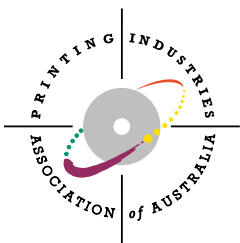


86th



2010

Printing Industries Association of Australia 86th Annual Report



Mission Statement

*To be the catalyst for the prosperity
of the print, packaging and visual
communication industry in Australia*

PRINTING INDUSTRIES ASSOCIATION of AUSTRALIA

86th ANNUAL REPORT FOR THE YEAR ENDED

31 DECEMBER 2010

The National Council has pleasure in presenting the 86th Annual Report of the activities of the Association for the year ended 31 December 2010, together with the audited Income Statement, Cash Flow Statement and Balance Sheet for the year ended 31 December 2010.

Presented to the Annual General Meeting held in Sydney on Thursday 5 May 2011 at the Sydney Convention and Exhibition Centre, Darling Drive, Darling Harbour, Sydney, NSW, 2000.

CONTENTS	PAGE
National President's Message	4
CEO's Message	5
2010 National Management Team	6
Printing Industries Association of Australia 2010 Team	7
2010 National Review	8 to 12
Industry Development	8
Communication	9
Representation	11
Honour Roll	13
Presidents of the Federation	13
Life Members	13
National Presidents	13
Members Mourned	13
National Office Bearers 2010	14
A New Structure for 2011	15
New South Wales Regional Report	16
Victorian Regional Report	17
Australian Capital Territory Regional Report	18
South Australian and Northern Territory Regional Report	19
Western Australian Regional Report	20
Queensland Regional Report	21
Tasmanian Regional Report	22
Financial Statements and Reports	23 to 38



I begin this President's Message with tribute to the Association's National President, Jim Atkinson, who died suddenly in September. Jim had dedicated much of his focus on re-energising our Association's management and decision making process.

This work was significantly achieved just prior to his passing with the creation of a new national management structure from 1 January 2011 replacing the existing two tiered state and national structures.

I am proud to have shared in his vision and to have been elected the first President of the new Board from 1 January 2011. I will continue to implement the changes that will allow us to be more open and inclusive and to reinvent the Association. It will not be an easy pathway and we will face many challenges to successfully complete it – most notably the challenge of relevancy.

Our 'industry' as it used to be is at cross-roads. Print markets have changed dramatically and will continue to do so. Communication has become more personal, faster and individualised. "Relevancy" is the new currency that can either buy success or consign a business to failure. We all have a responsibility to use this new currency to test our businesses and organisations against and if the test fails or is shown wanting in some aspects, then to work on fixing it.

At this very significant time in the Association's development we have an important responsibility to ensure we provide the leadership and motivation to identify and achieve the goals of our Association and of the industry.

Susan Heaney, Deputy President

Our new Board structure will allow us to think and act outside of the square, to be far more strategic in our vision and actions on behalf of our members. Specific purpose sub committees will be encouraged to engage more relevant and focused industry participation and make better use of the knowledge, skills and experience available in the industry.

On an operational note, *Printing Industries* ended 2010 with a deficit of \$6,140, our best operational outcome for more than a decade and after some harrowing times during the Global Financial Crisis. This was made possible by significantly reducing expenditure without impacting on our service delivery to members.

We will enter 2011 with new purpose. Board members and our management staff will work through the development of a strategic plan with the goal of redefining our purpose, reinventing your Association and formulating a long-range vision that anticipates our industry's development and needs.

Finally, I thank all of our National and Regional Councillors for their commitment and work on behalf of the Association over many years. I also thank our staff for their past efforts, often in very difficult circumstances, and I look forward to being able to draw on their vast experience as we begin our new journey.



There's no doubting that 2010 was one of our most difficult and trying years for both the Association and our industry. The Global Financial Crisis fallout continued with many member companies falling victim. Such attrition affected the confidence of the industry and greatly affected our membership base.

Fortunately we were well advanced with our own contingency plans and were able to minimise threats to our operating viability without adversely impacting on member service delivery.

Thanks to our strategies and the commitment of our staff, we were able to end 2010 with a small loss, but the best financial result for more than 10 years – a major achievement given the conditions we were operating under.

Another setback was the tragic and unexpected loss in September of our National President, Jim Atkinson. His vision and groundwork to rebuild the Association into a more responsive, better accessible and forward thinking organisation continues and will see major structural changes implemented from 1 January 2011 as part of a rebuilding process going forward through 2011.

Our member advocacy work continued unabated with much success. We developed print procurement principles, which have been broadly accepted by governments at state and federal levels, advocating the retention of ongoing relationships between print suppliers and clients; secured Federal Government commitments for ongoing support of the Printing Industry Working Group (PIWG) and Book Industry Strategy Group (BISG) as well as the Print in Australia initiative and helped secure duty relief on imported printing paper via the granting of Tariff Concession Orders.

We also persuaded the Federal Government not to extend the "Do Not Call Register" to business

numbers and were successful in having anti-phoenix company regulations tightened. Our opposition to proposed Australia Post charge increases led to their deferment. Industrially, the new system of 'modernised awards' was introduced and we continue to work with the regulators to represent our members' interests and ensure the transition process is fair and does not ignore their interests.

We have achieved considerable success with our Sustainable Green Print (SGP) and LEAN & Green (competitive manufacturing) training programs which are positively impacting on the profitability, skill sets of staff and sustainability of participating companies. Some 34 companies have completed their SGP certification audits and more than 1200 employees in 19 printing companies across Australia are currently undergoing LEAN training.

We have a proactive and positive plan going forward into 2011. Our new structure is an important part of that. On the service horizon, there is a strong likelihood that a new government in NSW that will give us the opportunity to push ahead with plans to introduce an industry owned workers compensation scheme. Such a scheme will lead to significant benefits to the industry beginning in NSW with other states to follow progressively once the initial scheme is established.

I thank our staff for their efforts during the past couple of years during very trying circumstances. I also thank our National and Regional Councillors for their support and work and helping to frame our new structure.

Philip Andersen, Chief Executive Officer

Printing Industries Association of Australia 2010 Team

Philip Andersen



CEO and General Manager
New South Wales

Joe Korwalewski



National Communication and
Technical Services Manager

Ken Stenner



National Employee Relations and
OH&S Services Manager

Hagop Tobamkertenian



National Manager for Policy and
Government Affairs

Ian Walz



National Manager, Learning and
Development

Nancy Abeyakoon



Financial Controller

Barry Neame



General Manager Australian
Capital Territory

Peter Mansfield



General Manager South Australia
and Northern Territory, National
Special Projects Manager

Neal McLary



General Manager Queensland,
National Training Policy
Manager

Ron Patterson



General Manager Victoria
and Tasmania, National Sales
Manager

Paul Nieuwboof



General Manager Western
Australia, National
Environment Manager

Abeyakoon, Nancy Financial Controller (National)

Andersen, Philip CEO, General Manager New South Wales..... (National)

Collins, Carly, Employee Relations Officer..... (Queensland)

Gao, Ni Employee Relations Officer (National)

Haines, Brian Business Development Officer..... (New South Wales)

Hargrave, Jim Employee Relations Officer(Victoria & Tasmania)

Hoban, David Workforce Development Project Manager (Queensland)

Kowalewski, Joe National Communication and Technical Services Manager (National)

Kruger, Jeanette Employee Relations Officer(South Australia & Northern Territory)

Leong, Theresa Personal Assistant to CEO..... (National)

Lowery, Bruce Business Development Officer(Victoria & Tasmania)

Manacos, Irene Executive Assistant..... (New South Wales)

Mansfield, Peter General Manager, National Special Projects Manager.....
(South Australia & Northern Territory)

McLary, Neal General Manager, National Training Policy Manager (Queensland)

Morley, Marilyn Executive Assistant, Employee Relations..... (National)

Neame, Barry General Manager..... (Australian Capital Territory)

Nieuwhof, Paul General Manager, National Environment Manager (Western Australia)

Patterson, Ron General Manager, National Sales Manager(Victoria & Tasmania)

Rampone, Luisa Marketing Co-ordinator(Victoria & Tasmania)

Scutter, Kay Executive Assistant.....(South Australia & Northern Territory)

Shelley, Lee Executive Assistant..... (Western Australia)

Staszak, Michelle Accounts Clerk (National)

Stenner, Ken National Employee Relations & OHS Services Manager..... (National)

Street, Dawn Receptionist/Administrator (Queensland)

Tchamkertenian, Hagop National Manager for Policy and Government Affairs (National)

Trensky, Lynne Marketing Assistant(Victoria & Tasmania)

Walz, Ian National Manager, Learning and Development (New South Wales)

Watson, Charles Employee Relations Officer..... (National)

Weber, Trent Marketing Communications Assistant (National)

Zisani, Eunice Green Stamp Project Co-ordinator (Western Australia)

Industry Development

Book Industry Strategy Group

Printing Industries succeeded in persuading the Federal Government of the importance in having a 'go forward' plan for the Australian book industry to operate in for the digital age. On 15 February 2010 the Federal Government's Minister for Innovation, Industry, Science and Research, Senator Kim Carr, announced the establishment of the Book Industry Strategy Group (BISG). The BISG is being chaired by The Hon Dr Barry Jones AO to seize the opportunities provided by the digital revolution. *Printing Industries* is represented by its CEO.

Business Support Services

A national series of business improvement programs was staged during July-August focusing on optimising business value, exit strategies and succession planning in conjunction with the Association's preferred supplier of accounting, business and financial services, HLB Mann Judd. The Marsh insurance services continue to gather momentum with good future prospects. Employers Mutual Limited are well advanced on groundwork for a pilot workers compensation scheme in NSW and are sponsoring a number of projects including an injury prevention program (see below), CEO forums and *Printing Industries'* Craftsmanship Awards.

LEAN & Green

In last year's report following the launch of LEAN & Green (competitive manufacturing), some 70 individuals were undertaking formal traineeships. During 2010 this number increased to 1200 and by the end of 2011 about 2000 traineeships are expected to be underway in both Certificate III and IV in Competitive Manufacturing. This national program, which combines elements of the Sustainable Green Print environmental management system with competitive manufacturing, has become *Printing Industries'* most successful training program.

Learning and Development

Most regions continue to offer discounted fee-for-service short courses which provide an essential service to their local members. The short training programs are based on member feedback and relevancy to their day-to-day company training requirements. During

2010 most courses were updated and some new ones introduced. These included First Aid, Costing and Estimating, Print Sales, Dynamic Leadership and Print Awareness: Print Production Techniques.

Musculoskeletal Injury Prevention Project

Printing Industries is developing a resource to assist in the prevention and management of musculoskeletal injuries in the printing industry. This national resource, to be completed in the first half of 2011, will assist in the early and safe return to work of injured employees. It will provide members with the ability to have new and existing workers functionally assessed to ensure that they are able to safely carry out the duties they have been employed to perform. The project is being developed in conjunction with Employers Mutual Limited and Pinnacle Workplace Consultants.

On-line Youth Employment Service

A new service matching students and graduates to the needs of printing industry companies was launched in July by *Printing Industries*. Facilitated by the education to employment network or e2e.net, it provides a direct link for employers to find the right kind of trainee, apprentice or graduate to meet the company's specific needs.

The service is operated by private Vocational Education and Training (VET) providers and State Government TAFE institutions,

Print Procurement Principles

A series of print procurement principles was developed by the Association's print procurement subcommittee for consideration by government at state and federal levels. The principles advocate the retention of ongoing relationships between print suppliers and their clients and the importance of providing business opportunities for small to medium sized operators and regionally based printing operations. There is a broad acceptance of the principles.

Print in Australia

Printing Industries began work on the 'Print in Australia' initiative which is being designed as an educative engagement program aimed at corporate Australia and various levels of government

encouraging them to commission more of their print communications locally. The initiative has received strong industry endorsement.

Printing Industry Working Group

Collaborative work is underway with the Federal Government to revamp the schedule of the Printing Industry Working Group in line with changing industry conditions. The PIWG has been established to maintain an ongoing dialogue with the Federal Government on issues impacting on the economic sustainability of the printing industry.

Printing and Graphic Arts Training Package

Following finalisation of the ICP10 Printing and Graphic Arts Training Package, a national program of information sessions was staged during July-August to brief the industry on the key outcomes. These were:

- A range of new digital printing competencies and the revision of existing competencies;
- Environmental sustainability competencies incorporated as a core component in every qualification and the incorporation of competitive manufacturing competencies as electives;
- Digital printing competencies included in the Certificate III in Printing and Graphic Arts (Printing) as elective units;
- A Certificate II in Printing and Graphic Arts (Digital Printing) and a Certificate III in Printing and Graphic Arts (Digital Printing).

Sustainable Green Print (SGP)

Companies around Australia completed their training and certification audits during 2010. Some 34 companies are now accredited and more than 80 are undertaking the training and certification stages. *Printing Industries* participated in the Local Government Association's National Environment Conference on the Gold Coast in November to promote to local government print buyers the benefits of using an accredited SGP printer. Considerable work has also been done at State and Federal Government levels to have SGP acknowledged as a standard in print procurement tendering.

Communication

Federal Election Strategy

Major political parties participated in a printing industry specific survey of issues affecting Association members. A detailed analysis of their responses was prepared and the policy position of each political party on those issues was made available to members and the industry in general as part of *Printing Industries'* goal to facilitate informed decision making.

Employment Related Legislative Communication

A campaign of regular award and legislative based advisories was run during 2010 keeping members updated on the many changes and amendments to employment related legislation, awards and case law along with other issues which were relevant to workplace relations and safety. Also considerable work has been undertaken revamping the Member Only Employee Relations area of our PrintNet website along with the development of a new section for the Modern Industrial Awards containing all relevant Federal awards and NAPSAs, Enterprise Awards and Enterprise NAPSAs and an OH&S Resource Centre.

Excellence Awards

Significant progress in PICA category uniformity in the states was achieved during 2010 with full alignment expected for 2011. NSW restructured and renamed its awards as part of this process. National promotion of all events helped to raise the PICA profile. A PICA and NPA (National Print Awards) section has been added to PrintNet to co-ordinate event information including results and photo galleries.

Exhibitions

Printing Industries hosted an industry tour to IPEX 2010 in Birmingham, United Kingdom, during May. Planning is underway for PrintEx11 to be held in Sydney in May 2011 and for drupa 2012 in Germany.

Industry Promotion

A significant financial contribution on behalf of the membership was made to the Paper, Part of Everyday promotional campaign during the year. The Association's CEO is also a member of the campaign steering committee comprising association representatives from the print, publishing and direct marketing sectors.

Media Communications

A record number of news items covering current industry issues, policy and developments, campaigns, lobbying, and events were prepared and published in various printing industry publications both in hard copy and soft copy formats. A program of regular liaison with editors was maintained.

Membership

Declining membership numbers primarily due to fallout from the Global Financial Crisis (GFC) and industry consolidation led to a redirection of recruitment resources to training promotion as a means of supplementing declining membership income. New training products developed as part of this strategy are having a positive impact on membership recruitment, a trend expected to continue in 2011.

On-line Surveys

Printing Industries expanded its use of on-line surveys during 2010 covering both national and state based issues gathering data used for industry profiling and assessments and in support of lobbying campaigns. Issues included evolving skills needs, the impact on the industry of proposed postage price increases and identification of state based issues affecting local industry performance.

Members also participated in the *Printing Industries/ ACCI* Survey of Investor Confidence in conjunction with the Australian Chamber of Commerce and Industry measuring prevailing business confidence.

Printing Industry Trends

Printing Industries continued to publish the quarterly Printing Industry Trends report which has become a key barometer of industry trends and prospects, and enhanced the survey with a number of supplementary studies. These examined the proposed Resource Super Profits Tax and its impact on the printing and associated industries, and identified contemporary factors impacting on the industry and whether they represented an opportunity or a threat to business viability.

A national program of presentations outlining contemporary Australian economic and industry conditions, as well as emerging issues and trends, was provided to members at a variety of forums. This was supported by the quarterly *Print Pulse* newsletter — which provide an assessment of prevailing economic conditions at both Australian economy and printing industry levels.

PrintNet Website

An extensive expansion of software information and resources was completed during 2010. A project in conjunction with WorkCover was completed providing an online OH&S Resource Centre featuring legislative, risk management, chemical management, plant and equipment, workers compensation and related issues information for members nationally. Employee relations sections, in particular industry award information, have been restructured in line with major legislative changes.

Modifications to PrintNet during the year enhanced its newsletter preparation and distribution capabilities.

Technical and Business Information Affiliation

A number of new information streams under development by Printing Industries of America were launched to *Printing Industries'* members during 2010 including short multi-media technical features and video training. The program will continue to evolve in 2011.

Women in Print

Printing Industries continued its support of Women in Print during 2010. National Deputy President, Susan Heaney is state patron of the organisation which is continuing to expand nationally.

Representation

Austender

Discussions were held with Austender to clarify and resolve tender related classification issues.

Australia Post Proposals for its Pre-Sort Letters Service

Following a request by Australia Post in early December 2010, *Printing Industries* sought feedback from organisations with significant mail operations on proposed changes to Australia Post Pre-sort Letters Service. The feedback will form the basis of *Printing Industries*' initial response to Australia Post's proposals in early 2011 which seek to encourage greater usage of off-peak mail by repositioning off-peak as a more attractive option via a two-day delivery option (the standard is currently up to 3 days on top of regular mail). The proposal would result in an average price increase of 5.9 per cent for pre-sort mail including a bigger price differential between regular and off-peak mail.

Book Industry Strategy Group

Printing Industries prepared a major submission to the Book Industry Strategy Group inquiry outlining a series of recommendations aimed at ensuring the commercial viability of the book printing industry.

Key recommendations included calling for the Federal Government to allow essential rationalisation and consolidation of the industry to proceed in an orderly manner if print volumes continue to decline.

- Eliminating the GST advantage enjoyed by on-line retailers purchasing books from overseas for orders of less than \$1,000
- financial incentives including investment allowances and innovation incentives;
- Industry promotion and anti-dumping support against overseas remainders (surplus books).

Printing Industries also recommended that the Federal Government consider introducing incentives for local publishers to print more books locally.

Combating Fraudulent Phoenix Activities

In a major submission to the Federal Government, the Association advocated strong action to protect industry companies from 'fraudulent' phoenix activities. A number of key recommendations were made. These included the development of a new test to distinguish

'fraudulent' phoenix activity from normal instances of phoenix activity; introduction of a ruling that if the directors of a particular company continue to operate and incur debts while aware that the company was technically insolvent, then asset transfers from the old firm to the new firm should be declared as constituting fraudulent phoenix activity.

Printing Industries also advocated removal of the limited liability protection for company directors involved in fraudulent phoenix activity and the extension of their liability for the debts of liquidated companies. Other recommendations covered expanding the director penalty regime to include superannuation and other taxation liabilities and setting the proposed trigger mechanism for the director penalty regime at three months for unpaid statutory liabilities. The Federal Government responded positively by announcing new measures to minimise fraudulent phoenix activities.

Enterprise Agreements

Printing Industries' Employee Relations staff acted for members in the development, negotiation and approval of enterprise agreements in the light of increased claims from union representatives. The principal union in the industry has sought to reinstate the terms of the superseded Graphic Arts - General - Award 2000 as it stood prior to both the Fair Work Act and the predecessor WorkChoices legislation.

As some of the terms of the old award were not included in the modern award and their re-instatement is not beneficial to employers, *Printing Industries* has assisted in opposing the retention of obsolete terms.

Meetings with Politicians and Senior Bureaucrats

During the year a number of representations were made to politicians and bureaucrats highlighting printing industry specific issues and matters of concern. These included the Prime Minister; the Treasurer; the Minister for Innovation, Industry, Science and Research; Minister for Broadband, Communications and the Digital Economy; the Opposition Leader; the Leader of the Federal Greens; the Leader of the Federal National Party, as well as the Premiers and Chief Ministers.

Departmental level meetings/representations also occurred at all tiers of government including the Department of Innovation, Industry, Science and Research; the Department of Finance and Deregulation; Treasury, the Department of Immigration and Citizenship, the Australian Competition and Consumer Commission, and Austender.

Member Advocacy

The number of claims made by disaffected employees continued to increase during 2010. The nature of the claims included unfair dismissal, denial of workplace rights, discrimination, bullying, and underpayment. *Printing Industries* acted to defend members in these issues and safety proceedings brought before Fair Work Australia, Magistrates' courts, the Australian Human Rights Commission and various state tribunals as well as in investigations by the Fair Work Ombudsman.

Modern Awards

A number of decisions relevant to the modern awards were issued during the year to clarify ambiguities and errors. *Printing Industries'* Employee Relations staff were closely involved in developing input into those matters in relation to the awards relevant to employers in the printing and related industry; awards related to production, sales, administration and logistics.

In particular, *Printing Industries* successfully advocated against union applications to Fair Work Australia to increase entitlements and extend classification provisions contained in the modern Graphic Arts, Printing and Publishing Award 2010.

National Work Health and Safety scheme

Printing Industries' Employee Relations staff acted for members and the industry generally in reviewing draft legislation for the proposed National Work Health and Safety scheme. The scheme is due to commence in 2012 to ensure provision of a workable alternative to the various state based schemes currently in operation.

Paper Tariffs

Following PaperlinX's decision to close its domestic coated paper making operations, *Printing Industries* made industry representations to the Federal Government for the removal of the five per cent paper

tariff. The government responded by granting Tariff Concession Orders for a range of coated paper stock which effectively exempted those paper grades from the tariff.

Proposed Extension of the 'Do Not Call Register' to Business Numbers

Following the Federal Government's budget announcement that it was planning to extend the Register to cover business numbers, *Printing Industries* took an opposing view arguing that such an extension had the potential to significantly increase business compliance costs and curtail business activity by restricting the use of a relatively cheap and effective medium of communications – the telephone. In April the Federal Government announced that it had postponed its plans to extend the Register to include business numbers.

Qantas Print Tender

Printing Industries acted on reports that Qantas was encouraging tendering companies to explore offshore sourcing of print and reinforced the position that offshore print sourcing should not become a mandatory tender clause. *Printing Industries* took the position that decisions on where print should be sourced from should ultimately be made by the tenderers. Qantas subsequently confirmed that the winner of the print tender bid would continue to source print locally.

Workplace Relations Legislation

The new system of 'modernised awards' across Australia commenced operation on 1 January 2010 with a single award replacing multiple federal and state awards in various industries and occupations. Late in the year Fair Work Australia issued orders, and set transitional provisions, to bring businesses which were not constitutional corporations within the operation of the new modern awards from the commencement of 2011. This is a further step towards standard award terms and conditions applying across Australia.

Printing Industries continued to maintain a close watch on developments and was able to ensure its views and concerns over proposals were put to Fair Work Australia.

Honour Roll

Presidents of the Federation

1924-25 Dr G ANDERSON(Victoria)
1925-26 Mr WC PENFOLD (New South Wales)
1926-27 Mr EC VARDON (South Australia)
1927-28 Mr WH CUMMINS (Tasmania)
1928-29 Mr W CHRISTIE (Western Australia)
1929-30 Mr WA CRICHTON (New South Wales)
1930-31 Mr D MACDOUGALL(Victoria)
1931-32 Mr GR SAYLE (Queensland)
1932-33 Mr FW DINNIS (South Australia)
1933-34 Mr H NORMAN(Victoria)
1934-35 Mr CW FOX (Tasmania)
1935-36 Mr W CHRISTIE (Western Australia)
1936-37 Col RS SANDS (New South Wales)
1937-38 Mr F BESLEY (Queensland)
1938-39 Mr RH COTTON (South Australia)
1939-40 Mr AR STEWART(Victoria)
1940-41 Mr GC TAYLOR (Tasmania)
1941-42 Mr ES WATT (Western Australia)
1942-43 Mr ADG STEWART (New South Wales)
1943-44 Mr FW HASSELL (South Australia)
1944-45 Mr A ROWAN (Queensland)
1945-46 Mr WG ANDERSON(Victoria)
1946-47 Mr CD STEVENS (Tasmania)
1947-48 Mr FH VAN HEURCK (Western Australia)
1948-49 Mr RV VERNON (New South Wales)
1949-50 Mr DA DUNSTAN (South Australia)
1950-51 Mr SK BIGGS (Queensland)
1951-52 Mr KD MACDOUGALL(Victoria)
1952-53 Mr CE WALCH (Tasmania)
1953-54 Mr CH LAMB (Western Australia)
1954-55 Mr JH HOLMAN (New South Wales)
1955-56 Mr KJ LEAL (South Australia)
1956-57 Mr JJ RAWLINGS /
Mr RH BESLEY (Queensland)
1957-58 Mr TM COSH(Victoria)
1958-59 Mr KR GOURLAY (Tasmania)
1959-60 Mr LJH PORTER (Western Australia)
1960-61 Mr CE CLAYTON (New South Wales)
1961-62 Mr AT TROEDEL(Victoria)

1962-63 Mr SC JAMES (Queensland)
1963-64 Mr HK FROST (South Australia)
1964-65 Mr JG COOPER (Tasmania)
1965-66 Mr WT HOLYWELL (Western Australia)
1966-67 Mr EH BOOTH (New South Wales)
1967-68 Mr JR WRIGHT(Victoria)
1968-69 Mr DE PENMAN (Queensland)
1969-70 Mr PM COTTON (South Australia)
1970-71 Mr NA CRICHTON (New South Wales)

Life Members

Mr ADG STEWART (New South Wales)
Mr KJ LEAL (South Australia)
Mr WT HOLYWELL (Western Australia)
Mr SP OWEN (New South Wales)
Mr RA DIX (Western Australia)
Mr NA CRICHTON AM (New South Wales)
Mr K LAW (New South Wales)
Mr J FISHER (New South Wales)
Mr TS HONE(Victoria)

National Presidents

1972 Mr EH BOOTH (New South Wales)
(Inaugural National President reconstituted PATEFA)
1973-74 Mr KL BROWN(Victoria)
1975-76 Mr PJ OWENS (South Australia)
1977-79 Mr PK MACDOUGALL(Victoria)
1980-81 Mr BCF PRICE (South Australia)
1981-84 Mr GA LUKE(Victoria)
1985-86 Mr NT CORVISY (New South Wales)
1987-88 Mr DM BALL (New South Wales)
1989-90 Mr WA POWELL (South Australia)
1991-92 Mr AC LAMB (Western Australia)
1993-94 Mr MR SINNOTT(Victoria)
1995-96 Mr P LANE (South Australia)
1997-99 Mr TS HONE(Victoria)
2000-01 Mr J FLYNN(Victoria)
2002-04 Mr C SEGAERT (New South Wales)
2005-07 Mr P LANE OAM (South Australia)
2008-10 Mr J ATKINSON (Tasmania)

Members Mourned

Printing Industries' National President, Mr Jim Atkinson, died in September 2010. He was a Tasmanian Regional Councillor from 2005, Tasmanian President from 2006-2008 and *Printing Industries'* National President from 2008-2010.

Born in 1942 in Shrewsbury, England, Jim Atkinson spent more than 40 years working in the printing industry.

In 1977, he emigrated to Australia with his Australian born wife and settled in Tasmania. As a Director of the largest printer in Tasmania, he was responsible for changing the focus of the company from being a general printer to a specialist and security printer exporting products to more than 30 countries in Asia, Europe and the Caribbean.

In 2006, Mr Atkinson formed his own consultancy business and in 2008 was elected *Printing Industries'* National President. He was a member of the PacPrint Exhibition Board and the inaugural Chairman, elected in October 2008, of the Printing Industry Working Group established by the Federal Minister for Industry, Innovation, Science and Research.

From Queensland Mrs Judy Morelli passed away during 2010. Mrs Morelli was the co-owner of Multi-Color (Qld) Pty Ltd and former owner of Labelcraft (Sydney) and, with husband, David, Colourcraft Labels in Brisbane.

Queensland also lost Mr David Buckner, a Regional Past President from 1970 -1971 and former owner and Managing Director of Buckner Printing Company (now The Buckner Group).

2010 National Office Bearers



National Council 2010 (l-r – back row) Mike Willis, Ray Keen, Robert Winterbottom, Peter Carrigan, Carolyn Cagney, Chris Segaert, Ian Smith, Peter Franc (front) Peter Lane OAM, Susan Heaney, Kieran May. Absent: Ashley Petfield, Daniel Lewin and John Stangeland

National Office Bearers 2010

National President

Jim Atkinson*

National Deputy President

Susan Heaney

National Vice President

John Stangeland**

National Honorary Secretary

Peter Lane OAM

National Honorary Treasurer

Ray Keen

*Deceased September 2010

**Resigned during 2010

A New Structure for 2011

Members vote for historic new structure

An historic structural change was approved at the National Special General Meeting of Printing Industries Association of Australia (*Printing Industries*) in May 2010. This was followed by similar meetings in all states endorsing the changes.

Members approved the creation of a new national management structure to replace the existing two tiered state and national structures. The constitutional changes are aimed at re-energising the management and decision making process, and creating a Board environment encouraging a more focused industry participation.

The changes include the dismantling of the formality of the current Regional Council structure and restructuring of the existing National Council.

A new nine-member Board will replace the existing 15-member National Council with each state, including the ACT, having one representative on the Board elected by the membership of that state with two members elected from the membership at large, regardless of what state they come from.

Standing committees will be established to deal with local matters. The creation of specific purpose sub committees will be encouraged to engage more relevant and focused industry participation and utilise the available knowledge, skills and experience available in the industry.

Policy direction will be provided via the national structure to ensure quicker, more flexible and better informed decision making. Policy input will be encouraged from all regions via specific purpose committees.

Board member elections, open to all members, were held during the latter part of 2010 in preparation for implementation of the new structure from 1 January 2011.

Board Members for 2011

Officers elected for 12 months are: President

Susan Heaney
Heaneys Performers in Print

Deputy President

Ray Keen
Print Graphics

Honorary Secretary

Peter Lane
Lane Print Group

Honorary Treasurer

Chris Segært
Permanent Press

Elected for two-year terms, the state representative Board members are:

Susan Heaney

Heaneys Performers in Print
Queensland

Ray Keen

Print Graphics
Victoria

Peter Lane

Lane Print Group
South Australia and Northern Territory

Kieran May

Millennium Print
Australian Capital Territory

Paul Richardson

Lindsay Yates Group
New South Wales

Danny Roach

Monotone Art Printers
Tasmania

Ian Smith

GEON
Western Australia

Board members elected by the *Printing Industries'* membership nationally are:

Simon Doggett

K W Doggett & Co
Victoria

Chris Segært

Permanent Press
New South Wales

Office Bearers

President

Peter Carrigan

Vice President

Paul Richardson

Honorary Secretary/Treasurer

Chris Segaert

Regional Councillors

Alex Azzopardi*

Tony Dedda

Peter Franc

Sue Threlfo*

Rick Wickramanayake*

National Councillors

Peter Carrigan

Peter Franc

Chris Segaert

Alternate National Councillors

Vacant

*resigned during 2010

New South Wales Regional Report

NSW experienced a devastating 2010, with the full impact of the Global Financial Crisis (GFC) vigorously manifesting itself through business failures and closures too numerous to mention.



This report is the last to be prepared by a NSW Regional President due to the effect of the constitutional changes that were voted on during the year. The reforms were strongly supported by members in the NSW region.

On a positive note and despite the impact of the GFC, attendees and support for the NSW Printing Industries Craftmanship Awards (PICA) were at a record high, and we expect this support to grow each year.

Two CEO forums were again held and strongly supported. The first featured NSW Deputy Premier and Minister for Health Carmel Tebbutt MP and the second, Richard Allely, CEO of PMP Print. The Print Visionaries Exclusive Luncheon presented by Shadow Treasurer and Member for Manly, Mike Baird, was another successful event.

In line with our WorkCover NSW partnership agreement, a series of workshops were held across the state covering issues such as injury management, manual handling, managing chemicals, and noise and machine guarding. These were previously identified as common issues within the industry. There was

a positive and well attended response to these workshops.

Without a doubt our flagship programs – Sustainable Green Print (SGP) and LEAN & Green – led the way in training. NSW facilitated three SGP programs in 2010 for 12 companies and had some 800 people undergoing LEAN & Green training. New courses were Estimating & Planning, and First Aid. Both were well received and will continue to be offered during 2011.

There was a noticeable increase of demand on our Employee Relations (ER) staff with the introduction of the Fair Work Australia legislation. The department made submissions on behalf of *Printing Industries'* members to the Fair Work Ombudsman (FWO) in relation to the legislative interpretation of the applicability of award provisions for the payment of annual leave loading and whether annual leave loading was payable to employees upon termination of their employment.

I would like to take this opportunity to thank my fellow Councillors and the NSW staff for their contribution in 2010.

Peter Carrigan, New South Wales President

Office Bearers

President

Mike Willis

Deputy President

Ray Keen

Vice President

Alan Ferguson

Honorary Secretary/Treasurer

Chris Gander

Regional Councillors

Alan Ferguson

Louise Gale

Chris Gander

Ray Keen

Daniel Lewin

Mike Willis

National Councillors

Ray Keen

Mike Willis

Alternate National Councillors

Daniel Lewin

Victorian Regional Report

Many in our industry would consider 2010 a year of consolidation following the difficult times brought on by the GFC, but many companies were also forced into closure. Those that continued trading indicated improved revenue levels and a stable bottom line.

As a result of much discussion, and consideration, it was decided to alter the structure of the Association to a more national focus and appoint a Board of Directors comprising a representative of each state plus two independent members.

In this way the needs and wants of all members could be considered without any state bias or control and Federal and State Government lobbying could be more successful with a more united and professional structure.

Our new Board members were elected in November with Ray Keen representing Victoria and Simon Doggett voted in as one of the two national Board members.

Industry advisory groups will be set up early in 2011 to help our Association to work closer on member and printing industry issues.

Much work continued throughout 2010 in the areas of specialised training, breakfast seminars, Sustainable Green Print and LEAN Manufacturing programs and this work will continue during 2011. We



also worked very closely with RMIT to develop apprentice programs and review ways to improve apprenticeship numbers into the future.

The State Manager, with support of several state councillors, continued to lobby the government, both before and after the election, to gain improved support for our industry and consideration of our needs to add to the strength of the local economy. We welcome the change of government during the latter part of the year and are already co-operatively working to help finalise the State Government printing contract.

PICA Victoria in October was again an extremely successful event with a record number of entries.

May I take this opportunity to thank Ron Patterson and his fabulous team for a job well done under trying circumstances. May I also thank the Victorian Council who supported me in the challenges we faced through 2010, and we wish Ray well in his role as Deputy President and Director representing Victorian in the new structure.

Mike Willis, Victorian President

Office Bearers

President

Kieran May

Vice President

Sean O'Neill

Honorary Secretary/Treasurer

Sean O'Neill

Regional Councillors

Phil Abbott

David Daniels

Kieran May

Sean O'Neill

Scott Wright

National Councillor

Kieran May

Alternate National Councillor

Sean O'Neill

Australian Capital Territory Regional Report

The ACT Region had a challenging year in terms the economic environment at a local and national level.

The Federal Government print activity seemed to stall for considerable lengths of time and this affected both cash flow and the deployment of staff for the local industry.

There was a continuation of professional development and business enhancement activities that were relevant to the members focusing on key business drivers including economic conditions, industrial relations and local strategic issues with *Printing Industries* providing leadership for its members and the local industry.

Industry educational and networking sessions were more targeted at employee relations and workplace safety as this was a major area of focus for the ACT Government.

The ACT region was actively involved in consultation and dialogue with the Federal Government and the ACT Government in relation to issues that had the potential to impact on the local industry.

There was ongoing discussion with Centrelink to achieve some of the



policies included in the procurement of print that proved fruitful for the industry.

There was also dialogue with the ACT Government in relation to a range of issues from procurement policies to environmental and OH&S policy development.

The region also made a submission to the ACT Government on the budget cycle for the next two years articulating *Printing Industries'* economic priorities for the local economy.

The 2010 PAGE Awards proved again to be highly successful in meeting its objective of "bringing the industry together" with more graphic designers and large format printer being nominated for awards and attending the gala awards dinner.

Supplier support for the PAGE Awards has continued to grow as a result of the diverse nature of the awards presented. These acknowledge craft excellence to business and environmental excellence.

The feedback was that the 2010 Awards were one of the most successful ever staged.

Kieran May, Australian Capital Territory President



South Australia & Northern Territory Report



Office Bearers

President

Carolyn Cagney

Deputy President

Vacant

Vice President

Vacant

Honorary Secretary/Treasurer

Steve Osborne*

Regional Councillors

Shaun Barclay*

John Barker

Carolyn Cagney

Tony Coleman

Barry Davis

Peter Lane OAM

Steve Lewis*

Steve Osborne*

National Councillors

Carolyn Cagney

Peter Lane OAM

Alternate National Councillors

Vacant

*Resigned during 2010

The sale of the Halifax Street property after 30 years and the purchase and establishment of new offices for the SA.NT Branch of the Association was a major activity during the year.

The modern facilities and better parking are a great improvement and will serve members well into the future. It is a credit to staff that the momentous task of moving the entire office occurred without interruption of service to members.

After a 12 month campaign by the Association for a review of the SA Government print procurement contract, the decision not to extend the contract and to revert to an open market was well received by members.

Another record number of entries and an excited crowd of printers, suppliers and supporters celebrated a new venue and format for the 2010 SA.NT PICA Awards. A number of regular PICA attendees claimed 2010 as the best SA.NT event yet.

The presentations were held in the Adelaide Hilton Ballroom on 8 October and featured the awarding of 34 Gold, 31 Silver and 31 Bronze medals which were shared among 26 companies.

Continuing good relationships with government agencies resulted in funds being provided for two projects

that will benefit the industry in the region and nationally.

An OH&S project funded by Employers Mutual will provide the industry with a system for effective injury prevention and management in the workplace.

Zero Waste SA has funded an upgrade of the Sustainable Green Print manuals for Levels 1 and 2.

The Regional Manager was also invited to address the SA Waste Industry conference on work being done in the industry to improve sustainability.

A number of workshops on industrial relations and business management topics were delivered during the year, with good attendances and positive feedback.

A sincere "thank you" to my fellow Regional Councillors for their ongoing commitment to the industry and to the Association.

Thank you also to the Regional and National Association staff for their efforts on our behalf in 2010.

Carolyn Cagney, South Australia and Northern Territory President

Office Bearers

President

John Stangeland**

Ian Smith*

Deputy President

Ian Smith***

Vice President

Position vacant

Honorary Secretary/Treasurer

Anne Dickinson

Regional Councillors

Graham Cole

Anne Dickinson

Chris Eales

Graham Jamieson

Graham Pittaway OAM

Violetta Siudek

Ian Smith

John Stangeland

Graeme Young

National Councillors

Ian Smith

John Stangeland**

Alternate National Councillors

Chris Eales

* appointed to casual vacancy during 2010

** resigned during 2010

*** took over Presidency role August 2010

Western Australian Regional Report

While 2010 was a good year for Western Australia with a mining and housing recovery after the Global Financial Crisis, the printing industry did not share in this and was caught up in what is called Western Australia's two-speed economy.

With manufacturing collaterals being produced mainly offshore and high incomes in the mining industry and associated services, it will continue to be difficult to attract and retain people in printing industry careers.

The region was successful in meeting new business targets, but membership losses are a major concern. This reflects continuing rationalisation and difficult times for industry printers.

The region continues to enjoy a very good relationship with the Western Australian Department of Environment and Conservation and welcomes their continued support of the Green Stamp program. We have seen some growth in Green Stamp certified companies moving up to the *Printing Industries'* Sustainable Green Print program and we hope this continues. Our relationship with WorkSafe Western Australia has also proved valuable particularly in resolving member issues.

Training and attracting new employees to apprenticeships is a continuing challenge along with how to up-skill our existing workforce without compromising production. In 2010 the region brought competitive and LEAN Manufacturing to its members. We now have a considerable number of employees

and businesses undergoing training. We live in an age of competing products and offshore competition, so our ability to access such training programs is timely.

2010 marked the introduction of the new Modern Awards and I am pleased to advise that the changes have had little or no impact on members. We continue to provide sound employee relations advice and service and in doing so have protected our members from exposure to costly and unnecessary claims.

During the year and after a considerable amount of work, Western Australian members had the opportunity to decide on a new structure for *Printing Industries* which was supported by the majority of the members. I am confident that the new structure will serve the Western Australian region well into the future.

Our 2010 PICA was a resounding success thanks to the dedicated support of our sponsors and supporters. Special thanks go to all those people who have given their valuable time to be part of the organising committee to bring this event together. I also thank our Regional Council and staff for their dedication and contribution during a difficult year.



Ian Smith, Western Australian President

Office Bearers

President

Ashley Petfield

Deputy President

Susan Heaney

Vice President

Vacant

Honorary Secretary/Treasurer

Martin Bamforth

Regional Councillors

Martin Bamforth

Chris Butterworth

Joe Clouston

Tom Eckersley

Stephen Gell

Susan Heaney

Tony Ivers**

Walter Kuhn

Ashley Petfield

Dale Streten

National Councillors

Mr Ashley Petfield

Ms Susan Heaney

Alternate National Councillors

Vacant

**resigned during 2010

Queensland Regional Report

By most accounts 2010 was a challenging year for our members in Queensland. After such a challenging year, it is with much anticipation that we look to 2011 for better business conditions and a much more robust business environment than that we leave behind in 2010.

The year in review saw some significant changes in the business landscape.

Many of us with our businesses located in south-east Queensland were part of a strategic shift in the print procurement processes of the Queensland Government. This shift offered some challenges for many of our members.

Environmental matters remained at the forefront and we continued to work closely with the Department of Environment and Resource Management on the roll-out of Sustainable Green Print (SGP).

SGP has now been incorporated as a criterion in the government's print procurement process and that of many private sector businesses.

I am sure it will continue to gather momentum nationally as the benchmark for print purchasing in Australia.

Ashley Petfield, Queensland President



The region continued to work closely with the Department of Education and Training and particularly so on our 'workforce development strategy' for the emerging digital sector of our industry.

As we see this sector continuing to develop and expand into hitherto traditional lithographic areas, the completion of this strategy will be vital for the future viability of this exciting technology.

2010 also sees the end of an era for the Association, with the retirement of the constitutionally based Regional Councils and the establishment of the new National Board. It is a structure that I'm sure will see the Association continue to prosper in the years ahead.

It is therefore with a sense of melancholy that on behalf of the retiring Queensland Regional Council, I sign off on this the final Queensland Regional Report.

Office Bearers

President

Robert Winterbottom

Deputy President

Jim Atkinson*

Vice President

Peter McLeod

Honorary Secretary/Treasurer

Martin Gulliamse

Regional Councillors

Jim Atkinson*

Adam Colgrave

Martin Gulliamse

Peter Johns

Ian Jones

Peter McLeod

Gary Nilsson

Danny Roach

Fiona Van de Worp

Robert Winterbottom

National Councillors

Jim Atkinson*

Alternate National Councillors

Martin Gulliamse

*deceased 2010

Tasmanian Regional Report

The Tasmanian Apprentice of the Year function in May for print based apprentices was our first 2010 event. The Heidelberg sponsored event, saw Stuart Heather of the Huon Valley News win Apprentice of the Year and receive \$1000, a trophy and tickets to the Tasmanian PICA Awards.

Following the commitment by Tasmanian Premier David Bartlett and Opposition Leader Will Hodgman prior to the March 2010 state election to increase the apprenticeship allowances, it was pleasing that this was included in the budget. From July 2010 the daily allowance for our apprentices travelling interstate was increased from \$50 to \$70 a day.

We are currently working with Skills Tasmania to have the allowance increased in conjunction with annual CPI increases. This was a significant win for *Printing Industries* as we had been lobbying for this for more than two years.

The Tasmanian PICA Awards on 7 August were well supported with attendee numbers up on the previous year and entries slightly down. Our Annual Christmas Function moved to Launceston to try and reinvigorate the event. Attendance numbers were slightly better than the previous year. Inspirational sportswoman Louise Yaxley was our guest speaker.

Robert Winterbottom, Tasmanian President



Phoenix companies caused concern and while the Council understood that there was little we could do, a motion was passed for National Council to lobby Federal and State politicians to see what could be done to prevent such practices. This is occurring.

On a low note, we were all very saddened by the passing of National President Jim Atkinson in September. Jim had been a long-standing member of the Tasmanian Regional Council and a past Tasmanian President. He was well liked and respected within the industry and he will be greatly missed.

I would like to thank General Manager Ron Patterson and his staff at *Printing Industries* who have helped raise the Association profile through direct contact and representation on issues that concern our members. I would also like to thank the Tasmanian PICA and Apprentice of the Year Committees and also fellow Regional Councillors.

PRINTING INDUSTRIES ASSOCIATION of AUSTRALIA
FINANCIAL STATEMENTS AND REPORTS
FOR THE YEAR ENDED 31ST DECEMBER 2010

CONTENTS	PAGE
Income Statement	24
Balance Sheet	25
Cash Flow Statement	26
Statement of Changes in Equity	27
Notes to the Accounts	28 to 32
Statement by Committee of Management	33
Operating Report	34 to 35
Auditor's Report to Members	36 to 37

INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2010

	Notes	2010	2009
Revenues from Ordinary Activities	2	3,285,816	5,196,008
Depreciation	1c	(96,778)	(97,324)
Salaries, Wages & Allowances		(1,959,002)	(2,230,585)
Annual Leave Provided		(10,727)	(18,359)
Long Service Leave Provided		(18,871)	(23,856)
Superannuation		(175,850)	(194,888)
Grants		(3000)	(3000)
Affiliation Fees		(42,324)	(31,573)
Postage		(31,033)	(35,450)
Printing & Stationery		(167,948)	(155,390)
Property Costs		(156,277)	(143,412)
Telephone & Facsimile		(135,471)	(149,195)
Travel		(64,477)	(74,306)
Computer		(62,715)	(61,919)
Consultancy		(35,700)	(62,365)
Motor Vehicle		(49,451)	(56,974)
Meeting Costs		(64,494)	(86,627)
Advertising & Marketing		(17,649)	(26,425)
Other		(200,190)	(235,489)
Profit (Loss) from activities before income tax expense		(6140)	1,508,871
Income Tax Expense	1(e)		
Net profit (Loss) after income tax attributable to the Association		(6,140)	1,508,871

The accompanying notes form part of these financial statements

BALANCE SHEET AS AT 31 DECEMBER 2010

	Notes	2010	2009
Current Assets			
Cash on Hand		2,650	2,650
Cash at Bank		144,080	1,203,419
Investments		400,000	-
Subscriptions in Arrears and General Debtors	5	199,682	377,360
Prepayments		8,925	34,338
Regional Activities		364,901	326,226
Total Current Assets		1,120,238	1,943,993
Non Current Assets			
Land & Buildings	4	5,490,647	4,610,886
Furniture, Fittings & Office Equipment	4	133,089	139,076
Motor Vehicles	4	57,205	109,119
Total Non Current Assets		5,680,941	4,859,081
Total Assets		6,801,179	6,803,074
Current Liabilities			
<i>Printing Industries' Training Fund</i>		11,705	11,705
Revenue in Advance		14,071	11,062
Sundry Creditors & Accruals	6	562,524	590,880
Provision for Annual Leave	1(d)	171,273	160,546
Total Current Liabilities		759,573	774,193
Non Current Liabilities			
Provision for Long Service Leave	1(d)	310,142	291,271
Total Non Current Liabilities		301,142	291,271
Total Liabilities		1,069,715	1,065,464
Net Assets		5,731,464	5,737,610
Members' Funds			
Accumulated Funds	10	5,731,464	5,737,610
Total Members' Funds		5,731,464	5,737,610

The accompanying notes form part of these financial statements

CASH FLOW STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2010

	2010	2009
Operating Activities		
Receipts from Customers	3,429,748	4,144,268
Interest Received	24,729	10,353
Payment to Suppliers & Employees	(3,194,618)	(3,589,813)
Funds From Operations	259,859	564,808
Investing Activities		
Proceeds from Sale of Assets	1,500	1,000,953
Payment for Property, Plant & Equipment	(920,698)	(39,481)
Cash provided by/(used in) investing activities	(919,198)	961,472
Net Increase/(Decrease) in Cash Held	(659,339)	1,526,280
Cash at Beginning of Financial Year	1,206,069	(320,211)
Cash At End of Financial Year	546,730	1,206,069
RECONCILIATION OF FUNDS FROM OPERATIONS FOR THE YEAR ENDED 31 DECEMBER 2010		
Operating Profit/(Loss) after Income Tax	(6140)	1,508,871
Non Cash Flows In Operating Profit/(Loss):		
Profit on Sale of Non Current Assets	560	(721,693)
Depreciation	96,778	97,324
Charges to Provision for Employee Entitlements	29,596	11,764
Changes In Assets & Liabilities		
Decrease/(Increase) in Current Receivables	177,677	(114,655)
Decrease/(Increase) in Prepayments	25,412	12,553
Increase/(Decrease) in Sundry Creditors	(28,357)	(127,313)
Increase/(Decrease) in Subscriptions in Advance	3,008	(10,229)
Increase/(Decrease) in Regional Activities	(38,675)	(91,814)
Net Cash Provided by/(used in) Operating Activities	259,859	564,808
Reconciliation Of Cash		
Cash on Hand	2,650	2,650
Cash at Bank	544,080	1,203,419
	546,730	1,206,069

The accompanying notes form part of these financial statements

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 31 DECEMBER 2010

	Retained Earnings
Balance as at 01 January 2009	4,228,740
Net Profit (Loss) for the Year	1,508,870
Balance as at 31 December 2009	5,737,610
Rounding	(6)
Net Profit (Loss) for the Year	(6,140)
Balance as at 31 December 2010	5,731,464

NOTES TO AND FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

1. STATEMENT OF ACCOUNTING POLICIES

The financial statements have been drawn up in accordance with applicable Australian Accounting Standards, other mandatory professional reporting requirements and the Fair Work (Registered Organisations) Act 2009.

The financial report is a general purpose financial report that has been prepared in accordance with Australian equivalents to International Financial Reporting Standards (AIRFS), Urgent Issues Group Interpretations, other authoritative pronouncements of the Australian Accounting Standards Board and the Corporations Act 2001.

The financial report of Printing Industries Association of Australia complies with all Australian equivalents to International Financial Reporting Standards (AIRFS) & other mandatory professional reporting requirements including the Workplace Relations Act. The following is a summary of the material accounting policies adopted by the Association in the preparation of the financial report. The accounting policies have been consistently applied, unless otherwise stated.

(a) Non-Current Assets

Land and Buildings are regularly valued. Depreciation began to be provided for buildings during the year ended 31 December 1993 and valuations were undertaken in 2003. As a result of the increase in values, National Council has decided not to make a provision for depreciation on buildings as the respective values are in excess of the carrying value of the underlying assets..

Furniture, fittings and office equipment have been included in the accounts at cost.

(b) Leased Assets

The Association does not have any leases that are classified as financial leases under Accounting Standard AASB117.

Lease payments made under operating leases are charged to the Statement of Financial Performance in equal instalments over the accounting period covered by the lease term.

(c) Depreciation Method

Depreciation has been provided on all non-current assets, with the exception of those referred to in part (a), using the straight-line method so as to write off the cost of the asset over the estimated useful life.

Where assets have been re-valued depreciation is based on the re-valued amount. The depreciation rates used for each class of depreciable asset are:

Motor Vehicles	20%
Furniture, Fittings & Office Equipment	7.5% - 20%

(d) Provision for Employee Entitlements

The amounts expected to be paid to employees for their pro-rata entitlement to long service and annual leave are accrued annually at current pay rates having regard to experience of employee departures and period of service. Provision for Long Service Leave is provided for all employees with five or more years' service.

NOTES TO AND FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

(e) **Income Tax**

The Association is exempt from income tax under Section 23 (F) of the Income Tax Assessment Act on the grounds that it is an association of employers registered under the Fair Work Act.

(f) **Provision for Doubtful Debts**

The collectability of debts is assessed at year-end and provision is made for any specific doubtful debts.

OPERATING PROFIT/(LOSS)

Major revenue items entering into the determination of operating of operating profit/(loss)		
	2010	2009
Subscription Revenue	2,714,545	3,000,271
Net Income from Regional Activities	450,409	1,368,962
Interest on Short-term Investments	24,729	10,353
Rental Income	92,373	89,485
Profit on Sale of Assets	0	721,693
Bad Debts Recovered	3,760	5,244
	3,285,816	5,196,008

3. OPERATING PROFIT/(LOSS)

The Operating Profit/(Loss) before Income Tax has been determined after charging the following specific items:		
	2010	2009
Bad Debts written off to Profit & Loss	49,601	20,455
Depreciation	96,778	97,324
Operating Leases	57,193	56,489
Auditor's Remuneration:		
The total amount received or due and receivable by the Auditors of the Association:		
For Audit Services	27,000	27,000
For Other Services	0	2,800

NOTES TO AND FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

4. NON-CURRENT ASSETS

Non Current Assets are included in the accounts on the following bases:

	2010	2009
Land & Buildings at Cost	5,582,699	4,702,938
Less: Accumulated Depreciation	92,052	92,052
	5,490,647	4,610,886
Furniture, Fittings & Office Equipment at Cost	432,008	406,957
Less: Accumulated Depreciation	298,919	267,881
	133,089	139,076
Motor Vehicles at Cost	259,564	259,564
Less: Accumulated Depreciation	202,359	150,445
	57,205	109,119
Total Non Current Assets	5,680,941	4,859,081

5. SUBSCRIPTIONS IN ARREARS & GENERAL DEBTORS

	2010	2009
Debtors	262,908	423,591
Less: Provision for Doubtful debts	63,226	46,232
	199,682	377,360

6. SUNDRY CREDITORS AND ACCRUALS

	2010	2009
Sundry Creditor	60,410	51,887
Accruals	236,187	363,701
Projects – Government/Other	265,927	175,292
	562,524	590,880

NOTES TO AND FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

7. COMMITMENTS FOR EXPENDITURE

	2010	2009
a. Operating Lease commitments		
Not later than one year	46,344	46,344
Later than one year and not later than two years	22,026	46,344
Later than two years and not later than five years	6,090	28,116

8. SUPERANNUATION COMMITMENTS

The Association contributes to a superannuation fund designed for management and staff. Those contributions are fully vested, and the rate of contribution is as set down under relevant Government Legislation.

The Association is under no legal obligation to make up any shortfall in the assets of the fund to meet payments due to employees.

9. FINANCIAL INSTRUMENTS

a) Interest Rate Risk

The Association's exposure to interest rate risk, which is the risk that a financial instrument's value will fluctuate as a result of changes in market interest rates and the effective weighted average interest rates on classes of financial assets and financial liabilities, is as follows:

	Weighted Average Effective Rate		Floating Interest Rate		Non Interest Bearing		Total	
	2010 %	2009 %	2010 \$	2009 \$	2010 \$	2009 \$	2010 \$	2009 \$
Cash	2.5	2.5				-		-
Receivable	-	-			1,120,238	1,943,993	1,120,238	1,943,993
Investments	2.5	2.5						
Totals					1,120,238	1,943,993	1,120,238	1,943,993
Creditors					588,300	613,647	588,300	613,647
Totals					588,300	613,647	588,300	613,647

NOTES FORMING PART OF THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2010

b) Credit Risk

The maximum exposure to credit risk, excluding the value of any collateral, or other security, at balance date to be recognised as financial assets is the carrying amount, net of any provisions for doubtful debts, as disclosed in the balance sheet and notes to the financial statements. The Association does not have any material credit risk exposure to any single debtor or group of debtors under financial instruments entered into by the Association.

c) Net Fair value

The net fair values of all assets and liabilities approximate their carrying value. No financial assets or liabilities are readily traded on organised markets in standardised form.

10. RETAINED PROFITS

	2010	2009
Retained profits at beginning of the year	5,737,610	4,228,740
Net profit/(loss) attributable to the Association	(6140)	1,508,870
Rounding	(6)	
Retained Profits at the end of the Financial Year	5,731,464	5,737,610

11. RELATED PARTIES.

The National Councillors of the Association act in an honorary capacity and receive no remuneration. Each National Councillor is a representative of an organisation who is itself, a member of the association and who pays an annual subscription for that membership under normal commercial conditions.

12. MEMBERS' ACCESS TO FINANCIAL RECORDS.

In accordance with the requirements of the Fair Work (Registered Organisations) Act 2009 Section 272 :

1. A member of the reporting unit, or the Registrar, may apply to the reporting unit for specific prescribed information in relation to the Association to be made available to the person making the application.
2. The application must be in writing and must specify the period within which, and the manner in which, the information is to be made available. The period must not be less than 14 days after the application is given to the reporting unit.
3. The reporting unit must comply with an application under subsection (1).

STATEMENT BY COMMITTEE OF MANAGEMENT

In relation to the General Purpose Financial Report (GPFR) for the year ended 31 December 2010, the Committee declares that, in the opinion of the Committee of Management:

- a. The financial statements and notes comply with the reporting guidelines of the Industrial Registrar for the purposes of section 255 of the Registration and Accountability of Organisations (RAO) Schedule;
- b. The financial statements and notes give a true and fair view of the financial performance, the cash flows and financial position of the Association for the year ended 31 December 2010;
- c. The accounting policies are consistent with those of the previous year and comply with the Australian Accounting Standards, with the exception of the provision for depreciation on buildings as reflected in note 1(a).
- d. There are reasonable grounds to believe that the Association will be able to pay its debts as and when they fall due;
- e. During the financial year to which the GPFR relates and since the end of that year:
 - i. meetings of the Committee of Management were held in accordance with the rules of the Association, and
 - ii. the financial affairs of the Association have been managed in accordance with the rules of the Association, and
 - iii. the financial records of the Association have been kept and maintained in accordance with the RAO Schedule and the RAO Regulations, and
 - iv. the information sought in any request of a member of the Association or a Registrar under section 272 of the RAO Schedule has been furnished to the member or the Registrar, and
 - v. there has been compliance with any order for inspection of financial records made by the Commission under section 273 of the RAO Schedule.
- f. In relation to the recovery of wages activity, the Association is a registered employer association, and as such is not involved in such activities. During the year there was no recovery of wages from members of the Association or others.

Signed in accordance with a resolution of the Committee of Management, passed on the 18th day of February 2011.



Chris Segart
National Honorary Treasurer
Date: 18.02.2011.

OPERATING REPORT FOR THE YEAR ENDED 31 DECEMBER 2010

In accordance with section 254 (2) (f) of Fair Work (Registered Organisations) Regulations 2009 – Regulation 159, the Committee of Management reports as follows:

Principal Activities

During the year the Association continued to assist its members with specialty services, advice, support and representation. As a result of these activities, The Association incurred a loss of \$6,140 during the year. There were no significant changes in the nature of the activities during the year.

Resignation of Members (Section 174) and clause 8 of the Association constitution

1. A member of the Association may resign by written notice addressed and delivered to a person designated for the purpose in the rules of the Association.
2. This resignation will take effect from:
 - a Where the member ceases to be eligible to be a member of the Association:
 - i. On the day on which the notice is received by the Association; or
 - ii. On the day specified in the notice, which is a day not earlier than the day when the member ceases to be eligible to be a member; whichever is later; or
 - b in any other case;
 - i. at the end of two weeks, or such shorter period as is specified in the rules of the Association, after the notice is received by the Association; or
 - ii. On the day specified in the notice: whichever is later.
3. Any dues payable but not paid by the former member of the Association. In relation to a period before the member's resignation from the Association took effect, may be sued for and recovered in the name of the Association, in a court of a competent jurisdiction as a debt due to the Association.
4. A notice delivered to the person mentioned in subsection (1) is taken to have been received by the Association when it was delivered.
5. A notice of resignation that has been received by the Association is not invalid because it was not addressed and delivered in accordance with subsection (1).
6. A resignation from membership of the Association is valid even if it is not affected in accordance with this section if the member is informed in writing by or on behalf of the organisation that the resignation has been accepted.

Superannuation Involvement

No officer or member of the Association is a trustee of a superannuation entity or an exempt public sector superannuation scheme; or a director of a company that is a trustee of a superannuation entity or an exempt public sector superannuation scheme.

Regulation 159 Information

- a There were 1,387 members recorded in the register of members (section 230 of the RAO) and who are taken as members (section 244 of the RAO) at the end of the financial year.
- b There were 28 employees of the Association at the end of the financial year.
- c Members of the Committee of Management during the year were:
 - Peter Lane, a member during 2005, 2006, 2007, 2008 and 2009.
 - John Stangeland a member during 2009.
 - Jim Atkinson, a member during 2007, 2008 and 2009.
 - Susan Heaney, a member during 2007 , 2008 and 2009.
 - Ray Keen, a member during 2006, 2007, 2008 and 2009.



Chris Segart
National Honorary Treasurer
Date:18.02.2011.

INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF PRINTING INDUSTRIES ASSOCIATION OF AUSTRALIA

We have audited the accompanying financial report of Printing Industries Association of Australia which comprises the balance sheet as at 31 December 2010, profit and loss statement for the year ended on that date, a summary of significant accounting policies and other explanatory notes.

Committee's Responsibility for the Financial Report

The members of the Committee of the association are responsible for the preparation and fair presentation of the financial report in accordance with Australian Accounting Standards (including the Australian Accounting Interpretations) and the financial reporting requirements of the association's constitution. This responsibility includes establishing and maintaining internal control relevant to the preparation and fair presentation of the financial report that is free from material misstatement, whether due to fraud or error; selecting and applying appropriate accounting policies; and making accounting estimates that are reasonable in the circumstances. In Note 1, the committee also state, in accordance with Accounting Standard AASB 101: "Presentation of Financial Statements", that compliance with the Australian equivalents to International Financial Reporting Standards (IFRS) ensure that the financial report, comprising the financial statements and notes, complies with IFRS.

Auditor's Responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. Om making those risk assessments, the auditors consider internal control relevant to the entity's preparation and fair presentation of the financial report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the director, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Independence

In conducting our audit, we have complied with the independence requirements of Australian professional ethical pronouncements.

Auditor's Opinion Except for

Under the terms of AASB 116 we report that the Association does not comply with the Australian Accounting Standards in respect of the provision of depreciation on buildings detailed in Note 1(a). Had depreciation been charged we estimate this to have been \$95,242 for the financial year.

In our opinion except to the extent of the above:

- (a) The financial report of Printing Industries Association of Australia is in accordance with the associations constitution, including:
- (i) giving a true and fair view of the Association's financial position as at 31 December 2010 and of its performance for the year ended on that date; and
 - (ii) complying with Australian Accounting Standards (including the Australian Accounting Interpretations) and the related sections of the Fair Work Act.
- (b) The financial report also complies with the International Financial Reporting Standards as disclosed in Note 1.

Bell Partners

Accountants Advisors Auditors



Donald. F. Bell

40 Lime Street SYDNEY NSW 2000

Dated, this 16th day of March 2011

INFORMATION ADDENDUM FOR MEMBERS

Following on from the 2003 Annual General Meeting, the National Council requested that the following additional information be provided to members. The information set out in the Statement of Financial Performance is in line with the requirements of the various statutes, but the National Council has requested that more details be provided in respect of "Other Expenses". This addendum does not form part of the audited Financial Statements, but is included for the information of members.

ANALYSIS OF OTHER EXPENSES

Expenditure	2010	2009
Audit Fees	27,000	27,000
Insurances	22,816	35,264
Legal and Debt Recovery	0	15,698
Publications & Journals	17,132	22,684
Public Relations & Entertainment	12,515	11,153
Repairs	24,076	22,664
Bank Fees	22,012	37,591
Bad Debts	64,188	40,588
Workers Compensation write off (final)	0	0
General	10,450	22,847
TOTAL	200,189	235,489



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**PRINTING INDUSTRIES
ASSOCIATION of AUSTRALIA
NATIONAL AND REGIONAL CONTACT DETAILS**

National Office

25 South Parade
Auburn NSW 2144
Telephone: (02) 8789 7382
Fax: (02) 8789 7387
Toll free: 1800 227 425
Email: info@printnet.com.au

Chief Executive Officer & General Manager NSW:
Philip Andersen

National Communication and Technical Services Manager:
Joe Kowalewski

National Manager for Policy and Government Affairs:
Hagop Tchamkertenian

National Employee Relations and OHS Services Manager:
Charles Watson

Financial Controller:
Nancy Abeyakoon

New South Wales

25 South Parade
Auburn NSW 2144
Telephone: (02) 8789 7382
Fax: (02) 8789 7387
Toll free: 1800 227 425
Email: nsw@printnet.com.au

General Manager,
Philip Andersen

Victoria & Tasmania

Unit 3, 5-7 Compark Circuit
Mulgrave VIC 3170
Telephone: (03) 8541 7333
Fax: (03) 9561 8780
Toll free: 1800 227 425
Email: vic@printnet.com.au

General Manager, National Sales Manager:
Ron Patterson

South Australia and Northern Territory

Unit 1, 4-8 Goodwood Road
Wayville SA 5034
Telephone: (08) 8373 0622
Fax: (08) 8373 0644
Toll free: 1800 227 425
E-mail: sa@printnet.com.au

General Manager, National Special Projects Manager:
Peter Mansfield

Queensland

2/42 Finsbury Street
Newmarket QLD 4051
Telephone: (07) 3356 0022
Fax: (07) 3356 0027
Toll free: 1800 227 425
Email: qld@printnet.com.au

General Manager, National Training Policy Manager:
Neal McLary

Western Australia

111-113 Burswood Road
Burswood WA 6100
Telephone: (08) 9361 4625
Fax: (08) 9362 5085
Toll free: 1800 227 425
Email: wa@printnet.com.au

General Manager, National Environment Manager:
Paul Nieuwhof

Australian Capital Territory

Unit 4, 1st Floor
8-10 Purdue Street
Belconnen ACT 2617
Telephone/Fax: (02) 6251 0673
Email: act@printnet.com.au

General Manager
Barry Neame

