

**ISA LIMITED**



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Strategic  
Plan 2020

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# STRATEGIC DIRECTION

## EXPOSURE

Achieve industry recognition and value

Develop print media currency across buying groups through exposure, education and awareness, Audience Reach, ROI, Readership Metrics, Case studies by segment.



## POSITIONING

Grow industry value

Develop and manage campaigns to build awareness and exposure of print media.

Advocate for the industry strengths with credible and verified research and positioning.

Develop education platforms, either formally via accredited curriculum or through public speaking circuit.



## GROWTH

Generate increased membership to strengthen revenue

Increase membership to \$350K per annum and build strong presence within paper and print industries to ensure a united voice to market.

Work with industry bodies to build recognition and strength of TSA Limited.



# MISSION

**Promote, all paper and print medias in a cross-channel environment as effective, relevant and sustainable communication. All delivered in a considered, researched and verifiable manner.**




# VISION

**Advocate paper and print media whilst delivering a strong educational voice on all issues having impact upon the paper and print industries. All awareness and education programs to be delivered with credible, measured, considered and balanced evidence to provide value and offer a united industry voice both within the industry and also external stakeholders.**

# What have we been up to?

## PUBLIC RELATIONS & MEDIA STRATEGY



**144** articles – TV/Radio/Print/Online

**47**

meetings with Federal, State  
and Local politicians

## GOVERNMENT LOBBYING



**31%** membership increase

## MEMBER VALUE



**30** nickable charts / **32** case studies / **61** briefings

**19** member sponsorships



# What have we been up to?

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## **MARKETING & COMMUNICATIONS**

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**VoPP Mag – 10,000 distributed**

**KMP Launch – Parliament House, Canberra**

**Paper Production Series – Saving paper does not save trees**

**LCA Series – e-Waste,**

**Key Note Speaking – AMI, CEO Institute**

**Lecture Series – RMIT, Adelaide University, TAFESA**

**Independent Industry Research – Toluna**

**70% Greenwashing Conversion**

**ACCC Engagement and Briefing**

**Enews publications – monthly and Member ONLY Weekly Bulletin**

**TSA Corporate website**

**Public Forums and Community Engagement – Snrs Week, ARA, ADMA**

**Mail Industry - Apost, MIWG, Mail-house sponsorship**

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# YEAR AHEAD

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## INTERNATIONAL GROWTH NEW ZEALAND

In 2015 New Zealand joined the TSA Limited campaign and has begun to build a strong presence with commitment from the national printing industries association – PrintNZ. Led by Ruth Cobb, PrintNZ provides a powerful platform to ensure the messaging of environment and effectiveness is communicated with a national voice across New Zealand.

The third campaign to be launched in New Zealand in 2017 is Keep Me Posted which will look for alignment with PostNZ in partnership with Australia Post's commitment.



## MAIL SECTOR

Working under the Keep Me Posted campaign, the mail industry sector is being explored as a new membership sector. The Keep Me Posted campaign has provided a strong suite of marketing content for mailhouses across Australia and will be launched in New Zealand in 2016/17.



## PACKAGING

In unison with the global Two Sides partners and local packaging suppliers, TSA is developing a strong Packaging chapter to both the Two Sides and VoPP campaigns. Packaging is a stable print sector and developing the environmental credentials and the marketing success of packaging for the Australian and New Zealand markets has been requested by local members and will be a key focus in 2017.



**questions  
feedback  
discussion**



# ANNUAL GENERAL MEETING

Financial Audit Report – year end 30 June 2016

- > No contraventions of the reviewer’s independence as set out in the *Association Incorporation Reform Act (2012)*
- > No contraventions of any applicable code of professional conduct in relation to the review.

Profit & Loss Statement	2016	2015
Income	280,102	156,282
Expenditure	202,196	151,441
Net Profit/(Loss) Before Tax	77,906	4,851
Net Profit/(Loss) After Tax	77,906	4,851

Note: The Association is exempt from Income Tax – all income derived from Member Subscriptions.

No significant events noted.

No other matters of circumstance.

No committee member benefit entitlements.

Dividends – Two Sides Australia Ltd. is a not-for-profit limited by guarantee and is precluded from paying dividends.

# ANNUAL GENERAL MEETING

Resolutions to be voted in:

- > Amendment to clause 3.1 - 3.1.1 and 3.1.2 amended to align with Strategic Plan and Mission and Vision statements
- > Amendment to TSA Principles – originally Two Sides only now expanded to include VoPP and Keep Me Posted campaign principles and includes connections to Strategic Plan.
- > Keep Me Posted – overview of campaign added to Constitution.
- > TSA Taxation Ruling Notice from ATO included within Constitution.

I seek a quorum of sixteen (16) financial members to vote the above and distributed amendments for submission to the Consumer Affairs (VIC).

# ANNUAL GENERAL MEETING

Board Nominees for 2017

The following Board Nominations have been received:

John Walker, SAPPI – Chairman

Craig Dunsford, IPMG – Deputy Chairman

Simon Doggett, KW Doggett – Treasurer

Kellie Northwood, ACA – Secretary

Karen Goldsmith, Visual Connections – Board Officer

Ruth Cobb, PrintNZ – Board Officer

Warwick Hay, IVE Group – Board Officer

Peter Orel, Finsbury Green – Board Officer

Mark Roberts, Australia Post – Board Officer (*KMP Steering Committee Chair, in waiting*)

Andrew Macaulay, PIAA – Board Officer

Simon Fitzgerald, PMP Limited, Board Officer

No objections – motion to pass.



**The TSA  
team wish  
you all a  
happy and  
safe  
festive  
season**