



NZ SIGN & DISPLAY ASSOCIATION
SIGN MAKERS CONFERENCE

2025

PRESIDENT'S WELCOME

Shae Goom
President
NZ Sign & Display Association



Hello and welcome to the NZSDA conference for 2025!

This is a big year for us, the year that the organisation turns 60, and I cannot think of a better place to have this celebration than the beautiful city of Nelson.

Over the last two years, I have had the privilege of being the President of the NZSDA, and I have been doing my best to oversee a change in how we have been run. This included providing key updates to services we offer our members and ensuring that we have a very strong and experienced board to continue on our new pathway. The current board have so much vast experience and skills to contribute towards the future of the association.

I am so proud of what we have been able to achieve during the last two years, and I look forward to seeing the

outcomes that will be achieved going forward. I wish to say a huge thank you to Melissa and Mikayla. The skills and commitment that they bring to the NZSDA is absolutely invaluable, and I really thank you for your support over the last 2 years.

I welcome our new incoming President Logan into the role, it is a very challenging yet rewarding role, and you learn so much about yourself and your own business. I have even learned a bit about better time management, of which I have always been a poor performer in the management my own time.

I wish everyone a fantastic conference 2025, and best of luck to all of you who have entered projects into the NZSDA Awards of excellence 2025.



Message from **THE INCOMING PRESIDENT**

Logan Sutton
Incoming President
NZ Sign & Display Association

Welcome to sunny Nelson and the 60th National Sign Makers Conference!

I'm honoured to step into the role of NZSDA President – though I know I've got some big shoes to fill! What better way to kick things off than by gathering with the best in the industry?

This year's theme, 'Tradition Meets Tomorrow,' perfectly captures what makes our industry so special. From classic hand-painting techniques to cutting-edge AI tools, we're in a trade that never stands still—always evolving, always pushing boundaries, and always exciting.

Over the next few days, you'll have the chance to gain insights, sharpen your skills, and connect with others who share your passion for sign making. Whether you're here to grow your craft, spark fresh ideas, or simply catch up with old friends, I encourage you to dive in, get involved, and make the most of it.

I can't wait to see what this conference has in store and look forward to catching up with you all!



CONFERENCE AGENDA



THURSDAY
12 JUNE

- 12.00 – 15.00** Registration
Rutherford Hotel Foyer
- 15.30 – 16.30** Annual General Meeting
Waimea Room, Rutherford Hotel
- 17.30** Transport Pick up
Rutherford Hotel
- 18.00 – 22.00** Welcome Event, Tour, Dinner and Drinks
@ The Nelson Classic Car Museum
- 22.00** Bus Pickup
@ The Nelson Classic Car Museum

FRIDAY
13 JUNE

- 09.00 – 10.00** From the Shop Floor – Industry Expert Panel
Waimea Room, Rutherford Hotel
- 10.30 – 11.00** Morning Tea
Waimea Foyer, Rutherford Hotel
- 11.00 – 12.00** Keynote Speaker, Nigel Davies
AI is Changing Business Fast
- 12.00** Lunch
Waimea Foyer, Rutherford Hotel
- 13.00 – 16.00** Supplier Speed Networking
Maitai 1, Rutherford Hotel
- 16.20** 5min Walk to NZSDA 60th Birthday Party
- 16.30 – 20.00** NZSDA 60th Birthday Party – Whiskey Tasting and Dinner
Kismet Bar

OPTIONAL ACTIVITY

- 9.30** Transport Pickup
Rutherford Hotel
- 10.00 – 14.00** Traditional Signwriting Masterclass
Cutting Edge Signs - Nelson
- 14.30** Transport Pickup
Cutting Edge Signs

AWARDS OF EXCELLENCE

- 17.30** Pre-Dinner Drinks
Rutherford Hotel Foyer
- 18.30 – 22.30** Sign Display Awards of Excellence
Maitai Room, Rutherford



Annual **GENERAL MEETING**



*"2025 is all about
GROWTH
for the NZSDA"*

The 60th National Sign Makers Conference will begin with the Annual General Meeting, an opportunity for members to engage with the NZSDA Board and learn more about the direction the Association is taking in 2025.

Members are welcome to speak up and share their voice throughout this open forum and it is a chance to give feedback to the Association on any matters that might need to be raised.

2025 is all about growth for the NZSDA, encouraging new businesses to join the membership, which will in turn enable us to provide more support and resources for our membership. We will also cover membership updates, financial statements and other business during the session.

THURSDAY
12 JUNE



THURSDAY
12 JUNE

Welcome EVENT

SPONSORED BY
  sign on

Take a stroll among more than 150 iconic cars at the Nelson Classic Car Museum, described by Classic American magazine as "New Zealand's coolest car collection."

Plus enjoy a viewing of The Old Sign Studio's award-winning collection of building facades. Following the tour, you will have time to peruse at your leisure and network with your peers while enjoying some delicious food and an open bar, provided by Gourmet Catering.

As a nod to our conference theme 'Tradition Meets Tomorrow', come dressed to impress in your favourite vintage-inspired look! Think classic glamour, rock 'n' roll flair, or funky retro fun – the choice is yours.



"Nelson's top tourist attraction - 150 cars spanning more than 120 years of motoring"

PANEL EXPERTS



**Leanne
Freeman**
Sign FX



**Nick
Kapica**
Independent
Consultant



**Jeremy
Hunt**
Big Brown
Industries



**Denise
Kirby**
Kirby Co



**Paul
Walters**
Identity Signs

EXPERT PANEL TOPICS

TENDERS,
QUOTES AND H&S

SUSTAINABILITY

SELF
PROMOTION

SPATIAL DESIGN
& WAYFINDING

THE PRACTICALITY
OF TRADITIONAL
ARTISTRY

FRIDAY
13 JUNE





FROM THE *Shop floor*

INDUSTRY EXPERT PANEL



*"Bring your questions
and take **inspiration**
from their experiences"*

A key benefit of attending the Sign Makers Conference is connecting with others in the industry who face similar challenges.

This year, we're taking it further with From the Shop Floor – a panel of experienced sign writers who have achieved success in their businesses and proven themselves as leaders in the industry.

They understand the realities of the trade and will share insights on running a successful sign business, building strong practices, overcoming challenges, finding solutions, delivering exceptional results, and keeping customers happy.

Bring your questions and take inspiration from their experiences to help drive your own success.

Keynote

SPEAKER

NIGEL DAVIES

AI IS CHANGING
BUSINESS FAST



AI is changing business fast. You're already using it in everyday tools like Adobe, Google, and Microsoft, but there are opportunities right now to save valuable time and automate daily tasks.

The most important step is laying the foundations to make the most of future developments. In this session, Nigel Davies will share practical AI applications you can use today and a roadmap to prepare for what's ahead.

Nigel founded M-Power Software in 2007, a system designed to simplify and automate sign companies. He employs AI data scientists and has spoken on AI at FESPA events in Australia and the Middle East. As president of FESPA Australia, he brings decades of industry experience, having also founded an industrial printing company in Brisbane and a sign company in Mackay, QLD.



*"a system designed to
simplify and automate
sign companies."*

FRIDAY

13 JUNE





Suppliers share insights,
tips or tricks, knowledge
& new products

FRIDAY
13 JUNE

SUPPLIER SPEED

Networking

Join with other sign writers in groups of 6-8 and make your way around the room of suppliers. You'll spend 15min at each supplier table, during which they will share insights, tips or tricks, knowledge, new products, or even a few treats to keep you engaged.

This is your chance to bring up any questions you may have. Bring a notebook and some business cards.

SUPPLIERS PARTICIPATING







"A late-night haven for cocktail enthusiasts and whisky connoisseurs alike."

Bespoke drinks, graceful service and a relaxed atmosphere in a stylish surrounding."



FRIDAY
13 JUNE

NZSDA 60TH BIRTHDAY

Party

To celebrate our 60th anniversary, we'll spend Friday evening at Kismet Bar, home to Nelson's largest whiskey selection.

Guests will enjoy a tasting of delicious whiskeys (gin is also available for those who prefer), followed by a mouthwatering BBQ dinner catered by Under The Hood BBQ.

Enjoy the warm hospitality of Kismet's relaxed setting while connecting with colleagues, and industry peers as we toast to 60 incredible years together.



SATURDAY
14 JUNE



Traditional **SIGNWRITING MASTERCLASS**

In celebration of our 60th anniversary, and as a nod to our conference theme 'Tradition Meets Tomorrow,' we are delivering a 'Letterheads'-style Give It a Go series on traditional signwriting on Saturday morning prior to the awards ceremony. Led by experienced traditional artists, this session will provide you with an immersive experience of where it all began.

This session costs an additional \$70 + GST onto your conference registration. Please indicate on your registration form if you wish to attend. Transportation and a packed lunch will be provided.



"This session will provide you with an **immersive experience** of where it all began."



2025

