



## Western Australian Local Government Association and Marketforce exPress Continue Advertising Partnership

Dear,

It gives me great pleasure in announcing that the Advertising Partnership between Marketforce exPress and the Western Australian Local Government Association (WALGA) has been renewed for 2008/2009.

This is a significant milestone for all of us involved in the advertising services for Local Government and ensures that individual Councils can continue to utilise the complete services of Marketforce exPress without any changes to the current day-to-day process.

Having worked closely with WALGA and their members for the last 9 years, Marketforce exPress has developed a wealth of knowledge and experience in the Local Government industry and has built up a strong working rapport with all Members. This experience also extends into the service team that we have working on Local Government, with over 40 years of combined experience in servicing the needs of Local Government in Western Australia.

The services available through the advertising partnership extend well beyond the placement of recruitment, tenders, notices and statutory advertising. Many Members also take advantage of the print and design service provided by Marketforce exPress as well as the employer branding strategies that are available.

The appointment of Marketforce exPress as WALGA's Creative Agency under its Preferred Supplier Program creates an opportunity for all WALGA Members to access our advertising and marketing services and the many other resources that can be accessed through Marketforce exPress.

To ensure ongoing continuity of the current advertising arrangement, WALGA will maintain the handling of all invoicing and payment processes for work undertaken by Marketforce exPress. Local Governments will continue to enjoy the benefit of substantial discounts and rebates made available through the current State Government contract arrangement.

At Marketforce exPress, we are excited at the prospect of maintaining our strong working relationship with everyone in Local Government and we look forward to continuing the high level of service that you have become accustomed to.

I have attached a copy of the letter that WALGA distributed last week confirming our appointment as the Preferred Supplier for Local Government in this regard.. Should you have any questions surrounding this letter or our continued commitment to Local Government, please don't hesitate to contact me directly on 9216 2019 or email [csadler@marketforce.com.au](mailto:csadler@marketforce.com.au)

Yours sincerely

**Craig Sadler**  
**GENERAL MANAGER**