to connect, grow and contribute their voices to the industry we're all passionate about." - Melissa Dempsey, Chief Marketing Officer, Konica Minolta Australia

– END –

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 141 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 the Communications desk: communications@visualmediaassociation.org.au