

presented by



Seminar Program

DATES

- // Wednesday 3rd May // 10am – 6pm
- // Thursday 4th May // 10am – 6pm
- // Friday 5th May // 10am – 4pm

VISUAL IMPACT

Sydney 2023

3-5 May 2023

Halls 5 & 6, Sydney Showgrounds

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WEDNESDAY 3 MAY 2023

TIME	SESSION
11.00am – 11.45am	<p>Sign Industry Education Round Table</p> <p><i>Panel: Ben Eaton – Visual Connections Education Committee Chair, Damian Nielsen – ASGA Education Committee Chair, Paul Richards – TAFE NSW and John Watters – AusSIP</i></p> <p><i>Facilitator: Mick Harrold – ASGA President</i></p> <p>Presented by the Australian Sign & Graphics Association, the Sign Industry Education Round Table will involve a discussion on the current education landscape as it relates to the sign industry and the initiatives to attract the next generation of sign industry professionals. The panel will consist of a team of dedicated industry professionals that are currently working towards achieving outcomes in this space.</p>
12.30pm – 1.15pm	<p>Leaders Panel – Business Success for 2023 and Beyond</p> <p><i>Panel: Ben Eaton – Starleaton, Keith Ferrel – Cactus Imaging, Sean Kelly – Resolve and Damian Nielson – CV Media & Signage</i></p> <p><i>Facilitator: Kellie Northwood – PVCA</i></p> <p>Kellie Northwood, Chief Executive Officer, of the Print & Visual Communication Association, will facilitate a discussion with industry leaders exploring how we can build successful businesses for 2023 and beyond. From skills and labour to sales and marketing, no area of your business will be missed as the panel of Industry Leaders explore all the tough topics.</p>
2.00pm – 2.30pm	<p>10 key tasks you should do '23</p> <p><i>Speaker: Kate Thomson – Australian Business Lawyers & Advisors</i></p> <p>With so much happening in the HR/employment law space in 2023 it's difficult to know what to prioritise. Get clarity from a legal expert on the key 'to do' items you need to focus on to be business compliant. Reduce the chance of fines from regulators and upskill on areas including fixed term contracting, flexible work arrangements, your new positive duty to prevent sexual harassment and plenty more.</p>
3.30pm – 4.00pm	<p>Visa & Employment Considerations when Hiring Overseas Staff</p> <p><i>Presenters: Warwick Ryan and Simonne Pengelly – Hicksons Lawyers</i></p> <p>Presented by ASGA's legal and business advisors, Hicksons Lawyers, this session will cover the Visa and employment contract considerations as they relate to the sign industry. It will also cover many FAQs on this topic, such as how long does the process take and what happens after the Visa expires.</p>

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THURSDAY 4 MAY 2023

TIME	SESSION
11.00am – 11.45am	<p>10 key tasks you should do '23</p> <p><i>Speaker: Kate Thomson – Australian Business Lawyers & Advisors</i></p> <p>With so much happening in the HR/employment law space in 2023 it's difficult to know what to prioritise. Get clarity from a legal expert on the key 'to do' items you need to focus on to be business compliant. Reduce the chance of fines from regulators and upskill on areas including fixed term contracting, flexible work arrangements, your new positive duty to prevent sexual harassment and plenty more.</p>
12.30pm – 1.00pm	<p>How Do You Attract and Retain Top Talent?</p> <p><i>Speaker: Sandra Duarte – Sandra Duarte Consulting</i></p> <p>Are you finding it difficult to find good staff? It seems to be a common challenge in today's climate for many business owners. Good people are a company's greatest asset. Hiring and retaining the right people must be a priority if you want to grow and succeed in your business. This session will provide strategies on how you can attract and retain top talent and take your business to the next level.</p>
2.00pm – 2.45pm	<p>Top Tips from Industry Leaders</p> <p><i>Panel: Keith Ferrell – Cactus Imaging, Ben Carroll – Velflex and Sandra Duarte – Sandra Duarte Consulting</i></p> <p>Hear from some of the industry's most successful operators as they reflect on what makes their businesses work, important considerations for every business owner, and the lessons they've learned along the way. This is your chance to get some top tips you can implement to give your business the best chance of success today, and into the future.</p>
3.30pm – 4.00pm	<p>Top tips for heat pressing transfers</p> <p><i>Speaker: Ben Carroll, Velflex</i></p> <p>Get a quick overview of how to heat press vinyl and DTF transfers efficiently and with minimal waste to speed up your production. In this session we run through an application start to finish, including calibrating a press, transfer placement and peel tips.</p>

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TIME	SESSION
11.00am – 11.30am	<p>Leasing and Business Finance Q&A <i>Speaker: Marian Taggart Holland – EcoLease</i> <i>Facilitator: Robyn Frampton, Visual Connections</i></p> <p>Leasing and financing can seem complicated but is crucial to the success of your business. Marian will answer all of your questions and give some tips for working through this process.</p>
12.30pm – 1.15pm	<p>Wrap Industry Trends – 2023 and Beyond <i>Panel: Damian Corney – Grafico, David Cross – Liberty Signs, and Derek Michalanney – Signageworld</i> <i>Facilitator: Michael Blazek</i></p> <p>An interactive Q & A session featuring Damian Corney (Grafico Vic) 2022 Gold award vehicle wrap winner and currently doing all the custom print wallpaper on TV's "The Block", David Cross (Liberty Signs NSW) regular ASGA Awards winner whose recent projects include wrapping the scenic world sky train at the Blue Mountains (part of world pride) and Derek Michalanney (Signageworld SA) 2022 ASGA Awards winner and international Awards winner – his large format print on "The Ghan" train.</p> <p>These three outstanding commercial and vehicle wrap experts will cover:</p> <ul style="list-style-type: none"> • Recent challenges with extraordinary projects • The power of wraps for sustainability and community messages • Eye-catching EV and indigenous designs • Wrapping in the next 5-10 years – what might we expect?
2.00pm – 2.30pm	<p>Colour Management – Have all your Questions Answered <i>Speaker: Jonny Rumney – Celmac</i></p>

Speaker CVs

Ben Carroll

Ben Carroll is the owner of Velflex the leading heat transfer supplier in Australia, more recently he developed his own custom printed transfer UltraColour, an Australian first combination of digital and screen-printing techniques. He runs monthly heat pressing workshops to help others to master the perfect pressing technique.



Sandra Duarte

Sandra Duarte is a professional CEO, Industry and thought leader, Youth Mentor, Inspirational Speaker, Board Member and Business Management Consultant. She has spent the last 30 years using her passion, skills and expertise to help founders scale their businesses, achieve their BHAG's and realise their visions.



As the previous CEO of an Australian Print Manufacturing company for over 13.5 years, Sandra created positive and successful working relationships with staff, to create a positive culture and instilled confidence and built trust to ensure a financially viable organisation.

As a compassionate, loyal and dynamic leader, she is experienced in the arts of communication, inspiration and people management.

Today she is a successful Business Consultant that works with Founders and CEO's to address and resolve common challenges. She brings a fresh perspective and new strategies that you can implement to help your business succeed.

Ben Eaton

Ben Eaton is the CEO and owner of Starleaton, one of the largest, 100% family-owned suppliers of materials and equipment to the print and sign industry, employing staff across Australia and New Zealand. Ben has 25 years of industry experience and is a huge advocator for the opportunity that family businesses and this industry have to offer. He is also the current Vice President and Board member for Visual Connections, who is the industry body representing suppliers to all areas of the present signage manufacturing sector. Visual Connections has at the core of its charter a strong education focus along with being support to other industry bodies such as the ASGA.



Keith Ferrel

Keith Ferrel is the Co-Founder of Cactus Imaging. Starting in New Zealand in 1992 Cactus Imaging has become known throughout the world as one of the leading Grand Format Production companies in the Asia Pacific region.



After one year in Auckland New Zealand, Keith moved to Sydney Australia to set up the sales arm of Cactus Imaging Australia. It proved so successful that in 1996 Cactus Imaging set up a full-scale state of the art production facility.

In 2000 Keith was appointed as the Group Sales Director and later General Manager. He was one of the drivers in setting up the very successful Cactus Imaging India based in Chennai.

Keith has travelled extensively throughout Europe, Asia and the Middle East and is widely recognised as an innovator and one the most knowledgeable and influential people in the print industry.

Keith has served on the HP Customer Advisory Board and is also a member of the Asia Pacific/Japan Board of Directors for Dscoop (Digital Solutions Cooperative) Keith has also been a member of the Dscoop Global Board. He is on the Board of Fespa Australia. Keith has been inducted into the Fespa Hall of Fame and was elected the Fespa World Printer of the Year in 2014. In 2021 Keith was presented with the Media Super Life Time Achievement Award for services to the Print Industry.

Sean Kelly

Sean is a Director at Resolve. With over 25 years of experience owning, running and building signage businesses, Sean has a reputation for keeping his finger on the pulse across all things branding, signage, and taking big concepts from idea to execution.



He is passionate in creating attractive signage is excellent (from all types of projects), but it's thinking bigger and doing bespoke signage that he focusses on with customers to make an impact for businesses.

He only offers services that a) he is the best at and b) gets his clients real, long-lasting results.

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Damian Nielsen

Damian Nielsen is the General Manager of CV Media & Signage, a national provider of customised visual solutions. Damian, a Queensland University of Technology graduate, has a long history of working in the turn-key visual solutions industry.

He is skilled in negotiation, business planning, operations management, sales and design management. Damian is quick to say that he is involved in a challenging industry and has enjoyed working in the industry from various platforms and is always looking on the horizon to see where this wonderful industry is headed. Damian is the Chairperson of the ASGA Education Sub-Committee.



Starleaton and joined Celmac where he is currently employed. Celmac sell and support the wide format industry with various equipment including HP and Epson printers, Latex, Aqueous, UV, Eco Solvent as well as different RIP software and colour management solutions including Barbieri spectrophotometers. Jonny has been working with Fogra during his time at Celmac and in 2014 helped to introduce the PSD standard into Australia. Jonny worked with Fogra to certify VFX print group who became the first printer in Australia to achieve this standard. They were also the first in the world to get an A rating for the HP indigo press with Fogra. Jonny was previously one of only two Fogra Digital Print Partners in the Australia/NZ, and Jonny, with Celmac are the only company who actively engage with companies to put them through the certification process.

Simonne Pengelly

Simonne Pengelly has extensive experience working across both the private and public sectors as a business strategist and advisor. She is a foundation member of the Hicksons Migration Assistance Service (H-MAS), and works across the Workplace Relations and Migration practices, ensuring a seamless transition of information and expertise from practice to practice, saving both time and money for clients.



Warwick Ryan

Warwick Ryan is a recognised specialist in employment law and workplace relations and Partner in Charge of the Hicksons Workplace Relations team. Warwick has a deep practical understanding of employer needs, from the intricacies of Modern Awards in the Fair Work Commission to the requirements of employers to access new options for labour. The team at Hicksons assists employers in the process of finding the right visa to solve their employment needs and to meet their obligations under that VISA.



Paul Richards

Paul has worked in the sign industry for 43 years. He is the Head Teacher of Signs & Graphics at TAFE NSW Ultimo College and has 17 years' experience in vocational education and training. Paul's educational qualifications include Bachelor of Education in Adult Education and Master of Education. Paul also manages PR Signs which specialises in boat signage in Lake Macquarie NSW.



Kate Thomson

Kate is a specialist employment and industrial relations lawyer based in ABLA's Newcastle office. Skilled in providing targeted, timely and practical advice, Kate's focus is on finding smart solutions to complex problems. Where conflict cannot be resolved at the workplace level, Kate is experienced in representing employers in dispute resolution processes in courts and tribunals. Her clients include government entities, Councils, listed companies and small to medium enterprises. They represent a broad range of industry sectors including mining and resources, finance, utilities, education, manufacturing and civil construction. She is a regular author and presenter on a range of employment and work health and safety related topics and is a long-standing member of the Newcastle Law Society management committee and is an involved member of the Newcastle Branch of the Industrial Relations Society of NSW.



Jonny Rumney

Jonny has had extensive experience in digital wide format printing. He started out as a technician for Starleaton servicing Encad, Kodak, HP, Canon and Epson printers in the year 2000. He then started to support RIP software and got into the world of colour management. After 8 years he left



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John Watters

John Watters is the Executive Officer of AusSIP and considers himself to be a jack of all trades. AusSIP is a not for profit business that works between business and education, helping young people explore the world of work and encouraging businesses to view young people as being future assets.



John considers himself to be a recovering teacher. Having worked in schools for 10 years, as an all-girls school teacher, he saw that there was a trajectory where girls in particular were either going to University and studying teaching or nursing or on the other end of the scale, studying things like hair dressing. He realised there were so many more opportunities other than the stereotypical options. John was asked to manage AusSIP 15 years ago. He left teaching with a view that would be for a one year break, but 15 years later he is still with AusSIP.
