

The Australian Sign & Display industry

The sign, display and graphic communications sector plays a vital and irreplaceable role in the lives of every Australian, every day.

It's a vibrant and creative industry which supports business across sectors from advertising and retail, to construction, events and manufacturing.

Sector businesses handle everything from design and fabrication, to installation and delivery. Most businesses offer more than one service.

As the market for these products continues to grow, and businesses diversify and embrace rapid technological change, there is an urgent and ongoing need for talent, training and upskilling.

The industry covers:

- **Signage** - structural, printed, illuminated, wayfinding, branded.
- **Display** - flags, banners, expo stands.
- **Retail** - POS, wall and window graphics, posters.
- **Promotional** - promo products, badges, trophies.
- **Events** - expo stands, event activations, temporary signage
- **Automotive** - vehicle wraps and graphics, solar protection films.
- **Advertising** - outdoor, billboards, bus shelters.
- **Construction** - signage, custom fit-out, fence mesh
- **Interiors** - wallpapers, wall and window graphics, printed surfaces, custom textiles.
- **Textiles** - textile printing, garment printing

AUSTRALIAN SIGN & GRAPHICS ASSOCIATION

ASGA is the peak body representing Sign Makers, Engravers, Sign Installers, Signwriters, Graphic Designers, Sign Educators and Apprentices who are involved in the design and manufacture of signage products using equipment such as digital printing machines, engraving, laser and routing equipment, LEDs and neon products.

The primary aim of the association is to build a professional industry through identity, resources, education, training and representation.

ASGA membership extends to every state of Australia and beyond.

ASGA has strong industry ties to fellow industry associations and affiliates in Australia and New Zealand, and positive, collaborative relationships with TAFEs and RTOs, careers specialists and government advisory bodies.



INDUSTRY SNAPSHOT

SIZE & ECONOMIC CONTRIBUTION

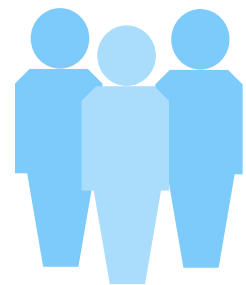
10,000

businesses

(9,000 - 11,000
subject to market
sectors included)

78,000

employees

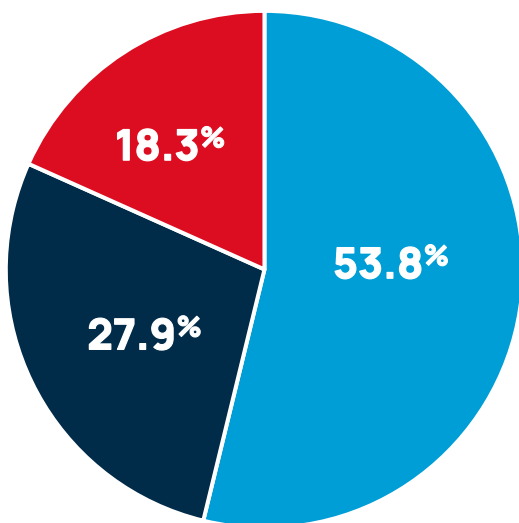


\$15B

annual turnover

LOCATION

-  State capital
-  Regional Centre
-  Small regional town



TRAINING

72%

of businesses
have employed
apprentices

TECHNOLOGY

98%

own sophisticated
CNC technologies

- 92% wide-format printers
- 98% vinyl cutters
- 60% CNC routers
- 56% laser cutters

52%

currently finding
it hard to employ
an apprentice