

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, creative and technologically advanced industry which supports business across sectors from advertising and retail, to construction and events.

Sector businesses handle everything from design and fabrication, to printing and component manufacture, installation and delivery. Most offer more than one service from those listed.

We work closely with industries including electrical, AV, building & construction supplies, event organisers & more.

As demand continues to grow, and businesses embrace rapid technological change, there is an urgent and ongoing need for talent, training and upskilling.



Industry outputs include:

- **General Signage** - structural, pylon, sky, illuminated, digital, wayfinding & shopfront.
- **Wide Format Print** - wall, window & floor graphics, retail & POS, vehicle wraps, printed textiles, banners, promotional products.
- **Building & Construction** - building signage, wayfinding, statutory & disability signage, branding, builders site signs and hoardings, fence mesh, entry statements & landscape elements.
- **Events** - expo stands, flags & banners, event activations, temporary signage
- **Advertising** - Retail POS, wall, window & floor graphics, aisle markers, posters, bus shelters, billboards and OoH.
- **Promotional** - promo products, badges, trophies, printed & embroidered garments.
- **Creative & Décor** - wallpapers, wall and window graphics, printed surfaces, custom textiles.

AUSTRALIAN SIGN & GRAPHICS ASSOCIATION

ASGA is the peak body representing Sign Makers, Wide-Format Printers, 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 cutting & routing systems, LEDs and neon products.

ASGA membership extends to every state of Australia and beyond. Its primary aim is to support the industry through identity, resources, education, training and representation.

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

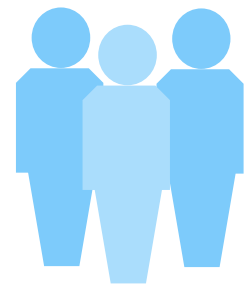
SIZE & ECONOMIC CONTRIBUTION

10,000

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

78,000

employees



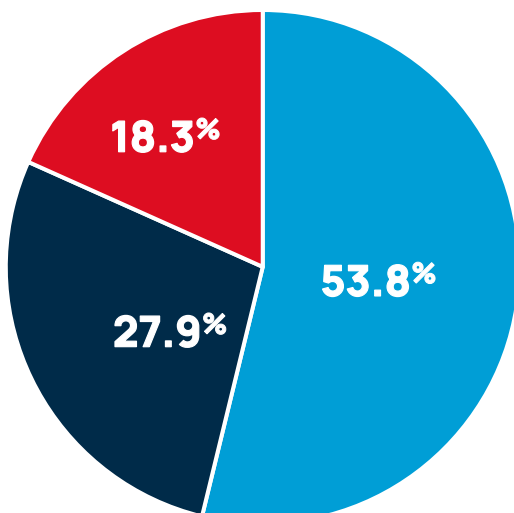
60%

of work done
involves printed
or manufactured
product.

\$15B
annual turnover

LOCATION

- State capital
- Regional Centre
- Small regional town



TECHNOLOGY Industry 4.0

98%

own sophisticated
CNC technologies

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

TRAINING

72%

of businesses
have employed
apprentices

52%

currently finding it
hard to employ an
apprentice