

ISSUE

1

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AUSTRALIAN  
GREETING  
CARD  
ASSOCIATION

# AGCA

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## Australia Post

The AGCA recently met with the new management team of Australia Post that included their retail group but also the General Manager of Sales & Marketing of Australia Post.

The purpose of the meeting was to rekindle the relationship that the AGCA has enjoyed in previous years that had regrettably deteriorated with the changes in AP Management.

I am pleased to say that the meeting went extremely well and the following subjects were tabled for further discussion in due course.

- Understand plans by Australia Post to reduce mail deliveries
- The negative impact of Postal increases on mail deliveries.
- Ensure discussions are held with the AGCA re future Postal increases before they are announced.
- Explore the opportunity for a 2<sup>nd</sup> Class Mail rate for Greeting Cards.
- Develop joint Marketing Initia-

tives between Australia Post and AGCA Members to promote greeting card sending.

- Make AP aware of the lack of knowledge of greeting card sending rates

All matters were agreed that AP and the AGCA have common goals and the meeting concluded with agreement to jointly explore these issues and possible solutions.

## AGCA AGM

The Annual General Meeting of the Australian Greeting Card Association was held in Melbourne on Tuesday 5 August. A good turn out of members attended. Minutes of the AGM are available by emailing

[agca@printnet.com.au](mailto:agca@printnet.com.au).





For all AGCA Members and Industry Partners

Next month in the United Kingdom the Greeting Card association is launching a new event for greeting cards.

This is a new special week designed to create a wave of love, caring and happiness across the nation by joining people together to send a card a day during the last week in September.

The Australian Greeting Card Association is planning to conduct a similar event in June of 1915 and then annually thereafter. **We have received approval from the GCA to use their material and concept.**

We would be encouraging everyone in the industry to organise *National Thinking of You Week* card-sending events in independent and national retail shops, schools, homes for the elderly and other places in local communities across the country.

There will be lots of easy things you can do to help and take part!

The AGCA is planning on giving a prize for Best Window Display and Best Event, as well as organising a strong Public Relations Campaign through all media instruments.

Our retailers can organise their your own event in their local **community** - maybe offices, a school, a charity, your local community centre or home for the elderly, where people can write and send their cards together.

#### National Thinking of You Week Event Toolkit

To help everyone get involved we will develop a special free toolkit which will be able to be downloaded from the AGCA website.

The toolkit comprises:

- A Promotional Flyer, the *National Thinking of You Week* banner logo and an event poster
- 
- A template press release and a list of local press contacts across Australia, to help retailers and industry partners plan and publicise your event.

If you would like to design your own POS, poster or press release

Your response to the above questions by

September 10<sup>th</sup> 2014

feel free to use the banner logo and do the rest yourself.

#### What Can AGCA Members Do?

- ⇒ Are you are in favour of this promotion?
- ⇒ Would you be prepared to contribute to the cost of producing flyers, banners, promotional mate-