



OPENING HOURS:

Wednesday 12 September: 10:00am – 8:00pm

Thursday 13 September: 10:00am – 6:00pm

Friday 14 September: 10:00am – 4:00pm

SEMINAR PROGRAM

WEDNESDAY 12 SEPTEMBER 2018

TIME: 11.00am – 12.00pm

PRESENTER: Adrian Albanese, Trotec

Laser Camera Systems for Print & Cut Applications

Laser machine camera registration systems are ideal for print and cut applications. We will explore the benefits a laser camera system will deliver including increased efficiency and profitability plus the background on how they work.

TIME: 12.30pm – 1.30pm

PRESENTER: Brett Mendes/Greg Stone – Roland DG

Profit through personalisation

With the growing demand for personalized services and products, explore some of the different technologies which can be used to tap into this highly profitable market.

TIME: 2.00pm – 3.00pm

PRESENTER: Marian Taggart-Holland and David Louie, Ecolase

Demystifying finance for small business

It's true, as an Asset Finance broker you must understand financial statements and the machinations of business, however knowing your clients & their individual businesses (what is working, what is not and what their plans are) I believe, is the key to helping SME's access the all-important success ingredient being "Finance". In this session you will learn:

- How to use equipment finance to help your business grow
- What the Three C's of Credit Assessment means and how to ensure your application for finance covers them
- How some simple planning & record keeping can ensure you get the right finance when you need it
- Why equipment finance rates are different to your home loan rate
- How the banking royal commission and other regulation has changed the finance landscape and how it affects you

David will be sharing the latest on Residential and Commercial property finance. Find out:

- How to plan ahead to increase the success of your finance application if you are self employed
- What the terms "LVR" & "Genuine Savings" mean, and how they apply to your loan application
- Why "Serviceability" is the latest buzzword in banking and what you need to provide to achieve it
- Things to consider when choosing a loan best suited to you
- What to expect from the Reserve Bank over the coming year and how that will impact rates

TIME: 3.30pm – 4.30pm

PRESENTER: Jeremy Brew, Application Specialist – Large Format Printing Australia & New Zealand HP Graphic Solutions Business

The magic of large format print

The large format print market is evolving rapidly, and advances with ink and media technologies allow printing on a greater range of materials than ever before. In this session, we will explore industry trends and new application areas that print service providers can leverage for growth. Learn about high margin opportunities such as décor, personalisation and blended reality. See how you can bring a little new magic to your customers, every day.

TIME: 5.00pm – 6.00pm

PRESENTER: John Hadfield – Control Zone

Are mistakes killing your business?

Let's look at the facts that any mistake your company makes in production WILL cost a proven 3.5 times the cost of the job to rectify it. Let alone you could well lose that client forever. This seminar teaches you the way to systemize the process, offers real cases studies and will give you the internationally recognised tried and tested tools to learn why they occur so often in creative industries. Your take home items include – easy how to use documentation like simple 1-page documents to address how many and how much the mistake cost, the capability of monitoring and reporting the gross cost quickly and effectively and STOP it from happening by engaging the people with solutions. ALL attendees will receive live word documents of process forms. If you want to increase your profit by learning how to stop mistakes – this seminar is for you.

To register for the FREE Seminars, please go to <https://goo.gl/forms/nC6LsxNha4W7N0v13>



12-14 SEPTEMBER 2018

Sydney Showground, Sydney Olympic Park

SEMINAR PROGRAM

THURSDAY 13 SEPTEMBER 2018

TIME: 11.00am – 12.00pm

PRESENTER: Kellie Northwood – Executive Director TSA Ltd

“Would you like fries with that?”

Kellie Northwood will explore how to sell ourselves and our industry with a ‘Would you like fries with that?’ approach. Grow value in each and every order, build credibility and relevance using all the technologies available to your business, inspiring and engaging your customers with case studies and campaigns run across the globe.

TIME: 12.30pm – 1.30pm

PRESENTER: Ben Carroll – Velflex

Heat Transfer. Why should I care? Growing Beyond 6-Figures and Lessons Learnt the Hard Way

What is it? And how can it be added to any apparel business? Ben will walk you through how you can start small and grow your own heat transfer business. Heat Transfer is the missing piece in apparel printing for a lot of businesses. It can be the difference between being able to provide a solution and watching business walk out the door. Getting a heat transfer business off the ground is not easy, and growing it beyond 6-figures requires making significant changes to the way it operates. Learn how Ben went from working in his business to working on his business, and growing them both beyond 6-figures. Making mistakes is part of growing a business. Ben will share the lessons he has learnt the hard way. From solving simple issues to setting a vision that your team can work towards. When to employ staff and when to let them go. And when you do start to grow, how to keep a close eye on cash flow.

TIME: 2.00pm – 3.00pm

PRESENTER: Andrew Macaulay, Printing Industries Association of Australia

Opportunity and adversity – the print and packaging landscape.

Changes in global trade, advancement in technology, and domestic political trends have fundamentally changed the environment in which Australian print and packaging operates. The sector has been on a constant path of change to adapt, survive and take advantage of this situation. The speaker will use his decades of international trade experience, government relations and strategy view to lead a lively discussion.

TIME: 3.30pm – 4.30pm

PRESENTER: Mark Goodsell – Head of Manufacturing, Head NSW – Ai Group

Industry 4.0 – Hope or Hype

The big trends in digitisation technology across major industry sectors that are changing companies, the skills they need and the way they make money.

FRIDAY 14 SEPTEMBER 2018

TIME: 11.00am – 12.00pm

PRESENTER: Paul Mitchell, Printing Industries Association of Australia

What’s in it for me? The personal protection derived from PIAA membership.

Directors and business owners are personally liable for many of the risks of business, in both civil and criminal arenas. The risks, and avenues of protection available to business owners in the SME space of often not fully understood. The Fair Work Commission can be “crap shoot” for employers. For business owners required to use the Printing and Graphic Arts award, some powerful protections are derived simply by being a member of your industry association. The speaker will lead a frank and entertaining discussion on the financial and personal benefits to an employer of their PIAA membership. This discussion may help you pay for your next holiday, instead of paying for your employees early holiday!

TIME: 12.30pm – 1.30pm

PRESENTER: Kellie Northwood – Executive Director TSA Ltd

“Would you like fries with that?”

Kellie Northwood will explore how to sell ourselves and our industry with a ‘Would you like fries with that?’ approach. Grow value in each and every order, build credibility and relevance using all the technologies available to your business, inspiring and engaging your customers with case studies and campaigns run across the globe.

To register for the FREE Seminars, please go to <https://goo.gl/forms/nC6LsxNha4W7N0v13>



12-14 SEPTEMBER 2018

Sydney Showground, Sydney Olympic Park

SEMINAR CVS

To register for the FREE Seminars, please go to <https://goo.gl/forms/nC6LsxNha4W7N0v13>

Ben Carroll

Ben started a Heat Transfer business in an underground car park during the Global Financial Crisis. 11 years later, he is the Managing Director of two businesses that turnover in excess of \$3 Million a year, Velflex and Vicon Transfers. Ben is passionate about business and the future of the industry, developing new products and building a team with enough grit to take something from nothing and make it a success. Learn from someone who has skin in the game and isn't standing on the sidelines.

Mark Goodsell

Mark Goodsell has been the NSW Director at the Australian Industry Group since 1999 and in 2014 was additionally appointed to the new position of National Director – Manufacturing. He is Chairman of Industry Capability Network (ICN) NSW, and a member of Safe Work Australia and the NSW Skills Board. He has a background in industrial relations in manufacturing and construction.

John Hadfield

John needs little introduction – he has been heavily involved in sign and print manufacturing since the 60's. Creating one of Sydney's premier large sign business and running it successfully for 30 years before selling to Cunneen Signs in 2001, he has also developed sign patents which sold to an international company who engaged John to roll out the systems around the world. Since 2004 John's business Control Zone focuses on sign and print innovation leveraging software, websites and process to build profitability and fun back into them. Fact is if you have visited this exhibition's website, opened an eNews about this exhibition or viewed one of the hundreds of website his team has built – well you have seen John's work. Sit back, ask questions and learn the do's to super charge your digital marketing..

David Louie

David Louie has been in the banking & finance industry for over 20 years, specialising in Asset and Property finance, particularly in the SME space. He is currently an accredited finance broker and runs the Commercial & Property Finance division of 'Ecolease.

Andrew Macaulay

Macaulay is CEO of the Printing Industries Association of Australia, the peak body and industrial association of the Print and Packaging sectors in Australia. Combined,

this sector is the largest manufacturing employer in Australia. Macaulay is Chairman of the Print & Graphic Arts Industry Reference Committee for vocational training and accreditation; and a Director of; the NPITC; and a past Director of TSA Ltd; and Intech, a printing industries RTO. Andrew is a passionate advocate for removal of obstacles from the entrepreneurial print and packaging sectors, and for small government. Recently returned to Australia, Andrew has spent nearly two decades in Asia where he was a senior executive for a number of NYSE, NASDAQ and ASX listed international technology companies, and an executive and equity partner in a Shanghai based technology start-up.

Brett Mendes

Brett Mendes is the colour product specialist for Roland DG Australia. Coming from a production background Brett has extensive industry knowledge with a special focus on software and workflow training.

Paul Mitchell

Paul is the National Workplace Relations Manager for the Printing Industries Association of Australia. He studied Commerce and Law at Monash University in Melbourne, majoring in economics and employment law. He worked for two years as a Research Assistant to Stuart Wood QC, one of Australia's preeminent industrial relations barristers. He also did a stint at Seyfarth Shaw, a top-tier law firm specialising in representing employers in industrial relations disputes. Paul has worked in small business and therefore understands intimately the challenges that companies face with regard to workplace relations. Since working for Printing Industries, he has been involved in successfully resolving over 40 unfair dismissal/adverse action disputes in favour of employers and has ensured a period of industrial harmony between the Australian Manufacturing Workers Union and the Printing Industries Association. Currently Paul is negotiating the modernisation of the Graphic Arts Printing and Publishing Award to bring it in line with developments in technology and skills changes within the Industry.

Jeremy Brew

Jeremy Brew has been involved in the graphics market since the late 90's and is a regular presenter on large format technology and trends. He says his job is to "Help brands and organisations bring their messages to life through the magic of digital print.

Marian Taggart-Holland

Marian Taggart-Holland is the director of Ecolease, a commercial and asset finance brokerage business based in Sydney. She and her team have worked with 1000's of small to mid-sized businesses across Australia & over a broad range of industries, providing them with simple and hassle-free equipment finance and property solutions.

Kellie Northwood

Kellie Northwood is the Director of Sierra Delta, a brand and communications agency in Richmond, Melbourne. Ms Northwood provides expertise across brand, communications, efficacy of below the line channels, corporate and sustainable branding programs and developing multi-channel marketing communication strategies that deliver results.

Ms Northwood has a brand and communication background with strong emphasis on retail marketing and linking the holy grail of data to drive results and link all channel strengths. She holds a Bachelor of Arts in Communications (majoring in Journalism) and post-graduate studies in Education and Sustainability. She holds two (2) paper and print industry positions in her work for both the Australasian Catalogue Association and TSA Limited.

Ms Northwood is also the Executive Director for TSA Limited which runs three industry focused campaigns – Two Sides, an environmental campaign promoting the sustainable credentials of print media and Value of Paper and Print (VoPP) which promotes the effectiveness of print media in a multi-channel world and Keep Me Posted (KMP) a consumer advocacy campaign promoting the consumer's right to choose how they are communicated to. With her many hats, she is an advocate for the communication industry and more broadly, the future for established media channels. Ms Northwood believes that paper and print play a vital role in multi-channel marketing, noting in particular print's unique strengths in a noisy digital world.

Greg Stone

Greg Stone is the marketing and product manager Roland DG Australia. Greg has been with the company for over 14 years in various capacities spanning sales, marketing, training and product development.