

Ray McDermott

From: Nick Wood [nwood@walga.asn.au]
Sent: Thursday, 1 October 2009 10:06 AM
To: Ray McDermott
Subject: ['KEYWORD CHECKING' POSSIBLE SPAM:] - Local Government Advertising - Found word(s) marketing email campaigns in the Text body
Attachments: Picture ; INFOPAGE Advertising.doc; Advertising Buyers Guide 2009.pdf
Importance: High

Hi Ray

WALGA has sent out quite a bit of information recently in relation to the discount/rebate arrangements pertaining to the advertising in The West Australian Newspaper through the Local Government Advertising Service.

You have correctly identified that there is a difference in the final discount that Local Governments receive from the Local Government arrangement and the State Government arrangement. Based on the typical advert, the difference is approximately 15%. In relation to all other advertising (local and regional newspapers, The Sunday Times, The Australian, Seek etc) the full discount received at the point of purchase from the media is returned to Local Governments.

Below are cost comparisons between the State Government CUA and the Local Government Advertising Contract for a range of typical advertisements in *The West Australian Newspaper* (GST exclusive).

15x3 mono Professional Appointments (Saturday Edition)

Invoice Cost:	\$2641.95
Rebates and Discounts:	\$797.85
Total Media Cost:	\$1844.10
Estimated State Government CUA comparison	\$1638.00

15x3 colour Professional Appointments (Saturday Edition)

Invoice Cost:	\$3170.34
Rebates and Discounts:	\$957.42
Total Media Cost:	\$2212.92
Estimated State Government CUA comparison	\$1965.60

15x2 mono Local Govt Tenders (Saturday Edition)

Invoice Cost:	\$1645.20
Rebates and Discounts:	\$432.90
Total Media Cost:	\$1212.30
Estimated State Government CUA comparison	\$1020.00

15x3 colour Employment Classifieds (Saturday Edition)

Invoice Cost:	\$3039.66
Rebates and Discounts:	\$867.78
Total Media Cost:	\$2171.88

Estimated State Government CUA comparison \$1884.60

The reason for this difference pertains to the significant investment in whole-of-sector marketing and promotion that WALGA facilitates for Local Governments.

At the point of purchase, the rate charged under the Local Government arrangement is comparable to the State Government arrangement.

Of the 35% that is received back from The West Australian, approximately 62% of this amount is returned to Local Governments in the form of an up front discount and year end discount. 30% of the amount is directly invested into promotion of the sector, including state-wide television advertisements; newspaper advertising; the WALGA President's Column every month in The West; special features and promotional lift outs on Local Government in The West; and other promotional initiatives. This 30% is also used to fund the range of lobbying and advocacy campaigns run by WALGA. 8% of the amount is used by WALGA to resource management of the Local Government Advertising Contracts, centralised billing and administration.

Without this funding, it would be impossible for WALGA to run these promotional and advocacy campaigns for the sector. Independent market research has confirmed that these campaigns have greatly improved community perceptions about Local Government at a time when little State Government investment has occurred. Recent research on last year's campaigns has shown:

- A 34% increase in the number of people willing to consider Local Government as a career option.
- A 41% increase in community understanding of services and facilities provided by Local Governments.
- Local Government careers promotion seen at least three (3) times by 93% of all people (18+ years) in WA.

I have enclosed an infopage that was recently sent out to all Local Governments in relation to this issue. I have also enclosed our most recent Buyers Guide (commercial in confidence) which details how the discount/rebate arrangement with advertising in The West Australian operates.

If I can provide any additional information, please do not hesitate to contact me directly.

Kind regards

<<INFOPAGE Advertising.doc>> <<Advertising Buyers Guide 2009.pdf>>

**Nick Wood | Executive Manager | Corporate Business Solutions |
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You are in integrity when the life you are living on the outside matches who you are on the inside.
- Alan Cohen

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