



AGCA Committee

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NEW MEMBERS

We welcome the following new members to the AGCA:

Artwrap

(www.artwrap.com.au)

Rex Art Cards

(www.rexartcards.com)



Upcoming Trade Fairs

- International Spring Fair Birmingham UK 1-5 February 2015
- Home & Giving Fair Sydney Show-ground 20-24 February 2015
- Reed Gift Fairs Sydney Exhibition Centre 20 – 24 February 2015
- Toy, Hobby and Licensing Fair Melbourne Exhibition Centre 3 - 6 March 2015
- Taipei International Gift & Stationery Fair 23-26 April TWTC Exhibition Hall Taipei
- Victorian Newsagents Trade Fair Crown Exhibition Hall 24 May 2015

FROM THE PRESIDENT

With our second issue of the AGCA Newsletter we are bringing you updates on developments and opportunities. The 2014 year continued to be one of challenges for both members and the retail environment overall. It appears to be a reflection of the Australian economy with consumers continuing to be cautious with their spending.

this issue

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The good news was the excellent trading experienced during the Christmas event. It was indicative of years gone past and bodes well for a far better trading environment in 2015. In this issue we have included some Trade Fair dates and recommend our members either participate to expand your business or visit to gain new ideas. We do encourage all members to attend the AGCA Annual General Meeting scheduled for May 26th – remember this is your Association and through combined efforts we can be strong and successful .

AUSTRALIA POST UPDATE

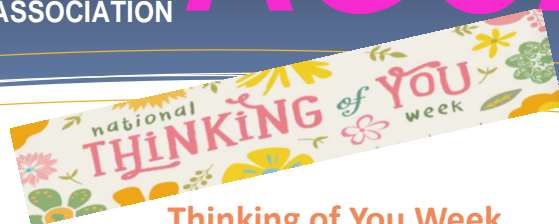
We are pleased to advise that we have reopened discussions with Australia Post and whilst in the early stages we are confident the relationship will enable robust and constructive dialogue between the AGCA and AUSTRALIA POST. The objective is for the AGCA to provide input whenever AUSTRALIA POST is contemplating decisions that may have a negative impact of the greeting card industry and our retail partners.



SAVE THE DATE!
ANNUAL GENERAL MEETING
TUESDAY 26TH MAY 2015
AT PRINTING INDUSTRIES OFFICE,
MULGRAVE.

AUSTRALIAN
GREETING
CARD
ASSOCIATION

AGCA



Thinking of You Week

There has been a significant mention and advocacy for Governments – both Federal and State – to increase the rate of GST from the current 10% and even consider the imposition of GST on food. Naturally any increase in GST can negatively impact they have pre-**GST** on AGCA members if priced merchandise in stock at the time an increase is implemented. Although we have a commitment from the Federal Minister for Small Business Bilson that no increase in GST is contemplated in the current parliamentary term that does not mean it is totally off the agenda. We urge all members to develop a strategy to minimise the impact of any increase in GST when and if it occurs.

Our plans for this event are progressing reasonably well. The objective of this industry promotion is to create a wave of love, caring and happiness across the nation by getting everyone to send a card during the last week of June. The concept has been warmly accepted by a number of AGCA members and discussions are continuing with Australia Post to secure their involvement. It is a tremendous opportunity for members to work with their retail partners – both large and small – to develop products and campaigns to promote the event at retail. Watch this space! If as a member you have not committed to this event as yet we implore you to join in to grow our industry. Contact Virginia Honeybone at agca@printnet.com.au.

VALE RAY MUNDY

It is with much sadness we advise the passing of Ray Mundy. As Managing Director and ultimately Chairman of John Sands he had for many decades guided Sands to a leading position in the Australian and New Zealand greeting card industry.

Our industry has lost a stalwart and a most knowledgeable man of the greeting card industry. Many of us had the pleasure of enjoying his company in as business sense many times and at all times he displayed a demeanour of genuine interest in others and the card business overall. As a competitor he was a most worthy adversary and one that we all held in high esteem in so many respects.

Ray was such a special person; so caring and giving. He always had time for people, and invested in their development. Ray was the ultimate professional, a skilled operator and strategic thinker. He was passionate about John Sands, American Greetings and the greeting card industry as a whole.

As a committed family man; Ray was so proud of their achievements. His children and the relationship he had with them were a source of utter joy for him, and are a testament to both he and Diana's nurturing natures.

As an industry we will miss him, as a person we will lament his passing. His legacy is the John Sands of today, a vibrant component in our greeting card industry.

He will be sorely missed by all. *Ron Thorpe*

Industry Snippets

WH Smith launches lost cost greeting card outlets in the UK. With 20 plus stores opening initially under the name of Card Market. The concept will be value price cards.

Hallmark opens "Card Store" with Amazon Online. Although initially with Christmas product the plan is to extend to Everyday products eventually with some other publishers products. All goods sold are finished products (not personalised print-on-demand)

Memorable Quotes

Simon Elvin – Founder of the Simon Elvin Group.

"Success in this business is about hard work, dedication and enthusiasm, but it is also about getting your product right. You have to continually ask yourself "What is the Sending Occasion?" and if you can't see one then you need to scrap that design.

Keep your print runs tight – remember you only make profit on the last 10% you sell.

Someone once said to me: "You have two ears and one mouth, use them in that quantity!"

(Simon Elvin product is distributed in Australia by Henderson Greetings)

Industry Snippets courtesy of Progressive Greetings