

Monday, 4 May 2009

For the past 10 years Marketforce exPress have worked with WALGA in delivering an advertising service to Local Government that has achieved results and benefits to both the individual councils and to the sector as a whole.

Recently we have been able to work closely with WALGA in developing a stand alone service for Local Government that further enhances our service offering and reinforces the profile of Local Government in Western Australia. Over the last 6 months the seamless transition of the process has been undertaken with a number of new initiatives already in place and being taken up by various individual councils.

We have recently bolstered our service structure to Local Government ensuring that we continue to improve our state wide coverage of all councils. *Please find attached a copy the Marketforce exPress Local Government Service Team.*

Other initiatives that have been undertaken include:

- The introduction of ADSplus, our online advertising solution that streamlines the entire advertising process and creates efficiencies to workflow processes. ADSplus also offers production cost savings of up to 62%. *Information attached*
- Negotiated rates across major media platforms both locally and on a national basis. These rates are specifically tailored to the needs of Local Governments and offer significant rate savings and added value.
- Local Government features within the West Australian, promoting the industry as an employer of choice as well as specifically targeting regional areas.
- Monthly Presidents column in the West Australian, giving the industry an important communication tool for Local Government's Interests.
- Creative Services, as a preferred supplier for WALGA, Marketforce exPress have been able to offer individual councils the full service of Western Australia's largest communications group, Marketforce. Through this service we have been able to assist a growing number of councils with their marketing needs at an agreed set of rates that offer significant value for money. *Print and design brochure attached*
- Local Government Buyers Guide, a complete guide to the Western Australian Local Government Advertising Service including media rates, deadlines and commonly used ad formats.

Marketforce exPress also continue to be very active within the Local Government sector and support a number of events for both WALGA and LGMA, we have also been a corporate member of LGMA for the past 7 years. Following is a list of events that we will be supporting over the next 6 months:

- LGMA Professional Development Conference 1<sup>st</sup>-3<sup>rd</sup> April
- WALGA Luncheon Series 11<sup>th</sup> May, Geraldton – Presenter Gavin Bain, Director Client Services Marketforce Communications

- WALGA Breakfast Series 14<sup>th</sup> May, Perth – Presenter Michael Mitchell, Director Media, Marketforce Communications
- WALGA Luncheon Series 11<sup>th</sup> June, Bunbury – Presenter Gavin Bain, Director Client Services Marketforce Communications
- Local Government Week August 2009, Exhibitor/Sponsor
- LGMA State Conference November 2009, Exhibitor/Sponsor
- 2009 LGIS Inter Municipal Golf Tournament Katanning, 4<sup>th</sup> September 2009, Major Sponsor.

At Marketforce exPress we take pride in the results we have been able to achieve with WALGA over the past 10 years and continue to work closely within the industry to achieve a efficient cost effective service, whilst at the same time supporting Local Government at the grass roots. Importantly our ongoing support of Local Government gives us experience within our team of some 40 years of working with Local Government in Western Australia.

As part of our ongoing commitment to Local Government we are always looking for opportunities to improve our services and maintain our ongoing relationships. If you have any questions about any of the services they we have outlined above please contact me directly on 9216 2019

**Regards**

**Craig Sadler**  
**General Manager, Marketforce exPress**