AUSTRALIA'S NATIONAL

Local Government Newspaper

now in our 28th year

Local Government FOCUS

JULY

Volume 27, Number 7, July 2011 — Registered by Australia Post Print Post Approved PP 349 050 000 07 ISSN 0819-470X

2011 NATIONAL AWARDS FOR LOCAL GOVERNMENT — Eight page supplement

Perth signs up for carbon offset P. 3

FOCUS on Financial Sustainability and Asset Management PP. 11–19

Constitutional recognition gains momentum

Prime Minister Julia Gillard and AGA President, Councillor Genia McCaffery, at the opening sessions of the National General Assembly.

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Local Government FOCUS — Australia's National Local Government Newspaper Online

Latest Edition - November 2011

Feature

Featured Council

Local Government FOCUS

AUGUST

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THE CITY OF MOUNT GAMBIER — Four page Council supplement

Chinese basketball stars train at Busselton's GLC P. 3

FOCUS on Community Services, Parks and Leisure PP. 13–24

Carbon debate ignites Local Government

Councils seizing the new opportunities

(l – r) Wagga Wagga City Council General Manager Phil Pinson, Low Carbon Australia CEO Meg McDonald, Federal Regional Australia and Local Government Minister Simon Crean and Wagga Wagga Mayor Steve Grede at the signing of the first Local Government agreement with Low Carbon Australia.

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Local Government

FOCUS

2012 RATECARD

DISPLAY ADVERTISEMENTS, INSERTS & ONLINE SERVICES

Local Government FOCUS is a highly regarded, independent newspaper reporting on the key issues that impact this vital sphere of government.

Each edition covers Local Government news, events, intergovernmental relations and best practice examples of councils large and small.

Produced monthly and distributed to the key decision makers in Local Government – elected members and senior staff – every Council in Australia receives 18 copies of FOCUS free of charge (circulation 11,200). Each edition is also archived on our website at www.lgfocus.com.au

Specialist staff are sent a targeted copy of FOCUS when their particular area of responsibility is featured. For example, Human Resource Managers receive a reserved copy in February, IT Managers in March and so forth throughout the year (see our features list on page 2).

> **Local Government across Australia is a rapidly growing sector. With ever increasing community expectations, annually councils spend over $25 billion on a vast range of products and services.**

Our reader surveys have consistently found that over 90% of respondents rate the publication as 'Good', 'Very Good' or 'Excellent'.

If Local Government is one of your target markets, FOCUS has the readership for you.

- Showcase your products or services via our monthly features covering specific areas of Local Government's diverse role.
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2012 FEATURES LIST & DEADLINES

JANUARY

National Issues

Environmental sustainability and climate change, infrastructure, roads and asset management, rural and regional Australia, financial sustainability, inclusive communities, broadband, communications and community engagement.

Booking and material deadline 5 January

Published 16 January

FEBRUARY

Human Resource Management/OH&S

Skills shortage and recruitment, courses and seminars, performance appraisals and other HR initiatives, work/life balance, training materials, inhouse, offsite and online training, safe work practices, safety products, rehabilitation programs, OH&S courses, insurance, security and risk management.

Booking and material deadline 2 February

Published 13 February

MARCH

Information & Communication Technology (ICT)

The latest software and hardware, internet, broadband and telecommunications development, 24/7 services, CCTV and security, online training, innovations in information technology, including electronic lodgements, GIS, GPS, VoIP and social media.

Booking and material deadline 1 March

Published 12 March

APRIL

Engineering & Public Works

Innovations in road design, water, drainage and other infrastructure, waste management and litter control, maintenance, parks and gardens, traffic management and road safety, trucks and fleet, quality assurance, asset management and GIS mapping.

Booking and material deadline 29 March

Published 10 April

MAY

Administration & Management Systems

Latest software systems, state of the art office equipment, quality assurance, performance monitoring, financial management and procurement, benchmarking, human resources, staff development, contract management and customer service.

Booking and material deadline 3 May

Published 14 May

JUNE

Environmental Management

Climate change and a carbon economy, water conservation, recycling and waste management, landcare, open space, parks and gardens, bushcare, energy and resource efficiency, coastal and stormwater management, environmental health and environmental audits.

Booking and material deadline 7 June

Published 18 June

JULY

Financial Sustainability & Asset Management

Software packages, debt management, budgeting, accountability and transparency, GIS and asset management techniques, roads and infrastructure, facilities management, innovative business practices, customer service and human resource management.

Booking and material deadline 5 July

Published 16 July

AUGUST

Community Services, Leisure, Parks & Gardens

Community development programs, recreation, parks and gardens, urban and open spaces, libraries, the arts, social planning, cultural and economic development.

Booking and material deadline 2 August

Published 13 August

SEPTEMBER

Training & Professional Development

Courses, conferences and seminars, staff development, performance appraisals, work/life balance and other HR initiatives, training videos and publications, inhouse and offsite training, online and distance education.

Booking and material deadline 6 September

Published 17 September

OCTOBER

Best Practice

Continuous improvement, including benchmarking and quality assurance, business development, telecommunications and information technology, and a range of services and products putting Local Government at the cutting edge of best practice.

Booking and material deadline 4 October

Published 15 October

NOVEMBER

Tourism & Economic Development

Economic development at a local or regional level, joint ventures between Local Government and the private sector, regional development, ecotourism, mainstreet projects, parks and gardens, public open spaces, job creation programs, cultural and community development.

Booking and material deadline 1 November

Published 12 November

DECEMBER

Business Efficiency & Sustainability

Procurement and financial services, customer service, IT and management systems, insurance, training programs, resource sharing, efficiency enhancing products and services, climate change and environmentally friendly business practices.

Booking and material deadline 29 November

Published 10 December

ADVERTISING RATES

Rates effective January 2012 and valid until December 2012

DISPLAY ADVERTISING RATES

	SIZES	CASUAL	X3 BOOKINGS	X6 BOOKINGS	X12 BOOKINGS
	Depth Width				
FULL PAGE	360mm x 6 col (265mm)	$4,590	$4,100	$3,880	$3,640
JUNIOR PAGE	260mm x 5 col (220mm)	$3,050	$2,550	$2,420	$2,270
HALF PAGE	180mm x 6 col (265mm)	$2,540	$2,150	$2,020	$1,900
QUARTER PAGE	180mm x 3 col (130mm)	$1,440	$1,250	$1,150	$1,080
EIGHTH PAGE	90mm x 3 col (130mm)	$790	$660	$640	$600
BUSINESS CARD	60mm x 2 col (85mm)	$370	$320	$295	$275
FRONT PAGE STRIP	50mm x 6 col (265mm)	$1,270	$1,120	$1,050	$975

PREFERRED POSITIONS

REQUESTED PAGE	LOADING
PAGE 3	25%
PAGE 5	20%
PAGE 7	10%
BACK PAGE	50%
Any other page	10%

FEATURE

REQUESTED PAGE	LOADING
FIRST PAGE	25%
THIRD PAGE	20%
FIFTH PAGE	15%
Any other page	10%

Prices include GST. For full colour advertisements add 15% to the above rates.

MECHANICAL DATA

TABLOID SIZE	405mm x 300mm
PRINT AREA	360mm x 265mm
COLUMN DEPTH	360mm
COLUMNS PER STANDARD PAGE	6 columns
STANDARD COLUMN WIDTH	40mm
GULLY	5mm

MATERIAL SPECIFICATIONS

Material to be sent electronically in PDF press ready format
Resolution 1200 for line art. Down sampling 250 ppi. Embed all fonts. Ensure all colours and images are set to CMYK and that black type is true black, not four colour.
Total ink limit 235%. Dot gain 20%. Black ink limit 90%.
If JPEGs are used, these are required at 300dpi.

ONLINE SERVICES

www.lgfocus.com.au

An electronic version of each edition of FOCUS is posted on our website. This not only assists councils across Australia to share ideas and best practice examples, but provides a link to the global audience on the web.
All editions and articles remain permanently online. We also have a free RSS service, enabling councils to stream our updates directly to their intranets.

Have your article plus a hot link to your website included online for $275 (inc GST) or your article without a link for $110 (inc GST).
Banner ads available on application.

A4 & DL INSERT RATES

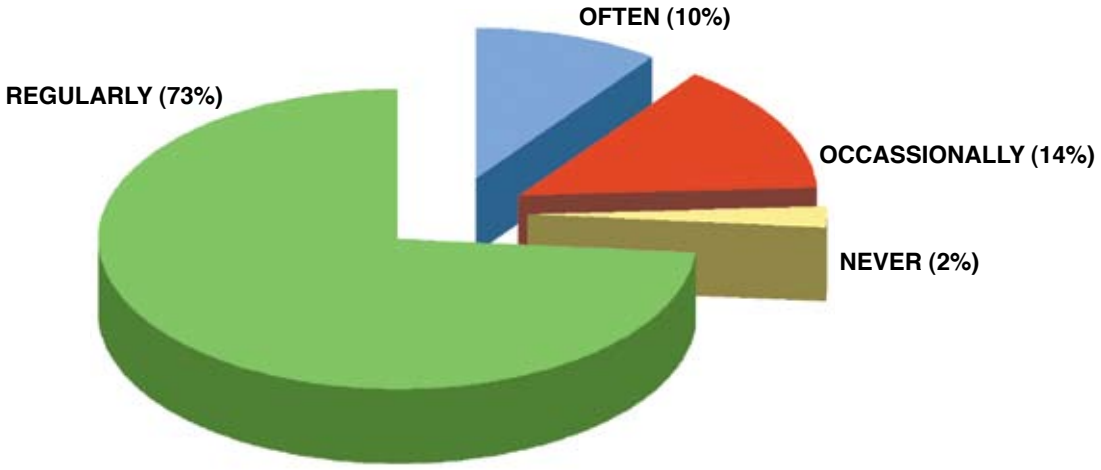
FOCUS can distribute your brochure as an insert. National distribution is available or you can target a specific State or States. Discounts are available for bookings covering two or more States. Prices are based on a four page 100 gsm A4 insert.

DISTRIBUTION	BROCHURES	COST
National coverage	10,500	$3,280
NSW only	2,760	$1,130
QLD only	1,320	$850
VIC only	1,430	$850
SA only	1,250	$820
NT only	300	$500
WA only	2,580	$1,130
TAS only	550	$620

MATERIAL DEADLINE	
January	11 Jan
February	08 Feb
March	07 Mar
April	03 Apr
May	09 May
June	13 Jun
July	11 Jul
August	08 Aug
September	12 Sep
October	10 Oct
November	07 Nov
December	05 Dec

READER SURVEY REAFFIRMS OUR STRONG MARKET PENETRATION

Our recent Reader Survey asked respondents how frequently they read Local Government FOCUS. The results are presented below.



ADVERTISER and READER FEEDBACK

"Local Government FOCUS is an important part of our marketing plan. We see it as one of the key publications for the industry."

David Brown, Managing Partner, NAB Government Business.

"Local Government FOCUS has provided a very useful tool to Local Government and those of us serving the industry for many years now. I have been in and around the industry for over 40 years and I believe it to be one of the best industry specific periodicals I have seen. You deserve your good reputation."

Alan Byleveld, Consultant to Local Government

"Local Government Focus (LGF) is the publication we use to get our message across to our customers, just last week a councillor was on site on a road project and commented that he had read about our PolyCom Stabilising Aid product in LGF and THAT WAS WHY WE WHERE ON SITE. Great publication that is straightforward and gets the job done. Online as well. What more can you ask for !"

Mark Holding, Managing Director, Earthco Projects

COMMENTS FROM OUR READER SURVEYS

- Good for picking up ideas on innovative practices and programs. (Councillor)
- Colourful, topical, informative with contact names and phone numbers. (Council manager)
- Clear issues – easy to read. (Councillor)
- Provides an independent and interesting comment on Local Governments across the States. It is free and appreciated by Local Government. (Council manager)
- Big enough for detail, small enough to read quickly. (Council manager)
- Diversity of topics, quality of graphics and print. (Councillor)
- It covers the practical side of Local Government not just policy and politics. Internet site is terrific. (Council manager)
- Coverage of a range of Councils, large and small, city and rural. (Councillor)