



P.o.P (POWER OF PRINT) SUMMIT '25
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CLASS NOTES

**Crafting your National
Print Awards Entry**



Crafting your National Print Awards Entry

A guide to make your submission stand out from the crowd.



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**Visual Media Association,
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Phillip has a strong operations, event management and creative background across 3 decades and multiple roles within the creative, design and industry association industries.

After successfully managing a renowned Melbourne creative agency across 25yrs, Phillip brings business operation, creative direction, event management and strong leadership to the VMA over the past 10yrs.

Phillip manages all facets of VMAs operations, including all awards programs, strategic projects, the VMA headquarters and all member facing activity.

“Think beyond print quality, explain the journey behind your project and it’s significance.”



The 40th National Print Awards, recognises excellence across the industry in all forms – book printing to brochures, catalogues to packaging, signage to stationery, design to emerging talent, and we delight in recognising your successes.

The 2025 awards mark a fresh chapter in recognising excellence in the Australian print industry. After extensive industry consultation, the awards have been revamped to simplify the process, ensure inclusivity, and elevate the craft of print. This session covers the evolution of the NPAs, the entry process, and tips on crafting a winning submission.

The National Print Awards have undergone major structural changes to enhance clarity and fairness. Previously, a state-based feeder system led to multiple winners, creating confusion. Now, the NPAs are a single national competition, ensuring all entrants compete on an equal footing, from small businesses to large enterprises. Award Force, an online submission and judging platform, has been introduced to streamline entry submissions and evaluations.

HOW DO YOU CREATE GREAT ENTRIES?

Winning an NPA is about more than print quality, it's about storytelling and innovation. Judges want to see not just craftsmanship but also how challenges were overcome.

Entries should highlight:



Technical challenges and solutions



Creative problem-solving in production



Collaboration with suppliers and teams

Entrants should include detailed descriptions, supporting images, PDFs, or even videos to demonstrate their work's impact. Think beyond print quality, explain the journey behind your project and its significance.

One of the strongest success factors for entrants is appointing an Awards Champion within the company. This person takes responsibility for:

Coordinating submissions

Gathering project details and visuals

Ensuring a compelling story is told

Some businesses even delegate this to newer employees, providing an excellent learning opportunity and deepening industry knowledge within their teams.

NEW AWARD CATEGORIES & OPPORTUNITIES



This year introduces two major awards with exciting prizes:



Emerging Talent Award



Women In Industry

Winners will receive:



- An all-expenses-paid trip to London valued at \$5,000
- Attendance at the Power of Print Conference
- The opportunity to engage with global print industry leaders

Additionally, the Print 21 Printer of the Year Award offers major industry recognition, with winners receiving significant media coverage through the Print 21 publication and VMA's Value of Paper and Print (VoPP) campaign.

These awards provide career-defining opportunities and international exposure for winners.

CATEGORIES & ENTRY PROCESS

The awards now cover **seven primary print categories**, ensuring representation for all print disciplines:

Entries are submitted through Award Force, an intuitive online platform that allows entrants to upload supporting materials like images, PDFs, and even video footage to strengthen their submissions.

- Commercial Print**
Including books, leaflets, general print
- Digital Print**
Promotional, merchandise, specialty
- Packaging & Labels**
Growing sector with high innovation
- Sales & Marketing**
Recognising self-promotional and regional print
- Mail & Data-Driven Communications**
Addressing multi-channel print strategies
- Creative Services & Prepress**
Including design & branding
- Judges' Awards**
Judges' Choice and Excellence in Craft

With a simplified process and diverse categories, businesses of all sizes and specialties have a clear path to enter and win.

Whether entering for industry recognition, business growth, or international exposure, the National Print Awards 2025 are a prime opportunity to showcase and celebrate the best in Australian print.

MAJOR INDUSTRY RECOGNITIONS

Major Awards reflect emerging talent, employee and employer achievements, celebrating leadership, innovation and dedication to all that you do. Workplace and wellbeing, sustainability and the environment, supplier excellence and the prestigious Print and Visual Media Company of the Year further recognise all of industry achievements.

The Lifetime Achievement Award makes a prestigious return this year. This non-enterable category is decided by the VMA Board, recognising industry veterans who have made a lasting impact.

The Environmental & Sustainability Award also highlights businesses that integrate ESG (Environmental, Social, and Governance) principles into their operations.

- 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

