

Women in Print Announces New State Patrons for Tasmania & Queensland

Women in Print Australia has announced the appointment of two new State Patrons, strengthening its national network and continuing its focus on connection, representation and industry leadership.

The Association has welcomed **Sacha Rattray** as Patron for Tasmania and **Calli McCool** as Patron for Queensland, with both appointments reflecting the depth of experience and commitment to mentoring within the print and signage industry.

Sacha Rattray, Director of Get Visual Graphics, brings a career grounded in hands-on trade experience and creative problem-solving. Her journey began through an apprenticeship in signwriting, and she has since worked across multiple sign companies in Tasmania and Queensland, progressing into leadership and management roles. With a strong background in large-format digital printing and a passion for delivering creative outcomes, Rattray is focused on fostering greater connection and support among women working in print across Tasmania.

"I am passionate about women in trades traditionally held by men, and I feel compelled to empower other women, young and old alike, to unite together to become stronger and more fully accepted and supported," Rattray said. "Particularly in Tasmania, I believe there is a need to help women in the print network and be supportive of each other."

Calli McCool, National Sales Manager at MMT Print & Omnigraphics, steps into the Queensland Patron role with more than two decades of industry experience. Starting her career as a receptionist in 2004, McCool has progressed through the business into senior leadership, witnessing and contributing to the industry's evolution along the way. Her work now includes mentoring staff and supporting partnerships, alongside a strong commitment to advocacy and inclusion.

"I've lived the journey from the ground up, and I want to be the kind of mentor and advocate that others were for me," McCool said. "This industry has so much to offer, and I'm passionate about helping the next generation see just how far it can take them."

Stephanie Gaddin, Chair of Women in Print Australia, said the new Patrons ensure that the association's momentum continues, allowing it to expand programs and reach through rotating leadership, bringing in fresh eyes and new ideas.

"These roles are about connection at a state level," Gaddin said. "Sacha and Calli both bring practical experience, strong industry relationships and a genuine commitment to supporting others. That combination is critical as we continue to build a sustainable and inclusive network for women in print across Australia."

Rattray's appointment was formalised at a Special General Meeting convened in February for this purpose, with McCool to be inducted in the weeks following the Speaker Series.

The new Patrons will be introduced to the community during the Women in Print Speaker Series in May, themed *Financially Fierce*, where they will host and connect with members and industry peers in their respective states.

Tickets are still available, but are selling fast for the series, which kicks off in Sydney on 6 May, followed by Melbourne on 7 May and Brisbane on 8 May. Adelaide will host a session on 21 May, with a lunch event planned for Hobart on 29 May. More information on all events, including ticket links, can be found at womeninprint.com.au

“These events are not just for women – everyone is welcome,” says Gaddin. “We extend a particularly warm invitation to those in Tasmania and Queensland to meet the new State Patrons, connect with industry peers, and be part of the conversation around financial confidence and leadership in print.”

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About Women in Print Australia

Women in Print Australia is a national organisation dedicated to supporting, developing and celebrating women across the print, graphics communications and related industries. Through leadership development, mentoring, networking, education and community-building initiatives, Women in Print empowers women at every stage of their careers and works to strengthen the long-term sustainability and diversity of the industry.
womeninprint.com.au

Captions:

Calli McCool.

Sacha Rattray.