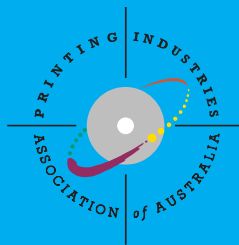


PRINTING

PRINTING INDUSTRIES ASSOCIATION OF AUSTRALIA

INDUSTRIES

WORKING FOR THE PROSPERITY OF
THE PRINT, PACKAGING AND VISUAL
COMMUNICATION INDUSTRY



Don't be a dinosaur

“It is not the strongest of the species that survive,
nor the most intelligent, but the one most responsive to change.”

CHARLES DARWIN

“Entrepreneurs are simply those who understand that there is little difference
between obstacle and opportunity and are able to turn both to their advantage.”

VICTOR KIAM

“Change is good but dollars are better!”

ANONYMOUS

These are testing times as businesses scramble to adapt to the accelerated changes of the digital era. Ten years ago David Carson's graphics book famously proclaimed 'The End of Print' and some denounced printing as a dinosaur profession. And yet far from facing extinction, the print and visual communications industry has radically reinvented itself and is still at the heart of commercial and cultural global communication. New methods of production, faster turn around times and new mediums for communicating have thrown open new opportunities. As is often the case, as one door closes, another opens and far from looking back with misty-eyed nostalgia, we can learn from the progression of history and be open to the challenge of change.

Outperform . . . Business is about capability, not capacity

About profit, not revenue

We are committed to helping our members outperform

Printing Industries AND YOU

The Australian print, packaging and visual communication industry, like most business sectors, was swept into the 21st century on a wave of technological, political and economic change. Times are moving fast. Competition is increasing.

The Printing Industries Association of Australia (*Printing Industries*) is the advocate and support organisation for businesses in the print, packaging and visual communication industry in Australia. The Association is an independent, member-based organisation, representing large, medium and small businesses.

Our mission is "to be the catalyst for the prosperity of the print, packaging and visual communication industry in Australia".

Current industry priorities include:

- > Industry development
- > Employee Relations and OHS&E
- > Environment
- > Training development and future needs
- > Taxation & compliance costs
- > Packaging and labelling requirements

Printing Industries has the energy and commitment, the networks and experience, and the high profile to help the industry take on the world and win. This booklet outlines the role played by *Printing Industries*, and the competitive advantage you will have by joining us and using our services and expertise to outperform.

Printing Industries has expert and dedicated staff throughout Australia to deliver our services and help you develop your business.

We welcome your commitment and support.

“It is your attitude more than your aptitude that will determine your altitude!”

DR GARY V CARTER

“Business is about capability, not capacity. About profit, not revenue.”

PRINTING INDUSTRIES ASSOCIATION OF AUSTRALIA

In Germany in the 1450s the first printing press was invented by Johann Gutenberg, who used it to print copies of The Bible. This opened up a new world of educational possibilities, revolutionising the availability, storage and transmission of information. Despite being the creator of one of the most influential inventions of mankind, Gutenberg died bankrupt and anonymous after a series of legal battles with partners and investors.

550 years later the internet poses a threat to printed communications with its instant access of information from around the world. In these challenging times *Printing Industries* can help make your business a success by giving guidance and advice in areas crucial for this success.



Business Services

to support and promote your business

Managing Your Employee and Industrial Relations

We can provide information and guidance to help you make the best of the skills and talent of your workforce and provide you with a competitive advantage.

Our priority is advice and a range of services that helps you avoid conflict in the workplace or deal with disputes if they arise. We will always be available to prevent industrial disputes disrupting your business.

Our expert staff are located in all major capital cities and are always on call to help you.

We also provide members with

- > Award Interpretation and Advisory Services including prompt telephone advice on industrial awards and a wide variety of workplace relations matters.
- > Tribunal Representation on behalf of your company before the various State and Federal industrial tribunals.
- > Trade Union Negotiations by our Employee Relations Officers who will negotiate and represent your company with trade union officials.
- > Employment Legislation and regulation updates affecting your business.
- > Enterprise Bargaining advice and processing of EB agreements before industrial authorities.
- > Wage Rates Service updates covering wage increases and allowances and award variations at Federal and State levels.
- > Termination of Employment advice and company representation in unfair dismissal proceedings.
- > Workplace Compliance Visits to your premises with advice and assistance on compliance and the myriad of regulations covering employment law.
- > A Quarterly Wage Survey to illustrate the market rate in the industry.
- > OHS&E advice and information and training to help you meet your obligations under Occupational Health and Safety legislation at State and Federal levels.
- > Superannuation advice and assistance in implementing the Superannuation Award and the Superannuation Guarantee Charge.
- > Apprenticeship testing to identify an individual's suitability to begin a career in the industry. *Printing Industries* also assists in the on-going management of apprenticeships.



“If a man empties his purse into his head, no man can take it away from him.

An investment in knowledge always pays the best interest.”

BENJAMIN FRANKLIN

Twenty years ago the mass market launch of the AppleMac kick started the digital revolution of the graphics industry with new illustration and layout programmes making the creation of printed artwork far quicker and more accessible. Printing presses have rapidly evolved using digital technology and the revolution continues with increasing momentum. With new software and technology demanding constant attention, *Printing Industries* can be instrumental in helping you and your employees keep informed and trained.

BUSINESS SERVICES for a competitive edge

Training and Professional Development

Training and Development is a fundamental ingredient in the profitability and viability of your business. You need to invest in your people as much as your equipment.

To foster loyalty, commitment and stability, and maintain a competitive edge, no company can afford to ignore the training and development needs of its employees.

Printing Industries can provide you with access to quality training programs, seminars and publications specific to the needs of your business. An increasing number of training courses are available online via our website

www.printnet.com.au

Some of our programs can be tailored to meet your specific needs and may be delivered on-site.

Seminars and training programs cover:

- > Print Sales
- > Print Production Management
- > Costing and Estimating
- > Awards Interpretation
- > Taxation
- > Occupational Health and Safety (certified courses)
- > Environment
- > Information Technology
- > Business Management
- > PRINT21 Business Diagnostic Tools

Videos and publications are available covering the full range of Occupational Health Safety and Environment, Discrimination, Employee Relations and Business Management issues.

Additional courses are run in conjunction with the National Safety Council of Australia and the Australian Institute of Management.

INDUSTRY DEVELOPMENT a strong voice for the industry

Membership of *Printing Industries* gives you a strong voice in Government. All *Printing Industries* offices are actively working with State Governments, developing projects and opportunities for members.

We understand how government policies on Taxation, the Environment, Occupational Health and Safety, Training, Imports, Exports, Industrial Relations, and a host of other issues can affect your business.

Printing Industries evaluates how government policy and economic changes impact on the industry and we ensure you are kept up-to-date.

Printing Industries' strong relationships with State and Federal Governments are your safeguard that the industry will grow and develop. We are always working to protect the industry. The benefit of these relationships is demonstrated through our key role in the Action Agenda for the industry – PRINT21.

Policy and Research

The value of any industry Association provides must be based on a deep understanding of industry issues, combined with an ability to influence.

Printing Industries policy and research department continually monitors local and overseas data for opportunities, threats and current trends. This information combined with feedback from members, supports the development of policy at a National and Regional level.

Printing Industries is ultimately run by elected members, supported by a full-time regional and national staff who are 100% focused on the prosperity of the print, packaging and visual communications industry in Australia – looking after your business.



“The ladder of success is best climbed by stepping on the rungs of opportunity”
ANITA RODDICK

“Innovation is the ability to see change as an opportunity – not a threat”
ANONYMOUS

The 20th century saw a huge shift in the aesthetics and function of graphic design which went hand in hand with the commercial development of Western consumer society. Visual corporate communications have been elevated to the method that defines and consolidates a company’s aspirations, personality, values and ethics. A strong identity, clever and aggressive marketing and iconic packaging saw Coca Cola become the first of the mammoth global brands.

In the 21st century, *Printing Industries* can help you exploit the business potential of commercial communications by keeping you one step ahead of new trends and methods of production.

We support your business through the development of:

- > PRINT21 which is the framework for the development of the industry over the coming decades. PRINT21 deals with practical issues that will provide real benefits for your business and the industry as a whole. *Printing Industries* is the key driver of PRINT21 and will continue to show leadership as the industry evolves.
- > Benchmarking including reports and an industry specific online service to compare your company performance with the best performers and identify improvement areas to minimise costs and increase profits.
- > Export market research and programs to improve your international competitiveness and add value to your business.
- > Taxation advice including representation on your behalf to the Australian Taxation Office (ATO) and Government on tax-related issues and concerns.
- > Industry Training representation as the peak representative body providing the voice of the industry to government, industry affiliates and the training sector. We take a pro-active role in the National Printing Industry Training Council (NPITC), Royal Melbourne Institute of Technology (RMIT) and major training forums.
- > Government grants for business is an ongoing commitment. *Printing Industries* negotiated with Government to provide \$48m assistance to the Australian book industry under the EPICS scheme with continuing flow on benefits to all sectors. State and Federal grant access and information is available on www.printnet.com.au and by talking to any of our regional offices which can advise and assist you on how to access funds through these schemes.
- > Industry Trend information based on industry surveys of production, profitability and employment levels to accurately assess the industry’s economic situation and direction. The *Printing Industry Trends* publication and *Annual Industry Overview* provide a statistical profile of the industry covering trends in production, technology, employee relations and training.
- > Environment services including advice and government representation. We have produced a printing industry specific manual and extensive Internet resources to keep you informed of new legislation and your responsibilities.

Communication Networks

Keeping you informed and in touch

As the peak organisation for the industry, *Printing Industries* links with associations in Australia and overseas to provide you with technical information and networks to meet your individual needs. We provide secretariat support to many smaller associations so they can maintain their special interest networks.

***Printing Industries* is associated with organisations including:**

Graphic Arts Merchants Association of Australia (GAMAA)
Printing Executives Association (PEA) /
Junior Printing Executives (JPE)
Label and Tag Manufacturers Association (LATMA)
Screen-printing and Graphic Imaging Association of Australia (SGIAA)
Community Newspapers Australia (CNA)
Lithographic Institute of Australia (LIA)
Country Press Association (CPA)
Australian Greeting Card Association (AGCA)
Printing Industries of America (PIA)
Graphic Arts Technical Foundation (GATF)
British Printing Industries Federation (BPIF)
International Confederation for Printing and Allied Industries (INTERGRAF)



Make the step...

“That’s one small step for man, one giant leap for mankind.”

NEIL ARMSTRONG Landing on the moon, July 20, 1969

“Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better.”

KING WHITNEY JUNIOR

Advances in technology, science and communication fuelled the space race of the 1960s between the two ‘super powers’. The fierce competition increased the sense of urgency and importance of their mission, which culminated with the Russians landing the first space craft on the moon and the American, Neil Armstrong, being the first man to walk on the moon.

Advances in technology and increased competition in printing and visual communications in the 21st century have made it even more vital to keep in step with industry change. And with the help of *Printing Industries* it needn’t feel like a giant leap into the unknown. Let us help you perform beyond expectation and boost your profitability into orbit.

Make the first step today and fill out the membership application for *Printing Industries*.

Our Communication Networks provide:

- > Member representation in all States through a Regional Council structure giving you a voice and local industry support network. Our Regional Councils act as a communication channel to the National Council. Our structure ensures members throughout Australia are represented and have a major role in determining association policy.
- > You receive regular information including e-mail updates on industrial, political or industry issues, a quality magazine (PRINT21), Print21 Online, CEO updates, and regional newsletters.
- > The Industry web portal (www.printnet.com.au) providing extensive industry information and Member Only resources to enhance your business profitability.
- > Industry Networking through regular local functions in all States featuring guest speakers on topical issues. Social functions include golfing societies and special event dinners. *Printing Industries* also sponsors the PacPrint (Melbourne) and PrintEx (Sydney) exhibitions. We sponsor tours to international conferences and exhibitions including Drupa (Germany), World Print Congress and Ipex (United Kingdom).

Remember – member support is only a phone call or mouse click away.

Other Membership Advantages

LOCAL INDUSTRY NEWS see what the industry is doing in your area. Promote your business successes to the world market through our web portal www.printnet.com.au

CODE OF ETHICS members have access to the voluntary Code of Ethics which gives you an important management tool and provides a competitive advantage for your business.

SAVE MONEY on training, publications (including overseas titles), communication costs, insurance (ISDN, DSL, phone, fax, mobile, networks), credit management services, benchmarking, seminars and conferences, industry overseas tours, legal advice.

GOVERNMENT SERVICES PORTAL for access to tenders and contracts, grants, information on licences and permits, importing and exporting, superannuation, training and apprenticeships, fair trading, e-business, franchising, taxation.

AN UNIQUE LIBRARY COLLECTION is held by *Printing Industries* and features a facsimile copy of the original Gutenberg Bible – which symbolised a new era in communications for the world – and an extensive collection of Australian and international printing books spanning 900 years of printing history.

These are just some of the services provided by *Printing Industries*. For further information on the advantages of membership, please contact the regional office in your State (see details at the back of this brochure) or visit our website www.printnet.com.au



How to contact us

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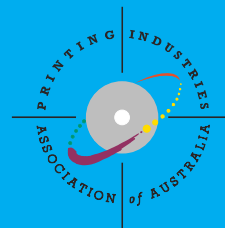
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www.printnet.com.au

PRINTING INDUSTRIES

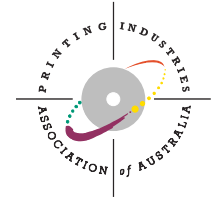
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THE PRINT, PACKAGING AND VISUAL
COMMUNICATION INDUSTRY



Printing Industries Association of Australia

Membership Inquiry



All information provided on this form is strictly confidential

Company name _____ ABN number _____

Company contact _____

Position on company _____

Street address _____

Postal address _____

Tel _____ Fax _____ Email _____

Employee Information (please give numbers) Full time _____ Non full time _____

When you have completed this form, please forward it to your nearest Printing Industries office (see below). We will contact you for an appointment to discuss membership and how best we can assist your business.

Date _____ Signature _____

Regional Office Network

New South Wales
25 South Parade
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