

## MEDIA RELEASE

---

### *FOR IMMEDIATE RELEASE*

#### **NATIONAL PRINT AWARDS TO RE-LAUNCH IN 2025**

The Visual Media Association (VMA) is proud to announce the re-launch of the National Print Awards (NPA) in 2025, marking the return of Australia's premier print and visual media accolades.

Taking place on 22 May 2025 in Sydney, the NPAs will showcase the outstanding talent, quality, and creativity of print professionals across Australia, with a refreshed approach to format, categories and judging reflecting the evolution of the industry.

The decision to modernise the marquee awards event was driven by feedback from industry members, who, through comprehensive surveys and key stakeholders' meetings, expressed a strong desire for a revitalised event that celebrates the dynamic nature of print in a modern era.

The survey explored cost of entries, member discounts, state versus national award program, financial stability and longevity, timeliness, judging process, attendance rating to previous events and more, to provide good insight to determinations across the review process.

The biggest change announced is moving the Awards from an initial state by state feeder to a national award approach with 57% of respondents feeling a national awards program is better and 92% stating they supply to national or mixed state and national customers.

"Following the merger, I made a commitment to members and the Board to review all areas of our delivery and increasing our industry programs, all underlined by prudent fiscal management. When reviewing the model of the Awards program, there was limited engagement at a state-by-state basis with more and more members producing products for state and national brands. This married with a review finding the year-on-year costs of maintaining the original structure was challenging. I engaged with members specifically on this issue and overwhelmingly the position was, maintain the Awards without limiting other programs from the Association. This then saw the opportunity to unite us all under a National Print Awards, which is a positive outcome I am very excited about," commented Kellie Northwood, Chief Executive Officer, VMA.

Of member businesses surveyed, 71.5% of respondents called for categories to be changed with a further review of the Judging process. Traditionally suppliers have completed all judging, however 100% of respondents called for printers to be included in the judging process, which the Association has accepted.

"We are thrilled to bring back the National Print Awards for 2025 with a fresh and innovative take on this prestigious event, particularly aligning the relaunch with PacPrint is an improved timeliness. Most importantly these are the industry awards, and the members have spoken. They want their awards to return in a revitalised and refreshed approach," furthered Northwood.

The new categories are being reviewed, with a focus on reflecting excellence across the diverse nature of industry. Members will benefit as well, receiving 50% entry discounts, early bird entry notices and ticket release.

“There is a wonderful quote from William Thackeray, “next to excellence is the appreciation of it,” and the National Print Awards speaks to this more than anything else. I could not be happier to have reached the outcome to now deliver the Awards for the members and industry,” concluded Northwood.

Platinum, Gold, Silver and Bronze sponsor packs are being developed with discussions underway. For further information about prospective sponsorship of the National Print Awards contact [hello@visualmediaassociation.org.au](mailto:hello@visualmediaassociation.org.au).

– 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](http://www.visualmediaassociation.org.au) for more information or contact:

#### **Rowan Forster**

Manager – Campaign and Communications

[communications@visualmediaassociation.org.au](mailto:communications@visualmediaassociation.org.au)

0476 869 169