

GAMAA

UPDATE

PACPRINT09 SPECIAL

INSPIRE*CREATE*INVEST

Welcome to this Post-PacPrint09 edition of the GAMAA Update

PACPRINT 09—What a Show!

Numbers may have been down on the previous event, but PacPrint09 was given a resounding tick of approval by the GAMAA members who attended this industry leading event.

18197 came through the doors of the show, and the general consensus was that the 'quality' of visitor was high with many senior managers and decision makers in attendance.

Mitch Mulligan, President of GAMAA congratulated the exhibitors saying "the quality and innovation of many displays reflected an industry that understands that print is only one of the communication streams in use today".

"There were a number of exhibitors who were demonstrating the melding of new technologies with print and offering a range of 'to-market' solutions."

PacPrint Statistics

18197 visitors
76% Victoria
12% NSW
4% International

Visitor Profile:
CEO 12%
Manager 15%
Owner 10%

Women in Print PacPrint Breakfast attracts 100+

Karen Goldsmith, GAMAA's executive director was the MC for the inaugural Women in Print breakfast held during PacPrint. Over 100 women attended the breakfast with solid representation from colleagues visiting from New Zealand where Women in Print originated.

The breakfast featured a panel of women from the industry—Susan Heaney of Heaney's Performance in Print; Helen Woods of Fairfax Media; Sarah Thomas, 2007 GAMAA/LIA Graduate of the Year; Belinda Baker of Daltons Paper and Anne Read from Lithocraft New Zealand.

The panel members discussed a range of topics and shared their own experiences working in the printing industry. The format proved very successful and it is anticipated future Women in Print events will feature more of the industry's leading business women. (Pictured L-R Susan Heaney and Sarah Thomas)



President's Luncheon

GAMAA's President, Mitch Mulligan, welcomed more than fifty guests to the GAMAA luncheon held after the PacPrint Business Forum on the Thursday.

The GAMAA President's Lunch gives the CEOs of GAMAA Member companies the opportunity to network with each other and invited industry guests.

The majority of guests at this year's event attended the Business Forum prior to lunch to hear keynote speaker Dr Peter Ellyard share his philosophy for a greener planet and to discuss opportunities for growth in a green economy.

Following the Forum Dr Ellyard joined the President's Lunch enabling guests to take advantage of the chance to explore in greater depth questions raised by the presentation. Forum panel members Phil Lawrence and David Fuller also joined the lunch.



PacPrint Business Forums

Once again the PacPrint Business Forums proved popular. Each Forum attracted around 150 attendees who were given the opportunity to hear from some of the brightest minds in the country. Topics were centred on economic recovery, environmental sustainability, new market opportunities and leadership.

Speakers included Professor Neville Norman a renowned economist, academic and business consultant who told the audience that Australia would come out of the global downturn faster than other countries and to expect an upturn as early as next year. Dr Peter Ellyard, futurist and strategist, led a lively discussion on environmental sustainability and how businesses that create new opportunities with an environmental focus will prosper. And David Parkin former AFL coach gave a spirited presentation on leadership. All three key note speakers were joined by a panel of business owners and industry identities.

GAMAA's executive director, Karen Goldsmith, commented on the forums saying "the topics discussed certainly gave the audience food for thought and generated healthy debate."

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