



Visual
Media
Association



Member Report **2025**

Executive Summary

Dear Members,
As we reach the end of another big year for our industry, I want to extend my warmest thanks to every one of you. Your support, collaboration, and commitment continue to strengthen the Visual Media Association and the fabric of the paper, print, packaging, sign, display, publishing, mail and distribution sectors across Australia.

2025 has been a year of energy, innovation, and industry leadership, and we are proud to share some of the highlights with you in this member report. Inside, you'll find an overview of four key areas we've focused on across our strategic pillars:

- > Skills & Training,
- > HR/IR Services,
- > Environmental Social Governance, and
- > Member Engagement & Growth.

Each designed to support your business success and strengthen our industry ecosystem.

Thank you again for being part of the VMA community, you are such a wonderful industry to work with and I cannot thank you all enough for the support over the year, it is indeed a great privilege to represent, fight for you at times, defend at others, and promote all that you do. I, and the entire VMA Team, wish you and your teams a safe, restful and joyful festive season, and we look forward to an exciting year ahead together.



Warm regards,

Kellie

Kellie Northwood
Chief Executive Officer
Visual Media Association

A special note of thanks goes to Australia Post, whose postage support helped us get this year-end mailing into your hands. We appreciate the partnership.

TOTAL REVENUE GREW BY
17%
ON THE PRIOR YEAR.

SPONSORSHIP INCOME ROSE SIGNIFICANTLY
BY 84%
FROM PRIOR YEAR.

Skills and Training

Supporting the future workforce remains at the heart of our work, and 2025 saw major progress across skills and talent development.

This year, The Inkers – Make Your Mark emerging talent program took off with a team of Markers, mental health certificate training, expanded mentoring and strong engagement from industry leaders. The program continues to build confidence, capability, and community for the next generation of print and visual media professionals.

We also strengthened our national voice through active participation in the Jobs & Skills Council, working closely with the Manufacturing Industry Skills Alliance. Together, we contribute essential insights to shaping training products, future workforce planning, and ensuring our sector's skill needs are properly recognised with three (3) industry representatives working directly on the Board, Taskforce and Committee group.

The foundation has now been laid for deeper training initiatives in 2026, and we thank all members who shared their insights to help guide this work.



HR/IR – Supporting Safe, Modern and Compliant Workplaces

A major achievement this year was the launch of our new HR/IR Member Portal, designed to give businesses faster, clearer access to the resources that matter most. Improvements include:

- > a significantly upgraded user experience,
- > streamlined navigation,
- > refreshed templates,
- > plain-language guides and tools,
- > easier access to compliance updates, and
- > wellbeing, audiometric and respect@work training modules.

In the new year, we will introduce HR/IR Health Checks, a simple way for businesses to assess their readiness, identify gaps, and reduce risk.

We encourage members to take some time over the break to explore the new portal, familiarise yourself with the updated tools, ensure the right people from your team have access (email through to hello@visualmediaassociation.org.au with additional names you need) and prepare for the 2026 year ahead. With more changes expected from government we must be vigilant.



ESG – Strengthening Sustainable Practice



Proven Certification. Real Results.

Environmental leadership remains a defining pillar for our industry.

This year, we further advanced Sustainable Green Print + Sign (SGP+S), the only industry-certified environmental standard tailored to print, sign and visual media. The program continues to give members confidence in their compliance, operational integrity, and sustainability credentials.

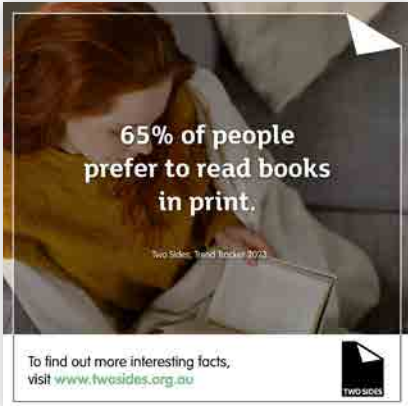
A key highlight was our strengthened partnership with Responsible Wood and PEFC, as well as the current trial of a new digital tool that will streamline chain-of-custody processes and improve accessibility for businesses of all sizes. These developments ensure our industry remains at the forefront of sustainability standards that are credible, practical, and globally aligned.

MEMBERSHIP SUBSCRIPTION REVENUE INCREASED BY

22.3%

INDICATING STRONG ENGAGEMENT AND STEADY RETENTION.

Member Engagement & Growth



Connection, promotion, and visibility remained strong themes across 2025.

We continued investment in industry-promoting programs including:

- > Open Up to Mail – www.openuptomail.com.au
- > Two Sides – www.twosides.org.au
- > Value of Paper & Print (VoPP) – www.vopp.com.au

Each program delivered high-quality insights, consumer research, industry

storytelling, and sales tools that members can use directly with customers. We also released new industry insights and Better Business Tools, helping members strengthen capability, sharpen marketing conversations, and enhance business planning. Our events program expanded, our partnerships strengthened, and your engagement across all platforms continues to grow.

Coming in 2026

The year ahead is shaping up to be our most active yet. Members can look forward to:

Sales & Capability Tools

- > New slides, decks and ready-to-use insight pieces to support your sales conversations
- > Skill-building content for teams and emerging leaders

Excellence & Innovation

- > A continued refreshed National Print Awards, showcasing innovation and best practice
- > An expanded UK Print Tour, bringing global thinking home
- > Evolving engagement opportunities through the Real Media Awards
- > AI Training and Workflow exploration

Skills & Training Focus

- > Further development of The Inkers program supporting our early-career professionals
- > "Bring Your Boss" mentoring sessions with our platinum sponsor Konica Minolta and supporting partner Ball & Doggett
- > Gender equity and gender-safe workplace resource tools

Industry Leadership & Insight

- > Industry Leader Lunches with the support of Ricoh Australia, exploring sector needs, forecasting trends, and shaping future strategy
- > Consumer research exploring how Australians and New Zealanders interact with print and mail channels
- > Labels and Packaging legislative reform reviews, new HR/IR specific content and industry insights to consumer preferences

All of this reflects our commitment to supporting businesses, elevating the industry, and creating a strong, unified voice for the future. Our number one goal is that every VMA Member achieve greater success in everything that they do.

Strong financial stewardship has resulted in a net surplus of \$94,376, up from \$80,546 in 2023.



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