



Joe Kowalewski

A WORLD WITHOUT PRINT? NO WAY!

A NEW FILM TURNS THE SPOTLIGHT ON THE PRINT INDUSTRY

IT'S OFTEN SAID THAT THE PRINTING INDUSTRY, THE PRODUCER OF VAST QUANTITIES OF PROMOTIONAL MATERIAL FOR ALL AND SUNDRY, DOES LITTLE TO PROMOTE ITSELF. AT LAST THIS IS ABOUT TO BE CORRECTED WITH COMPLETION OF A PIAA-INITIATED PROJECT. JOE KOWALEWSKI PREVIEWS THE NEW PROMOTIONAL TOOL FOR THE AUSTRALIAN PRINTING INDUSTRY—A SHORT FILM SOON TO BE LAUNCHED, ENTITLED *IMAGINE: A WORLD WITHOUT PRINT*—WHICH HE SCRIPTED AND CO-DIRECTED.

"Print gives life to everything it touches. The printing industry is the centre of modern communication making an impact on everyone's lives, every day, in everything we do."

This statement forms part of the opening sequence of a short film promoting the Australian printing industry, its capabilities, people and, importantly, opportunities for the young.

The concept had its roots in a film originally produced by *Printing Industries* in 1999 as lobbying tool for the industry to the Federal government. It proved so successful many companies used it as an induction tool for new employees and it was screened at careers events and industry exhibitions for several years after.

This early success germinated the idea to expand the film past the original brief into a production designed specifically not only for lobbying but also as something that could be segmented and used for staff inductions and, very importantly, as a careers

recruitment tool.

The opportunity to bring this idea to life arose last year and is now complete on DVD. More than 100 hours of filming went into this new production showcasing the industry, its opportunities and people. But don't worry—you won't have to watch the lot—it's been edited down into a more digestible pacy eight-minute presentation.

TOP INDUSTRY LOCATIONS

A diverse range of locations and events are featured from around Australia but most of the production footage was shot in Sydney with the co-operation of many companies including Allprint Graphics, ANZPAC, Hannapak, Labelcraft, Ligare Book Printers, Look Print, McMillan Print, News Limited,



Promentum, PMP Print, Rapid Digital, Rural Press, Sony DADC and SOS Print and Media.

The film begins by focussing on everyday printed products that everyone is familiar with. Do consumers ever consider the importance print plays in the production of these products? Unlikely, but take print off the product and people soon wake up.

The opening sequences filmed in a supermarket and newsagency make this point strongly. Everyone is familiar with magazines, newspapers and supermarket products. The sequence begins with a young girl thumbing through a magazine while the voiceover says: "Print is universally the most accessible, portable and successful form of communication." Instantly she responds, "Where did you hear that one?"

There begins the lesson. Print is removed from the magazines, labelling and graphics disappear from the supermarket product as the sequence puts the question: "Can you imagine your world without print?"

A key message sums up the dramatic visual opening: "Without the printing

industry our daily lives would come to a standstill".

The film moves into a sequence identifying various industry sectors matched with visuals illustrating the products produced, the machinery and the people. Particular focus is put on altering the traditional perception of the industry revolving around printing machinery (often imagined to be in dingy, dirty working environments) to focus on new plant and equipment as well as design, communication and multimedia services such as DVD production, software and hardware, screen printing, binding, packaging, mailhouses, converting, digital printing and technology-oriented products such as personalisation and lenticular printing.

Industry production statistics and demographics are introduced, underscoring the size and extent of the industry's reach being: "...located in every electorate in Australia".

PacPrint and PrintEx, PICA awards and the National Print Awards are used to reinforce quality and innovation and provide a slightly glamorous view of this vast industry.

BREAKING DOWN PERCEPTIONS

The film then moves into its careers sequence featuring a group of young people who work in design, sales, marketing and production areas casually discussing their day's work and reasons for entering the industry. The careers component is a vital ingredient since it breaks down traditional perceptions about industry working environments, reasons for entering the industry and the calibre of young people in the industry (and sought by the industry).

The eight-minute production ends with a series of sequences showing young people working in a range of jobs and a student discussing the various career entry options available.

The film will be released to the industry next month (March) on DVD. It will be supported by a careers information website currently under development on the industry website, <www.printnet.com.au>. Following this, *Printing Industries* will distribute the DVD to high schools throughout Australia with a new careers kit also in the final stages of production. ●

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