

MEDIA

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WOMEN IN PRINT STARTS A NEW CHAPTER AND FINDS A NEW HOME

Women in Print, arguably the industry's strongest diversity and inclusion program, has, after fifteen years, re-launched itself this week to take on the year, and future ahead. A refreshed brand, website, calendar and team are leading the way with Women in Print also announcing a new partnership with The Real Media Collective.

A new look, new management and new focus – Community, Knowledge, Network and Support – driving all that WiP offer from events to mentoring, blogs to fact sheets, training and alliances. This is an exciting chapter for the organisation.

Recently registering as an independent entity, the Board includes all Patrons [Susan Heaney (QLD), Sandy Aspinall (SA), Natalie Taylor (NSW), Kirsten Taylor (VIC), Marisa Symrneos (SA), Lisa Blachut (WA)] and Industry Partners (Kellie Northwood, The Real Media Collective and Sarah Moore, Visual Communications).

Susan Heaney, the original founder of Women in Print and no stranger to leadership across the industry sitting on the Media Super Board and President of the former Printing Industries Association of Australia, is the newly appointed Chair, supported by Sandy Aspinall, as Deputy Chair.

“My journey with Women in Print has been a terrific one, providing a great opportunity for many women in differing ways. The independent entity and new focus is one I have been championing for some time now and I am thrilled to see this come to life. I want to thank Sarah, Kellie and all the Patrons for their tireless work over the recent months to build this offering for the industry and I look forward to the year ahead,” commented Susan Heaney, Managing Director, Heaney's Performers in Print.

Visual Connections, the industry's supplier association, has held interim management of the initiative since 2018. Sarah Moore, Business Development Manager for Visual Connections, commented “We have been delighted to provide support to Women in Print with administration, sponsorship coordination and event organisation, because we and our members, genuinely believe in the value of these events and opportunities.”

“We always knew, however, that this was a temporary arrangement until the Patrons found a new home where Women in Print could be passionately developed and supported into the future. With that opportunity now in place, it is time for Women in Print to move to its new home. We will remain a dedicated partner and look forward to working with the Collective and contributing to the Women in Print Board, to ensure the organisation continues to grow and evolve into the future,” furthered Moore.

The Real Media Collective, with Northwood at the helm, have overseen the re-launch and positioning that now introduces international alliances, a mentor program, additional events, resource libraries, blogs from industry stakeholders and more.

“As a woman working within the industry for twenty years, the opportunity to work with the Women in Print team is one I have relished. The Collective is thrilled to be involved and grow the offering for women across the industry and also sister industries such as women working in print traffic roles in agencies, or print production roles with retailers,” commented Kellie Northwood, CEO, The Real Media Collective.

“Everything we already love about Women in Print - the Breakfasts and Major industry event panels - will remain. These are the foundation of all that we are. However, we want to build from these with more regular communication, financial literacy materials to inform and empower, increased networking opportunities through the ‘Mentor Me’ program and share our knowledge through ‘It’s a Blog!’ where women from the industry can share their ideas, experiences and learnings. This is a great opportunity for Women in Print to evolve to the next level. We encourage anyone who hasn’t been involved to register and join the community, it’s going to be an exciting first year,” concluded Northwood.

With the first ‘*Print & Prosecco*’ event being a Zoom Panel with the Patrons coming up in August, they have hit the road running. To register with the Women in Print community go to – www.womeninprint.com.au/contact or follow the social channels – LinkedIn and Instagram – @womeninprintaus

ABOUT

Women in Print is a not-for-profit industry collaboration of women across the print media sector. The independent industry representative body, offers opportunities for women to benefit from Community, Knowledge, Network and Support programs.

Aligned with likeminded industry associations, locally and internationally, Women in Print provide mentoring, events, resources and support to women in print media across Australia.

Further information: www.womeninprint.com.au

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