



CALL FOR ENTRIES

NATIONAL PRINT AWARDS
40 YEARS



ENTRY GUIDE

Elevate and Celebrate

2025



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CALL FOR ENTRIES

WELCOME TO OUR CALL FOR ENTRIES FOR THE 2025 NATIONAL PRINT AWARDS.

Established in 1984, the National Print Awards are the most auspicious, highly regarded and coveted set of awards within the industry.

The award ceremony provides a platform to celebrate the craftsmanship and excellence of the Australian print and visual media Industry.

ELEVATE AND CELEBRATE

As we applaud excellence and craft, embracing the value and timelessness of our great industry, its minds and creativity, we have an exciting National Print Awards program this year. Re-launched to reflect the evolving industry that we are – a collective national industry, delivering innovation and dedication to excellence and service.

The National Print Awards recognises brilliance across a diverse range of sectors, including **Commercial Print, Packaging + Labels, Sales + Marketing, and Design + Prepress**. Among the highlights are the **Major Awards**, which celebrate leadership and exceptional contributions to diversity, workplace wellbeing, and environmental sustainability that are the print and visual media industries.

This is your opportunity, across any sector of the industry, large or small, employer, employee or supply partner – together we are one strong industry and together, we will celebrate our achievements.

Consider the works you have completed over the entry period and ensure yours, and your team's, hard work is recognised. Remember, companies that nominate an Awards Champion to coordinate their entries places themselves in the best position for success. We have plenty of tips in this guide to make entering easier for you, and of course, if you're ever in need of assistance, please don't hesitate to reach out to the National Print Awards Team.

Award Entries are now simpler and quicker, via an online tool, so no time to waste – let's get started on creating a fantastic Awards Program and Gala Night @ Pacprint25.

We look forward to seeing all your amazing entries!



A NEW VISION FOR A MODERN INDUSTRY

From extensive review to all elements of the former Print Industry Creativity Awards held in each state and then winners then entered into the National Print Awards, categories with lengthy list and multiple specification awards, The Visual Media Association (VMA) is thrilled to re-launch the National Print Awards (NPA) in 2025, revitalising Australia's premier print and visual media awards gala event.

Set for 22 May 2025 in Sydney, this streamlined and refreshed awards program reflects the evolving print industry, offering a single, unified national awards approach.

This transformation replaces the traditional state-by-state feeder system, aligning with the needs of modern industry participants, as highlighted by extensive member surveys and stakeholder feedback. Over 57% of respondents preferred a national format, while 92% noted they supply to both state and national markets. The shift not only enhances relevance but also resolves challenges tied to maintaining the prior structure's financial and logistical demands.

Key updates include a modernized judging process, incorporating industry printers alongside suppliers, and the introduction of reimagined award categories to celebrate the industry's diversity. Members will enjoy exclusive benefits, such as discounted entry fees (50% off Entries) and event tickets (25% off Tickets).

Aligning the awards with PacPrint25 adds further significance, ensuring the event remains timely and impactful.

Sponsorship opportunities, including Platinum, Gold, Silver, and Bronze packages, are currently in development to support this reinvigorated program.

The 2025 National Print Awards will honour excellence across Australia's print and visual media sectors, creating a united platform that reflects both industry tradition and future aspirations. For sponsorship inquiries, contact events@visualmediaassociation.org.au.



KEY DATES

CALL FOR ENTRIES

- Monday 9 December 2024:
- Friday 28 March 2025:

Call for Entries opened.

Call for Entries close.

JUDGING

- Monday 31 March 2025:
- Friday 4 April 2025:

Judging commences.

Judging closes.

FINALISTS

- Monday 7 April 2025:

Finalists Announced.

TICKETS AVAILABLE

- Monday 7 April 2025:

Tickets Available.

GALA NIGHT @ PACPRINT25

- Thursday 22 May 2025:

Gala Event, Melbourne.



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AWARDS CHAMPION TAKE SIX

WHO IS YOUR NPA AWARDS CHAMPION?

Competitions can be daunting. However, failure to prepare is preparation for failure. Who's the best person to do this in your organisation? It is important to nominate an Awards Champion internally. One person to coordinate all your team, information, samples, submissions, and all things Awards. This person should have access to everyone across your organisation, as they will bring it all together for you.

HERE ARE SOME KEY TIPS ON BECOMING THE BEST AWARDS CHAMPION EVER.

1. HELLO, HELLO.

Call, text or send an email to our National Print Awards event leader, Phillip Mariette, for information. He's been waiting for this opportunity to re-launch the National Print Awards since the pandemic, so reach out, ask for advice, or simply just call for a chat. As Phil always says, no question is a silly one.

Phillip Mariette | +61 419 308 013
events@visualmediaassociation.org.au

2. GET IN THE KNOW!

The Awards Team can help you with which categories will be most applicable for your business. If you haven't entered before, get in touch and we'll happily provide assistance. We want you fully informed to ensure none of you miss out on the opportunity for success.

3. RECONNAISSANCE.

Embrace your inner Holmes and find your best publication/campaigns to enter. Work through your standout projects and then determine which to enter. Do the recon first, make the process fun, and if you need extra assistance, we're here to help.

4. REGISTER ON AWARDS FORCE & ENTER.

Register and familiarise yourself with the online Awards Portal. It is user friendly, intuitive and easy to get all your fantastic work entered. The platform makes it easy to get started, and then replicate entries so you can double up across categories, maximising your chances for success.

Once you are satisfied with all your entries, you can then Submit them all, pull them all together in the one Shopping Cart and finalise payment.

5. THE POINTY END.

You can pay for entries via credit card or direct bank transfer. Don't forget, you should group all your entries together in the cart, so you only need to make one payment (Credit Card or Invoice options are available).

We will be in touch later down the track about the finalists, the Gala Event @ Pacprint25, ticket sales and everything else you need to know about the National Print Awards.

6. YOU'VE GOT TO BE IN IT TO WIN IT!

Remember, the more entries, the more chances to win. Talk to us about maximising your entries. Often entrants don't realise that one great piece of work can be entered across multiple categories, provided they fit the criteria. Note: One entry maximum leverage to others is three entries.



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HOW DO YOU CREATE GREAT ENTRIES?

THE QUESTION ON EVERYONE'S LIPS: HOW DO I CREATE A WINNING ENTRY?

1. GET ENGAGED EARLY.

Engage your team early! Meet with them, sit down with the categories list and work through all the great pieces you could submit. Once you've pulled together your short list, let your team know what you need from them. Samples, specs, who produced it, all the information pertinent to that entry. You will need to think about photography or video of any large-scale items, and also gather all the data around who was involved in its production, specs, etc. Download a sample Entry Form PDF from the Entry Portal, so you can begin the collation and gathering process.

2. IT'S A COMPETITION.

Bring in personality and passion. Your team, colleagues and yourself, have worked hard with passion in delivering excellence throughout the year, bring your sweat and tears to the table and tell the story in your Entry. Previous winners have stepped out of the box with their attachments or approach and really built the vision of their craft. Judge's love understanding your work so build your story to win.

3. FACT OR FICTION?

Keep in mind, the Judges of your Entry will likely be one of your peers, a colleague who understands your sector. Be honest about your work, after all, it's your hard work that led to the great result and showcasing the journey to excellence is well received.

4. TELL THE STORY!

We all love a good story and the Judges do too! Why was this project or item developed? What was the purpose? What was achieved? Take them on a journey with your Entry – the most successful entries of previous years built a compelling and engaging story. Remember, the last field on the Entry Form provides the opportunity for you to tell the story about your Entry above and beyond specification. This is your chance to shine.

5. A PICTURE TELLS A THOUSAND WORDS.

Images of your Entry covers, or publication/campaigns, should be high-resolution for print production. As a Winner or Finalist, these will be published in our Winners Book and kept for years to come. FUN FACT: Some are even archived in the State Library of Victoria and National Libraries of Australia. The more beautiful, the better!

6. REMEMBER TO SUBMIT.

It seems simple however you'd be surprised how many entrants are disappointed they didn't win and we find out they didn't press SUBMIT. Check that your details are correct and press SUBMIT!

7. ASK US FOR HELP.

Always remember that we're here to help. So just ask us, we're only a call away.



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WHAT ARE THE OVERALL JUDGING CRITERIA?

Judges are selected across their experience across the craft of print seeking excellence in each category. Criteria will be developed for each Entry based on these key areas:

- **Quality** / print, finishing and specification quality
- **Creativity** / from print production to design efficacy, colour to paper selection - creativity comes in many forms
- **Innovation** / operational, colour/ink, finishing, print, engineering across applications and substrates
- **Effectiveness** / engineering quality of output and effectiveness of print design and production to the desired intent of the project

Judging will take place across Australia with a consistent criterion to all Entries. Each Entry will be judged by a minimum of three (3) Judges with the average median score applied.

Evaluation criteria are applied as general protocols, other Judging criteria, specific to each Award are developed and these specificities are outlined in the online entry portal – Awardsforce.

Judging decisions are final.



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HOW TO SUBMIT YOUR ENTRIES.

REGISTER AND BEGIN..

Register if you're new, otherwise, login..

ENTRIES

You may edit your Entry after submitting, up until the entry deadline: Friday 28 March 2025 @ 6pm.

You can use the 'copy' feature to create a copy of your entry and change the category.

Multiple entries can be added to one cart. Much easier!

Entry fees may be paid by Credit Card or Invoice (7 day payment terms apply).

If paying by credit card, payment must be made online at time of completing entries and submitting.

If your submissions have not been paid for at the close of entries they may not be included for judging.

All standard entries are \$100.00 + GST.

Member fee per entry is \$50.00 + GST.

ELIGIBLE ENTRIES:

Produced between 1st January 2023 - 31 December 2024 (2yrs due to Covid and review postponement).

Enter Here: nationalprintawards.awardsplatform.com

ENTRY CHECKLIST

GET REGISTERED!

If you're not a previous entrant, register on our awards entry platform.

Visit: nationalprintawards.awardsplatform.com

Follow the prompts, use your email and set your password, tick the agreements.

Once you're in, you are ready to "Start an Entry".

FLICK THROUGH CATEGORIES AND RULES OF ENTRY.

Make sure you understand the rules, but most importantly, don't miss out on categories and the opportunity to double up your chances.

ENGAGE STAKEHOLDERS.

It can take time to gather all the information, so start early. There's always a rush when the deadline looms, slow and steady gets you there if you start early.

RECONNAISSANCE.

Tell the story behind the work and pull together statistics and facts to back up your work. Meet with your team/s to get your details and ensure you have all the relevant story telling info.

TRIPLE-CHECK ALL ENTRY DETAILS.

Remember this is going to be printed in the Winners Booklet and on Trophies. Check the details, you could be a Finalist or a Winner and want those details accurate.

SUBMIT & PAY FOR ENTRIES.

Press the button and SUBMIT your entries. Then, gather all your entries into one cart, so you can pay once. Pay for entries by credit card once you're done. For those who wish to pay via invoice, you can also do this through our entry portal, download your invoice and get it to accounts for payment.

ADD YOUR HIGH RESOLUTION PDF OF EACH ENTRY.

Get your two samples together, package them up and send them in the NPA Headquarters.

Send to: Attn: NPA Team, c/o Visual Media Association, Unit 3, 5-7 Compark Circuit, Mulgrave VIC 3170.

IF IN DOUBT, ASK US!

You can reach the Awards Team on 03 9421 2206 or email the team at events@visualmediaassociation.org.au

Don't forget to pay for your entries by 6pm Friday 28 March 2025.



NATIONAL PRINT AWARD CATEGORIES

COMMERCIAL PRINT

- Book Printing
- Leaflets + Flyers + Brochures
- Publishing : Catalogues + Magazines
- General Print
- Sign + Display (POS, Billboard, Exhibition, Fleet, Other)
- Stationery
- Mail + Data Driven Communications
- Embellishment : Paper + Binding + Finishing
- Specialty + Miscellaneous

DIGITAL PRINT

- Book Printing
- Leaflets + Flyers + Brochures
- Publishing : Catalogues + Magazines
- Sign + Display (POS, Billboard, Exhibition, Fleet, Other)
- Stationery
- Mail + Data Driven Communications
- Event Printing : Invitations + Greeting Cards + Venue Maps + Menus
- Promotional + Merchandise
- Embellishment : Paper + Binding + Finishing
- Specialty + Miscellaneous

PACKAGING + LABELS

- Packaging
- Labels

SALES + MARKETING

- Self-Promotion
- Regional Printer
- Small Business Printer (Up to 12 employees)

CREATIVE SERVICES + PREPRESS

- Design
- Multi-Channel Campaign
- Branding + Identity

JUDGES AWARDS

- Judge's Choice
- Excellence In Craft

MAJOR AWARDS

- Emerging Talent of The Year
- Workplace Culture + Wellbeing Achievement
- Environmental Sustainability Achievement
- Industry Employee of The Year
- Industry Supplier of The Year
- Print and Visual Media Company of The Year
- Lifetime Achievement





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MAJOR AWARDS

1. GET ENGAGED EARLY.

Major Awards require a detailed Entry outlining an individual or company's achievements, approach and rationale for each Award optioned. They are written Entries with examples to demonstrate your achievements, keeping the written component succinct and a good reflection of the merit to the Award application is key. Using the Attachments tab will allow you to upload content evidencing the written component.

EMERGING TALENT OF THE YEAR

This Award is seeking inspiring new talents from across the industry. You will have less than five (5) years within the industry and building a future career. Whether an apprentice, graduate or in a sales, finance or other role in the industry, if you are a new talent within the industry this category is for you. This Award recognises emerging talent, a recognisable advantage to any future resume!

INDUSTRY EMPLOYEE OF THE YEAR

If you are an Employee who has achieved excellence through adversity this Award is yours. If you have challenged adversity across gender, ethnicity, sexual orientation, disability or other areas as an employee in the print and visual media industry, we want to hear your story and leadership. From gender to multicultural and everything in between, sharing your experience and journey that has had positive impact to changed opportunities for future generations, showcasing your leadership in the industry and forming a strong legacy is what we want to hear from you across your Award Entry in this category.

INDUSTRY SUPPLIER OF THE YEAR

Supply partners are the backbone of our everyday, without support, technical knowledge, delivery and reliable service the industry could not exist. This Award is seeking individuals working across the supply network who deliver above and beyond. You can enter yourself or you can be nominated by your company or client.

PRINT21 PRINT AND VISUAL MEDIA COMPANY OF THE YEAR

It would not be an industry awards event recognising the print and visual media industry sectors without crowning the print and visual media company of the year. You will demonstrate craft, quality, excellence in service, go to market, workplace achievements and more. Whilst a nominated Entry, Highly Commended, Finalist and Winner points from Award categories will be applied to this Major Award.

This is a prestigious and sought after Award, an opportunity to be recognised as the leading organisation you are - from your team to your clients and business community, this Award will be an accolade for many years to come.



MAJOR AWARDS CONTINUED

ENVIRONMENTAL AND SUSTAINABILITY ACHIEVEMENT

Our industry is one of the most efficient manufacturing industries in the world. Sharing how we have achieved this status across our environmental and sustainability initiatives is something we want to recognise. From implementing solar or other renewable energy solutions, waste reduction programs or other efficiencies across reducing, reusing or recycling are just a few. Sustainability is also about social governance, perhaps you have built a strong diversity and inclusivity program, reduced your negative impact and delivered positive impact from your business to the society you operate within and more.

WORKPLACE CULTURE + WELLBEING ACHIEVEMENT

This Award will recognise excellence to businesses who have developed and implemented workplace culture and wellbeing initiatives across their businesses. Team culture is critical to every business's success and showcasing how your business has delivered excellence in this regard will win this Award for you.

LIFETIME ACHIEVEMENT

Our industry thrives on dedication, creativity, and perseverance. Spanning diverse disciplines, our industry reflects a commitment to operational precision, artistic innovation, and strategic business acumen. Over the years, the industry has remained steadfast, even in challenging times, fuelled by individuals driven by a shared passion to secure its legacy for future generations.

The Lifetime Achievement Hall of Fame celebrates those extraordinary leaders whose careers set unparalleled benchmarks in commitment and excellence. Past recipients include Stephen Penfold, Executive Chairman of Kwik Kopy; Arthur Frost, Founder of the Lamson Group; and Peter Clark, Founder of AIW Printing and former PVCA President. These icons embody the spirit of this award—relentless dedication and transformative contributions to the industry's success.

This Award is by nomination only and evaluated by the Visual Media Association Board.





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RULES OF ENTRY

These Rules of Entry apply to any and all dealings with the Visual Media Association ('VMA'), ABN 84 720 646 451, unless otherwise agreed in writing, in direct relation to the National Print Awards.

To be acceptable as an Entry, unless otherwise stipulated, an eligible Entry must have been printed and/or produced in Australia.

All entries must have been distributed to or used by organisations within the 24-month period 1st January 2023 - 31 December 2024 and cannot be submitted for judging in future years.

Entries can be entered across multiple categories, up to three times.

Entries must have been created in Australia. Entries created in Australia for distribution in other parts of the world are acceptable.

VMA is not liable for any copyright infringement on the part of the entrant. All entries must be submitted exactly as published and may not be modified for the competition. VMA presumes all entries are original and the entrant either owns the submission or has permission from a client or collaborator to enter for award consideration; derivative entries and ghost clients do not meet award criteria. In the event an Entry is submitted without such privileges, the Entry will not be eligible for the competition and entry fees are forfeited.

In the event of a complaint against a winning Entry, VMA will conduct an inquiry and will require any detailed documentation to which it deems pertinent.

Submission of an Entry acknowledges the right of VMA to use it for exhibition, analysis and publication to promote winners in any medium, unless specifically specified at the time of submission.

Timely submission of an Entry that meets all eligibility requirements and payment of the entry fee as stated herein ensures that an entrant's work will be reviewed and considered for recognition, barring any unforeseen exceptions.

The VMA reserves the right to reject or reassign any Entry it deems to be unsuitable, inappropriate or duplicated.

No correspondence will be entered into. If there are insufficient entries in an Award category, that category may be cancelled and the entries reassigned. If the Judges deem that an Entry has been entered in the wrong category, the Entry may be reassigned.

If an Entry has been entered in the same category by two (2) or more different organisations, the first Entry submitted will be processed, the subsequent entrant(s) advised, and the entry fee refunded. In this same event, any Awards will be awarded to the first entrant.

Entrants must provide one high resolution PDF and two physical samples of each Entry. All material, data or other submitted information remains the property of VMA and may be used in the promotion of the awards and/or the Association. Entries will not be returned. The results of judging will remain confidential until the formal presentation of the Awards however all entrants will be notified of

their general status prior to the Event.

Winners, Finalists and other certificates will be available for collection from VMA after the event.

Duplicate trophies and certificates can be requested and will be charged at cost to the party requesting the duplicate. Please note that VMA is not responsible for delivery of the said trophies and/or certificates.

By submitting contest application, entry fee and work for review, entrants agree to the above terms & conditions. Should an entrant choose to remove a submission from an award, please notify VMA.

PAYMENT

Payment of entries, Table seats or Tables is required within thirty (30) days of date of issue. Unless all outstanding invoices are fully paid, VMA reserve the right to not continue or deliver goods and/or services produced. Credit card payments incur a surcharge.

LAW OF AGREEMENT

The law of the state of Victoria, Australia applies to these terms of trade.