



# DISCOVER YOUR PERFECT CAREER

in the Print, Sign and Graphics industry

**Your Future Starts Here**

# DISCOVER YOUR PERFECT CAREER...

in the Print, Sign  
and Graphics  
industry

Want to use your creativity,  
technical talents and practical  
skills in an exciting industry with  
almost endless opportunities?  
**Then print, sign and graphics  
could be for you!**



We create the products you see and use at home, at work and when you're out and about – from shop signs to catalogues, from printed fabrics to \$50 bills, and from banners to biscuit packets.

One day, you could be printing a wall graphic for a leading retailer, then wrapping a race car the next. Perhaps you'll be adding the illumination to a freeway sign, printing a batch of the latest best-selling book title for an international publisher, or printing tags and tickets for supermarket shelves.

## *The list is almost endless!*

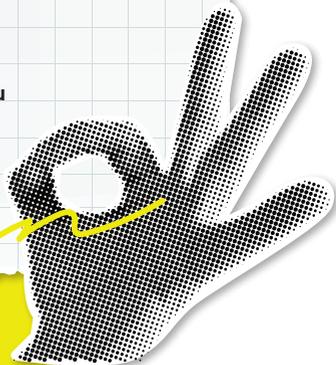
To make all these things happen, we need people with a huge range of skills and talents:

- **Creatives** – Graphic Designers, Art Directors
- **Production Specialists** – Printers, Finishers, Sign Makers, Fabricators
- **Technical Specialists** – Software & IT, Service Engineers, Technical Experts, Electricians
- **Installers** – Wall, Window & Floor Graphics, Interior Finishes, Exterior and Structural Signage
- **Engineers** – Designers, Specifiers, Manufacturing & Construction
- **Production** – Planning & Scheduling, Management, Workflows & Automation
- **Sales & Marketing** – Sales Personnel, Quoting & Estimating, Solutions Specialists, Customer Service Representatives.



## WHATEVER YOUR TALENTS, THERE'S A PLACE FOR YOU!

So, if you're looking for a career where you can really SEE the impact you're making, look no further – read on to find out more about how you can build your future in the visual communications sector.





# SIGN & GRAPHICS



One of the most exciting industries in Australia is all around you, hiding in plain sight...

Every day, everywhere in the world, we rely on signage to guide us to our destinations, help us identify businesses and brands, and to decorate our clothes and interior spaces.

As sign and graphics professionals, we are the people behind the signage which promotes products and helps you navigate from A to B. We produce wall and window graphics, make the banners and flags that fly at exhibitions and events, and put logos on everything from tee-shirts to golf balls.

We help create beautiful homes and corporate spaces with wallpapers and fabrics, and even add the branding to the world's fastest F1 cars!

Sign and graphics careers are exciting, dynamic and diverse – and you can work anywhere around the world!



Image courtesy:  
Bentleigh Group



**\$15BN** ANNUAL  
TURNOVER

**10,000** BUSINESSES

Source: ASGA



**So what might a career in sign and graphics look like? It could be creative, hands-on, technical, people-focused... or all of those things at once!**

**78,000**  
**EMPLOYEES**

Source: ASGA

Perhaps you'll be designing new signage for retail spaces, or working on the fitout of a new office complex.

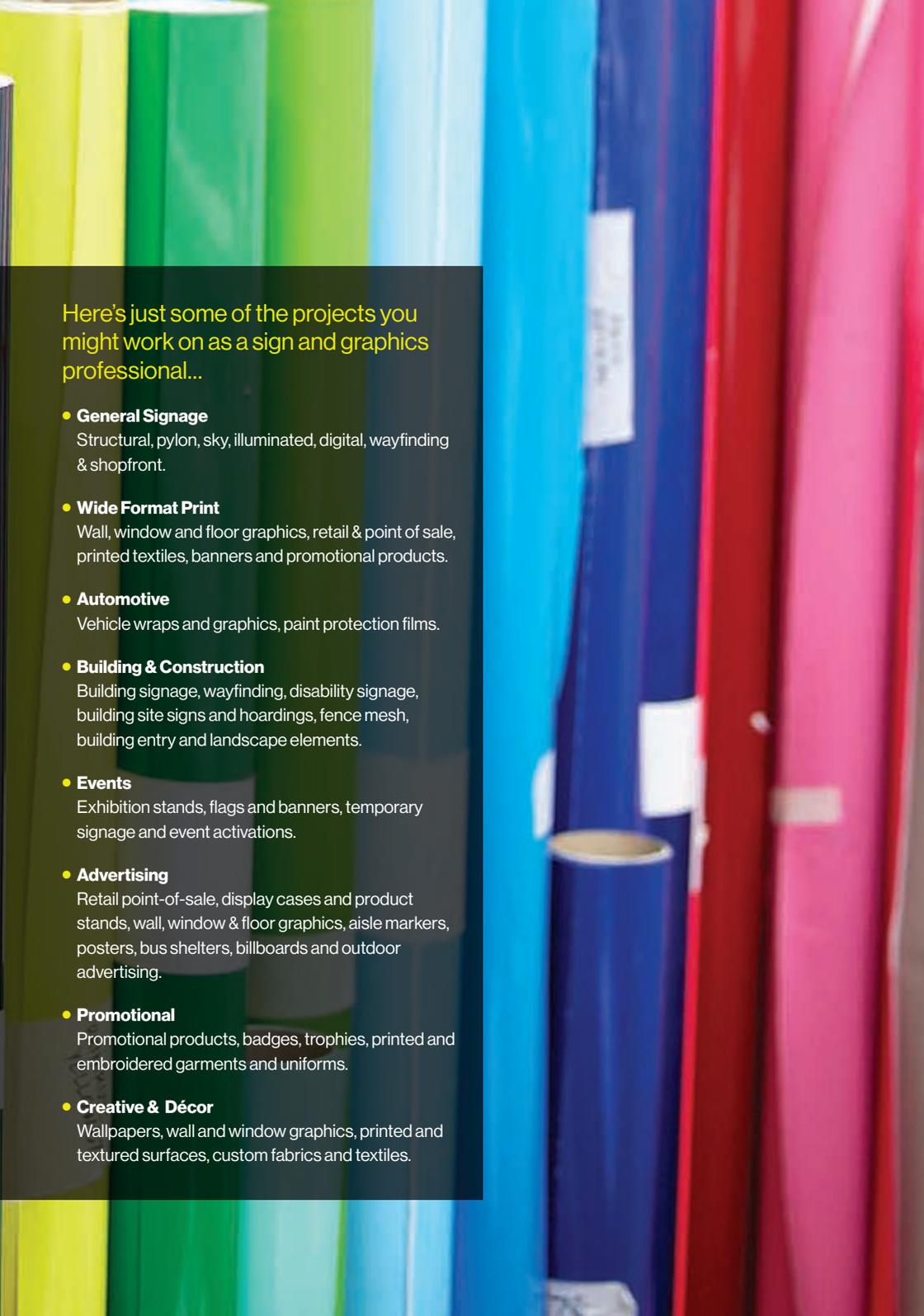
You might be using advanced digital printing equipment to produce huge banners and display stands for an exhibition or special event, or wrapping a race car before the F1 Grand Prix.

If you like working with your hands, you could be fabricating channel-letters for shopping centres, welding components for outdoor signage, or installing signs on city skyscrapers.

If you're technically minded, you might be using sophisticated laser engraving, cutting or routing equipment to make signage components, or adding LED lighting to illuminated signs.

Or, you might be involved in all-important sales, production and customer service roles – whatever your talents, we need people like you to work with us!





Here's just some of the projects you might work on as a sign and graphics professional...

- **General Signage**

Structural, pylon, sky, illuminated, digital, wayfinding & shopfront.

- **Wide Format Print**

Wall, window and floor graphics, retail & point of sale, printed textiles, banners and promotional products.

- **Automotive**

Vehicle wraps and graphics, paint protection films.

- **Building & Construction**

Building signage, wayfinding, disability signage, building site signs and hoardings, fence mesh, building entry and landscape elements.

- **Events**

Exhibition stands, flags and banners, temporary signage and event activations.

- **Advertising**

Retail point-of-sale, display cases and product stands, wall, window & floor graphics, aisle markers, posters, bus shelters, billboards and outdoor advertising.

- **Promotional**

Promotional products, badges, trophies, printed and embroidered garments and uniforms.

- **Creative & Décor**

Wallpapers, wall and window graphics, printed and textured surfaces, custom fabrics and textiles.

# THE FABRIC OF LIFE

Printed textiles add impact and fun to fashion and bring spaces to life with colour, pattern, branding and imaging.

As textile printers, we're the people behind printed fabrics – the original style icons.

Our products help the fashion industry create products with their own, individual look and feel. We keep work teams looking professional in their uniforms. And we're the ones who print the tee you take home from your favourite music festival.

At home, in shops or at work, printed textiles are the secret to wonderful windows and walls, fabulous furniture and sensational surfaces. They create impact, add interest, soften the space and set the mood.

We also add colour, movement and flexibility to banners, flags and even illuminated panels, providing light-weight, practical signage solutions that make an amazing impact... with a light environmental footprint.





A man with dark hair is shown from the chest up, holding a large, colorful geometric paper object (a cube-like shape made of many small triangles) over his face. He is wearing a white t-shirt with a colorful parrot pattern. The background is white and filled with numerous other similar colorful geometric paper objects of various sizes and orientations. A yellow banner with a torn edge is positioned across the middle of the image, containing the text "PRINT IS POWERFUL." in bold, black, uppercase letters. The overall scene is vibrant and celebratory, suggesting the power of print in creating complex, colorful designs.

**PRINT IS POWERFUL.**

Print plays a vital and irreplaceable role in the lives of every Australian, every day.

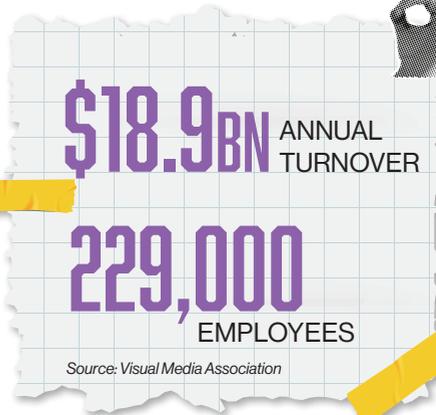
Print puts information and excitement in your hands. It's the basis of great advertising campaigns, product presentation, and sensational stationery because it connects with people, physically and emotionally.

People trust print. Print catalogues, advertisements and billboards were recently rated as three of the top five channels we trust to help us decide what to buy, and who to buy from.

When you get a mailer in your letterbox, it feels more valuable than a text or online ad. And when it's personalised with your name or a special offer, it's even more powerful.

Printers play an important role in providing the materials you need to learn effectively, or relax in your downtime. We help you find the products you want, put cash in your wallet, protect your ID with your Drivers Licence and passport, and we work hard to foil counterfeiters and get your products safely to your door.

Print also works perfectly with online information. You can use a QR code to instantly access more information, scan an image to bring your latest Lego model to life, or even virtually try on a new outfit – all from the printed page!



## Your career in print may see you involved in:

### ● Advertising

Catalogues, print ads, billboards, promotional posters, in-store magazines, direct mailers, fundraisers

### ● Reading & Learning

Books, magazines, newspapers, brochures, text books, exam papers, picture story books

### ● Stationery

Diaries, planners, notebooks, letterheads, business cards, notepaper, greeting cards, calendars

### ● Entertainment

Colouring books, paint by number, sudoku, puzzle books, novels

### ● Transactional mail

Printed invoices, bank statements

### ● Artwork

Posters, fine art prints, printed textiles, wallpapers

### ● Point-of-sale

Tags, tickets, shelf talkers, banners, posters, product standees, brochure holders, stickers

### ● Security Printing

Banknotes, passports, birth certificates, lottery

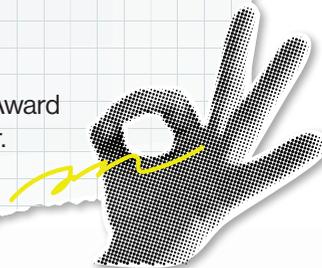


Industry typically pays

# 5-20%

above Minimum Award  
for Skilled Labour.

Source: Visual Media Association



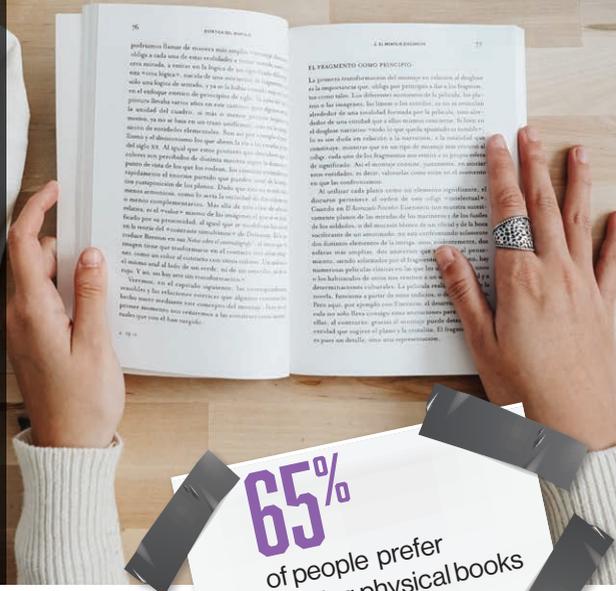
SEE. TOUCH. FEEL.

## What's the one, important factor that makes print stand out? Touch.

The science of touch, or haptics, demonstrates that humans learn differently, and remember more effectively, when we read information from a printed resource we can touch and feel. Our brains like the physical link, and make stronger and longer-lasting connections.

Touch helps us learn and communicate and can influence the way that we feel, too. While there's almost unlimited information available online, navigating your way to what you need can leave you feeling tired, anxious, distracted and confused.

Getting information from print, however, has been proven to make us feel less stressed and anxious, and more motivated. It's one of the main reasons so many people still prefer reading printed books!



65% of people prefer reading physical books over e-readers.

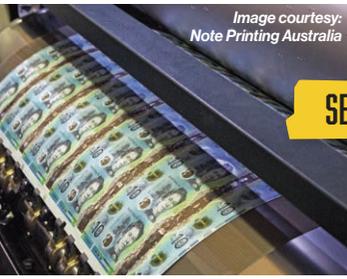


Image courtesy: Note Printing Australia

## SECURITY PRINTING

There's nothing much more exciting than busting counterfeiters or printing bank notes – and you can do all this, and more, with a career in security printing!

In this fascinating area of print, you'll use everything from intricate, specially-designed patterns and micro-printing, to holograms, barcodes and numbering, and even invisible ink – yes, that's really a thing!

Australia developed polymer bank note technology, and we lead the world in using special materials and print techniques to produce notes, and other high-security products like passports, stamps and identity certificates for countries around the world.

Print professionals add hidden verification to products to help track product deliveries and catch counterfeiters, print winning lottery tickets and scratchies, and create IDs, licenses and bank cards.

When it comes to security printing, we use every trick in the book to put cash in your pocket, make sure your identity is secure, and get your parcel from the factory to your door!



Image courtesy: Note Printing Australia

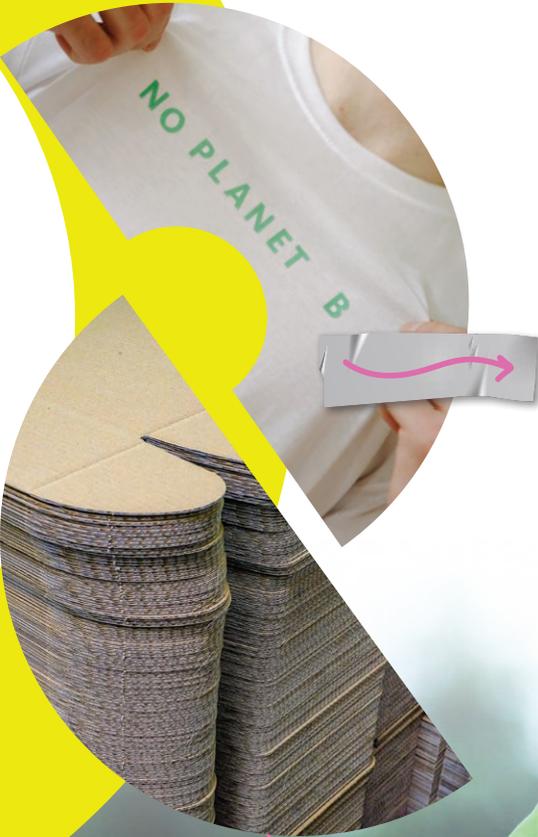


# PRINT AND OUR PLANET

Print has a great story to tell as one of the most sustainable forms of communication available...and we're getting cleaner and greener all the time.

## *Did you know:*

- R&D teams around the world are working on even more sustainable materials.
- The print and paper sector is a leader in using renewable energy and managing carbon impact.
- Paper is the most recycled packaging material in the world!
- Forests help tackle climate change! The world's forests have absorbed about 1/4 of the CO<sub>2</sub> emitted by human activities over the past 40 years.
- Paper packaging helps reduce impacts on the climate.
- Paper packaging is renewable, highly recycled and preferred by consumers; it's the natural choice!



**PAPER IS MADE FROM WOOD WHICH IS ORGANIC, RENEWABLE, RECYCLABLE AND BIODEGRADABLE**

# PRINTING THE FUTURE

The world of print and signage opens the door to a future full of opportunity...

We're already using barcodes and QR codes to connect to information. In future, those connections will be deeper and wider.

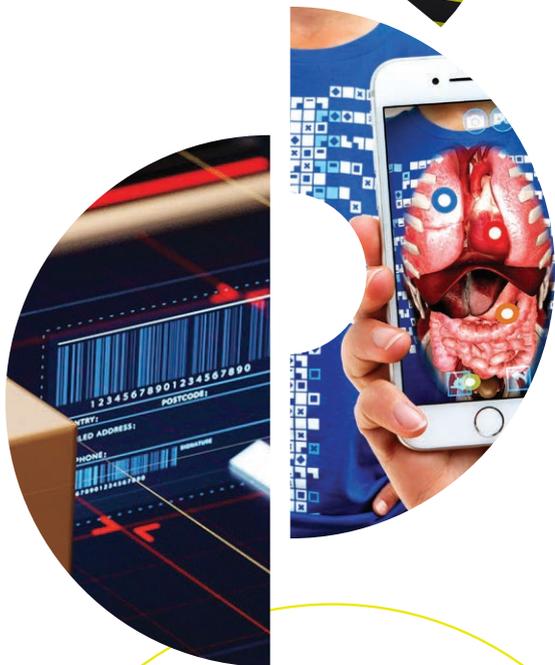
We'll blend the real and virtual through image recognition, augmented reality and wearable technologies.

Intelligent packaging will communicate via the Internet of Things, so your fridge can tell you when the milk is off and you'll be able to check out of the supermarket simply by wheeling your trolley past a sensor at the exit.

We'll capture solar energy using printed panels, store the energy in printed batteries, and use it to power printed sensors, touchpads, lights and even OLED screens.

All this, and more, lies in the future of print – and you can be part of it!

**PRINT IS ONE OF AUSTRALIA'S LARGEST MANUFACTURING INDUSTRIES**



# LABELS & PACKAGING

## What would it be like to live in a world without print?

Imagine going to the supermarket and trying to find the cereal you like, or choose your favourite shampoo. Imagine even trying to find the right aisle without any signs to show you the way!

Labels and packaging help us find the products we want, and give us important information – like instructions for use, or ingredients and expiry date. They even provide the barcode you'll scan at the checkout.

Proper packaging is also vital to protect products during shipping, transport, storage, sale and delivery. Whether it's a carton of milk from the fridge, a pack of cheese or chocolate, your next pair of Nikes or even an iPad, packaging is a vital part of making sure everything arrives in perfect condition.

Creative and colourful, labels and packaging are also powerful tools for brands, conveying brand identity and creating the 'shelf appeal' that makes products sell. Let's face it, what would an unboxing experience be without...the box?





## Did you know:

- Packaging is getting more eco-friendly every day
- Proper packaging minimises food waste
- Packaging people are working hard to create a circular economy
- Scientists are developing new and better ways of making packaging recyclable
- Paper packaging helps minimise a product's environmental impact and is an important part of the circular economy.

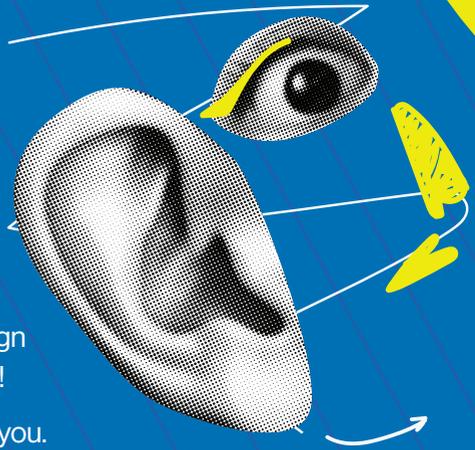


FIND YOUR

TRAINING COURSE

If you're ready to build your career in print, sign and graphics, you've come to the right place!

Here's a summary of the courses available to you.



● **CPC30216 – CERTIFICATE III SIGN & GRAPHICS**

Covers all aspects of signage preparation, fabrication, production, application and installation of printed, vinyl, fabricated, illuminated and digital signage. Electives include vehicle wraps, screen printing, hand-painted and airbrushed signage, engraving, welding, installation, electrical work and work at heights.

● **ICP31220 – CERTIFICATE III PRINTING**

Develop and apply knowledge of the printing and graphic arts industry including preparing and printing a variety of work. Electives range from digital information and file preparation, colour management and use of type, to various printing processes, die-cutting and embossing, folding and finishing, as well as inventory, sales and customer service.

● **ICP31320 – CERTIFICATE III IN PRINT BINDING, FINISHING & PACKAGING**

Learn about binding, finishing and packaging, with electives including machine operation, set up for digital prints, folding and glueing, die-cutting and embossing, laminating, digital cutting, adhesive, mechanical or sewn fastened products. Subjects like quality control, operational process planning, safe and sustainable work practices, and customer service are also offered.

● **ICP31420 – CERTIFICATE III PREPRESS GRAPHIC DESIGN PRODUCTION**

This course covers training in safe and sustainable work practices, basic design, typography, graphics and page layout, pagination and imposition, reproduction, proofing and quality control, and pre-press production for selected print processes.

● **ICP20120 – CERTIFICATE II IN PRINTING & GRAPHIC ARTS**

This foundational course covers a range of skills in design and layout, proofing and liaising with commercial printers, and producing materials for various forms of printed product.

**JUMP IN TO TRAINING & EMPLOYMENT**

The first step to your future in the print, sign and graphics sector starts with accessing the right training and, in some cases, finding an apprenticeship opportunity so you can 'earn while you learn'.

We've gathered all the resources you'll need to find on-site or on-the-job training opportunities near you, and set up an interactive jobs board to help you find employment and apprenticeship opportunities... and help businesses find people just like you!

To read more about the available courses, find training providers in your area or register your interest in an apprenticeship, go to [www.visualconnections.org.au/careerconnections](http://www.visualconnections.org.au/careerconnections) or scan the QR code to jump straight in!



SCAN HERE!

We are the associations who represent all parts of the print, sign and graphics sector, and we've come together to help you find your way to a fantastic career in the industry we love. We'll be here to help at every step of the way, so make sure you connect with us!

### **Australian Sign & Graphics Association (ASGA)**

[www.signs.org.au](http://www.signs.org.au)

The ASGA represents sign writers, sign makers, engravers, wide-format printers, sign installers, graphic designers, sign educators and apprentices involved in the design, manufacture and installation of sign, display and graphics products.



### **FESPA Australia**

[www.fespaustralia.org.au](http://www.fespaustralia.org.au)

FESPA Australia is the leading industry association representing speciality print and signage in Australia.



### **Flexible Packaging & Label Makers Association (FPLMA)**

[www.fplma.org.au](http://www.fplma.org.au)

FPLMA represents the flexible packaging and labels manufacturers industry incorporating Annual Forum, Workshops and Print Award recognition within the ANZ market.



### **Lithographic Institute of Australia (LIA)**

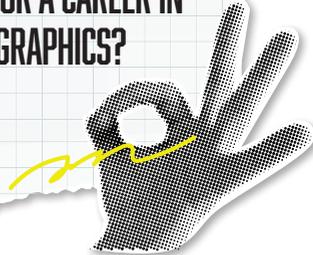
[www.lia.com.au](http://www.lia.com.au)

The LIA is the association for all people in print!



**ARE YOU READY FOR A CAREER IN  
PRINT, SIGN AND GRAPHICS?**

**WE'RE READY TO  
WELCOME YOU!**



### **Visual Connections**

[www.visualconnections.org.au](http://www.visualconnections.org.au)

Visual Connections represents the suppliers to the graphic communications sector.



### **Visual Media Association (VMA)**

[www.visualmediaassociation.org.au](http://www.visualmediaassociation.org.au)

The Visual Media Association represents businesses across the print and visual communications sector.



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