

**WESTERN  
AUSTRALIAN  
LOCAL  
GOVERNMENT**



**WALGA**

WORKING FOR LOCAL GOVERNMENT

# **ADVERTISING BUYERS GUIDE**

**MARKETFORCE**

A member of the **Clemenger BBDO Network**

**WALGA is pleased to partner  
with Marketforce for a new  
generation of Local Government  
Group Advertising Services.**

# **WALGA GROUP ADVERTISING SERVICES**

**Following a rigorous tender process, WALGA is pleased to continue our strong relationship with Marketforce. Their knowledge of the Local Government sector and its advertising requirements is second to none and we look forward to evolving the contract over this new term to achieve the greatest benefit for WALGA Members.**

The aim of the tender is to maximise the value of the Local Government sector's total annual advertising spend through collective purchasing. The ability to secure whole of sector media rates predicated on the collective Local Government spend is heavily influenced by

the use of this contract, as demonstrated by the WALGA Member savings achieved which have exceeded \$1.7 million per annum for the past three years.

Advertising undertaken by Local Governments is critically important to help keep people informed and updated on what's happening in and around their local communities. The advertising can vary significantly in nature ranging from small local notices on roads, rubbish collections and libraries, and statutory notices, right through to large integrated campaigns around destination marketing.

Due to the ever-changing media landscape, it is vital Local Governments make informed decisions on their channel placement in a cost-effective manner.

As demonstrated by the services profiled in this Buyers Guide, the range of media available are both extensive and integrated.

The major benefits of the media agency services arrangement with Marketforce are:

- Using the full potential of the sector's collective advertising spend to negotiate preferential rates and terms with media outlets.
- Delivery of significant discounts in advertising rates to Members. From 2015 - 2019, these savings were around \$4 million.

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- Access to media discounts to support whole of sector promotional and advocacy campaigns.
- Allocation of an in-kind contribution of free media space for the sector, which can be used for initiatives such as the monthly WALGA President's Column in The West Australian newspaper.

All Members have access to the discounted local government advertising rates available across media channels detailed in this Guide. In order to receive a quote on any advertising request, whether it be a one-off insertion or a fully planned campaign, local government staff are encouraged to login to Marketforce's online booking system (ADSplus).

Your assigned Account Manager will access these local government rates and provide a detailed cost estimate itemising the media involved, insertion dates, sizes of adverts as well as the rates involved. All quotes are provided to Members for approval prior to the booking and placement of the advertising.

Members are encouraged to contact WALGA's Business Development Manager, Andrew Blitz, with any questions about the contract on (08) 9213 2046 or by email: [ablitz@walga.asn.au](mailto:ablitz@walga.asn.au)

WALGA invites all Members and Associate Members to take full advantage of the benefits that are available for the unity and strength at whole of Local Government sector level, leading to the impressive outcomes that this Contract offers.



**NICK SLOAN**  
CHIEF EXECUTIVE OFFICER  
WALGA

**WALGA INVITES ALL MEMBERS  
AND ASSOCIATE MEMBERS  
TO TAKE FULL ADVANTAGE  
OF THE BENEFITS THAT  
ARE AVAILABLE THROUGH OUR  
ARRANGEMENT WITH  
MARKETFORCE AND OMD.**

# WELCOME TO MARKETFORCE

## Your Local Government Marketing Agency

**Marketforce offers all WA local councils a comprehensive marketing service that delivers results every time.**

Over the past 20 years, Marketforce have been the preferred supplier for WA Local Government in the provision of advertising and marketing services.

We have a dedicated team to service and support all Local Government councils. People who know and understand the specific requirements of Local Government.

In July 2019, Marketforce was successful in its re-appointment as the agency responsible for managing and administering the WALGA Group Advertising Services contract. This contract is an integral part of the Marketforce relationship with WA Local Government as all councils are encouraged to plan and buy their advertising through this centralised arrangement.

All WALGA members enjoy special discounted local government advertising rates and various benefits from state, local and regional media channels that provide genuine value for money. These advertising channels include newspaper, television, radio, cinema, online and outdoor media.

Where required, Marketforce works closely with media buying partner OMD, to deliver comprehensive media planning and buying solutions across all channels. In addition to this, Marketforce offers discounted rates on a comprehensive range of creative and production services for any marketing initiatives. These services include:

- strategic planning
- design and artwork production
- digital development including websites
- social media management and
- a dedicated content marketing division known as Flare.

For more information on the range of services available through Marketforce, please contact your Marketforce team member detailed on the following page.

### MARKETFORCE SERVICES:

- Strategic Planning
- Design & Artwork Production
- Social Media Management
- Content Marketing & Production (Flare)

## THE MARKETFORCE TEAM



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**TAHLYA BROWN**  
DIGITAL ACCOUNT EXECUTIVE



**DIXIE MARSHALL**  
HEAD OF FLARE

**CRAIG SADLER**  
HEAD OF OPERATIONS



**THERESE HARRIS**  
FINANCE SUPERVISOR



**MICHAEL BARRATT**  
SENIOR FINISHED ARTIST

**BRANDON CALDER**  
FINISHED ARTIST



**CHRIS ANDRAWES**  
DIGITAL LEAD

**BEN DERHAM**  
LEAD FRONT END DEVELOPER

**JUSTIN BORROMEI**  
ART DIRECTOR

**BRANDON PIGGOTT**  
COPYWRITER



# DIGITAL ADVERTISING

WE OFFER A VARIETY OF DIGITAL ADVERTISING SOLUTIONS FOR CLIENTS OF A BROAD RANGE, ALLOWING THESE CLIENTS TO REACH CONSUMERS WHOSE ONLINE BEHAVIOURS CAN BE QUITE FRAGMENTED ACROSS MULTIPLE PLATFORMS.



## SOCIAL

A significant portion of the population are using social media platforms every day, with Facebook and Instagram being the two largest platforms used. These platforms can capture users' data, which is used to more accurately target audiences with paid ads that are more relevant to them.

These ads can come in various types of formats to suit the campaign, including video, static posts and carousels (multiple images you swipe through). These ads then show up in people's newsfeeds and allow the user to click through to a website or microsite.

Depending on the type of ad and the targeting overlayed, social media can help to provide awareness, engage the audience, maintain brand affinity and loyalty and help boost website traffic.

These ads are bought on a variable cost-per-click, cost-per 10 second video view, or a cost per thousand impression basis (depending on the campaign objective).







## SOCIAL MEDIA MANAGEMENT

At Marketforce we appreciate the role paid social media plays in gaining new followers, increasing reach and engagement. We believe it is important to mirror your marketing strategy and brand elements in your social media, to give a consistent message and to grow an engaged audience.

We offer different management packages and we can tailor to suit your needs as well.

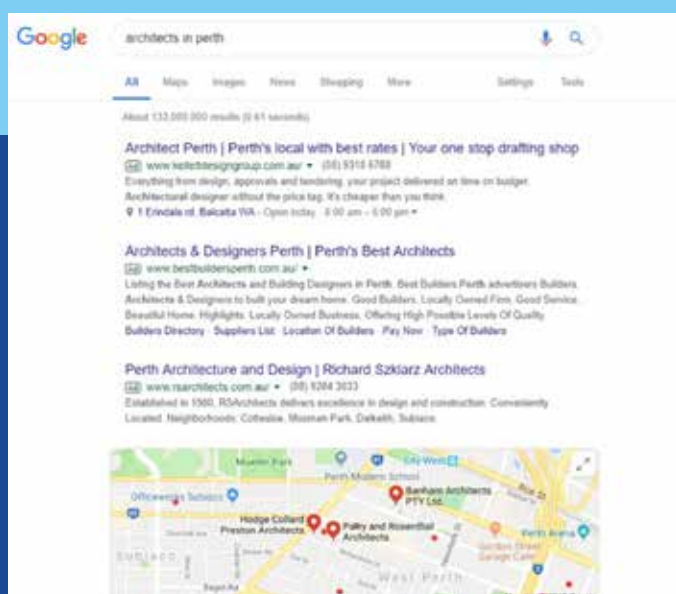
Based on different business objectives and budgets we can offer the following services, although not limited to:

- Auditing current social media platforms
- Creating and implementing a social media strategy
- Preparing a content plan
- Scheduling posts
- Responding to comments / messages online
- Reporting analytics
- Social media training

We are happy to be your social media team, lead your social team, work with your social team or give a session on best practice.

**WE FOCUS ON REACHING THE CORRECT TARGET AUDIENCE THROUGH MANY TYPES OF TARGETING LIKE DEMOGRAPHIC, BEHAVIOURAL, CONTEXTUAL, PURCHASE BASED AND COMPETITOR TARGETING. IN ADDITION, WE ALSO OFFER RETARGETING TO CONSUMERS, DEVELOPING CUSTOM AUDIENCES AND IMPLEMENTING LOOKALIKE MODELLING. OVER THE FOLLOWING PAGES ARE SOME OF THE MANY WAYS WE CAN HELP REACH YOUR AUDIENCE.**

THE MAIN OBJECTIVE OF PAID SEARCH IS TO BE PRESENT WHEN PEOPLE ARE ACTIVELY SEARCHING FOR MORE INFORMATION, SO IT WORKS BY BIDDING ON KEYWORDS THAT ARE LIKELY TO BE SEARCHED BY THE TARGET AUDIENCE.



## SEARCH

Search is the #1 online source of information. Paid Search ads appear above organic search results and are accessible through Google AdWords. They look very similar to organic search results, so are often clicked on and viewed as a trusted source of information.

The main objective of paid search is to be present when people are actively searching for more information, so it works by bidding on keywords that are likely to be searched by the target audience.

Through careful selection and categorisation of search terms relevant to your business we can grow your website traffic while also geo-targeting down to a 1-mile radius. This ensures your ads are only shown to the relevant audience.

There is no minimum spend on search ads and they're bought on a variable cost-per-click basis, so you are only charged when someone clicks on your ad. However, the cost per click does vary by industry, competitors and keyword type.



## PROGRAMMATIC

Within the digital world programmatic is becoming more widely used. Programmatic activity focuses on targeting an audience rather than a site or network, meaning that we're able to target people with specific behaviours and attributes as they interact online. Through programmatic buying we are not limited to serving ads on specific sites but rather have access to thousands of sites, which allows us to reach users wherever they are. Below are multiple types of programmatic activity that we can implement.





DISPLAY ADVERTISING PRIMARILY WORKS TO DELIVER AWARENESS, MAKING ITS MAIN OBJECTIVE SIMPLY TO BE VIEWED.



MREC



LEADERBOARD



HALF PAGE



Homepage Takeover

## DISPLAY

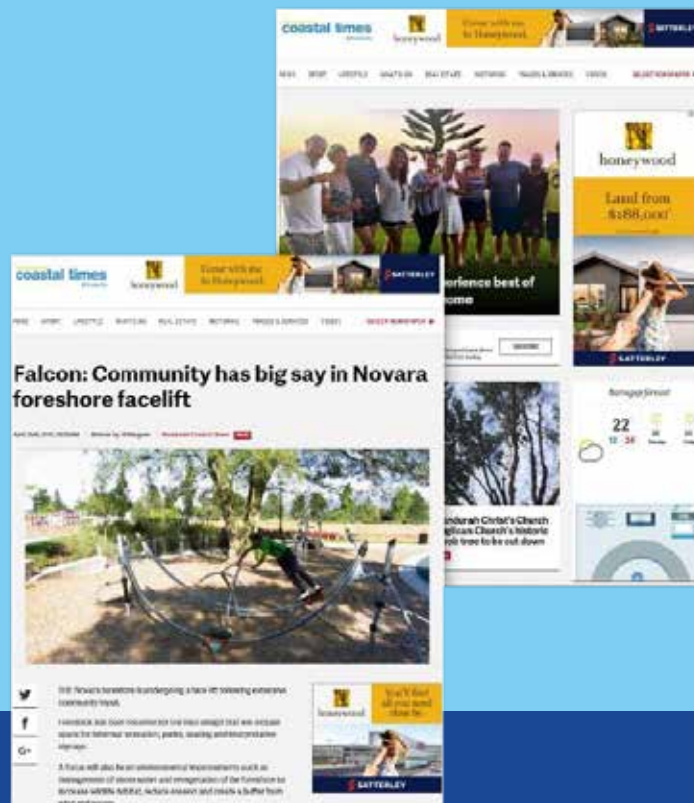
Display advertising primarily works to deliver awareness, making its main objective simply to be viewed. However, display ads can also be a great way to deliver website traffic as they're clickable and often include a strong call to action.

Online display advertising comes in several forms; banner ads, rich media or interactive ads, and short or long-form video. These ads aren't limited to any one website as they can be bought to target an audience and not just the placement (or website).

Online video can run as skippable ads on platforms such as YouTube, but also as non-skippable ads on various websites prior to a user viewing other video content. We can target these ads contextually, demographically, geographically and behaviourally, including retargeting.

These ads are bought on a cost per thousand impressions or a cost per completed view basis. While there's no minimum spend for this type of media, we generally do not recommend a spend of under \$1,000.

NATIVE ADS MIMIC THE LOOK AND FEEL OF EDITORIAL CONTENT, BLENDING ADVERTISING AND CONTENT IN A NATURAL WAY TO DELIVER HIGHER CONSIDERATION AMONG CONSUMERS.



## NATIVE/SPONSORED

These ads run on popular news sites and leverage the publications' trustworthiness to promote your content or brand.

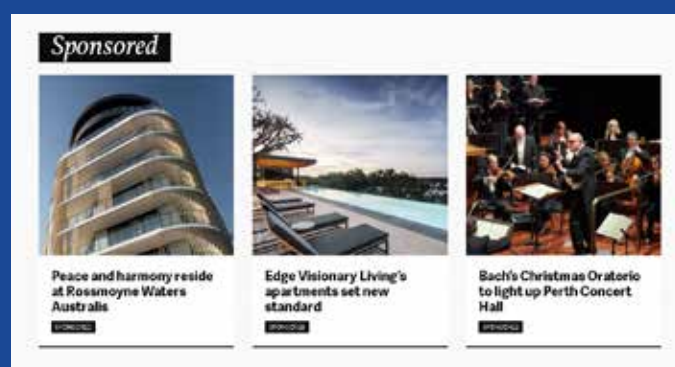
These ads can be targeted contextually, behaviourally, geographically and demographically, and can direct the user to a landing page, content article, blog, or website.

Native ads are bought on a variable cost-per-click, usually ranging between \$1-\$3 per click.

## DIGITAL MANAGEMENT FEES

Digital planning fees are charged on top of media spend, to cover the time required to set up, track, optimise and report on all campaigns.

Planning hours are charged at an additional \$150 per hour - to be quoted upon campaign briefing and dependant on scope of work.



# DIGITAL ADVERTISING



thewest.com.au & PerthNow combined is the number one WA online news destination, expanding on the reach, influence and audience profile of The West Australian & The Sunday Times mastheads.

Via its extensive product portfolio, both sites reach qualified prospects quickly and cost-effectively, keeping people connected to what matters most to them, anywhere, anytime and across any device.

**perth now**.com.au



**2,549,278**

MONTHLY UNIQUE AUDIENCE<sup>1</sup>

**256,379**

DAILY UNIQUE BROWSERS (AVERAGE)<sup>2</sup>

**1,567,465**

MONTHLY UNIQUE AUDIENCE<sup>1</sup>

**119,445**

DAILY UNIQUE BROWSERS (AVERAGE)<sup>2</sup>

**7.7 MILLION**

MONTHLY PAGE IMPRESSIONS<sup>1</sup>

Sources: <sup>1</sup>Nielsen Digital Content Ratings (Monthly Tagged), October 2019, People 2+  
<sup>2</sup>Nielsen Digital Content Ratings (Average Daily AU: October 1-31, 2019)

**22.8 MILLION**

MONTHLY PAGE IMPRESSIONS<sup>1</sup>

# PRESS ADVERTISING

## SEVEN WEST MEDIA

SEVEN WEST MEDIA IS WESTERN AUSTRALIA'S BEST PERFORMING NEWS-MEDIA NETWORK. THE COMBINED STRENGTH OF THE WEST AUSTRALIAN, THE SUNDAY TIMES, THEWEST.COM.AU AND PERTHNOW REACHES A TOTAL OF 3.4 MILLION PEOPLE EACH MONTH, INCLUDING 8 IN 10 WEST AUSTRALIANS.

West Australians trust advertising in newspapers ahead of any other media, and advertising in digital news-media is the most trusted of any digital channel.

ADTRUST study. Ipsos 2019 Base: Users of each media.

### **The West Australian**

Driving the daily news agenda and informing public opinion, through a Western Australian lens.

*The West Australian* offers local government advertisers high volume, high value audiences, flexibility, and speed to market. *The West Australian* is a proven performer with the agility and resources to create, execute and effectively deliver time sensitive campaigns to the public domain.

### **<sup>The</sup>Sunday Times**

*The Sunday Times* is Australia's best performing metropolitan newspaper and the only metro masthead to increase readership over the past year. *The Sunday Times* offers a relaxed, weekend reading environment with in-depth coverage of the latest news and events, plus lifestyle features and sections.

EVERY WEEK

**3/4  
MILLION**

PEOPLE READ AT LEAST  
ONE EDITION OF THE  
WEST AUSTRALIAN.

**336,000**

READERS EVERY  
SUNDAY

**+20,000**

READERS YEAR-  
ON-YEAR.





## STRONG CONTEXTUAL TARGETING WITH REGULAR WEEKLY SECTIONS

### The West Australian

Daily (Mon-Fri)	Sport, Today, West Business, Employment, West Classifieds
Monday	Today, Your Money, Market Place, The Game (seasonal)
Tuesday	Today (including Fashion and Health + Fitness), Ed! (during school terms), Puzzle lift out
Wednesday	Today (including Health + Fitness and Out & About), West Wheels, West Real Estate, West Property
Thursday	Today (including Food and Travel)
Friday	Today (including Home and Outdoors), Pre Game (seasonal)

### The Weekend West

Saturday	Play Magazine, Travel, West Real Estate, New Homes, West Wheels, Sport, West Business, West Classifieds, Employment, Professional Appointments
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### The Sunday Times

Sunday	STM Magazine, The Sunday Times Guide, Sport, Body & Soul, ReadersMart, Motoring, Escape
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# COMMUNITY NEWSPAPER GROUP

## GET TARGETED LOCAL ADVERTISING WITH COMMUNITY NEWS PRINT AND DIGITAL MASTHEADS ACROSS PERTH.

Local advertising makes sense because residents look to Community News platforms for news and advertising that affects them personally. The wide scope of Community News offers a position of power to local governments, who see value in being able to advertise in or across publications in order to directly target households within their local council boundaries.

Community News Group has significantly revamped their distribution to better service readers and local government advertisers. Council news is a key reason people read their local Community News platforms, so Community News has improved editorial hyper-locality aligned with council areas.

Community News occupies a unique position within Perth's media market with their direct connection with local residents. It is a highly trusted voice and source of information for the people of Perth.

By providing community news that is immediately relevant to locals, they differentiate themselves from other mainstream media outlets because they are valued for covering local issues, events and news that really matter to communities.

The targeted sections provide readers with the advertising they're looking for. **Early general news** provides exposure in the front pages of the publications alongside the community news that residents rely on. **What's On** promotes local events to encourage community engagement and **Workplace** targets receptive jobseekers, with 9 out of 10 readers surveyed agreeing that they prefer to work close to home.

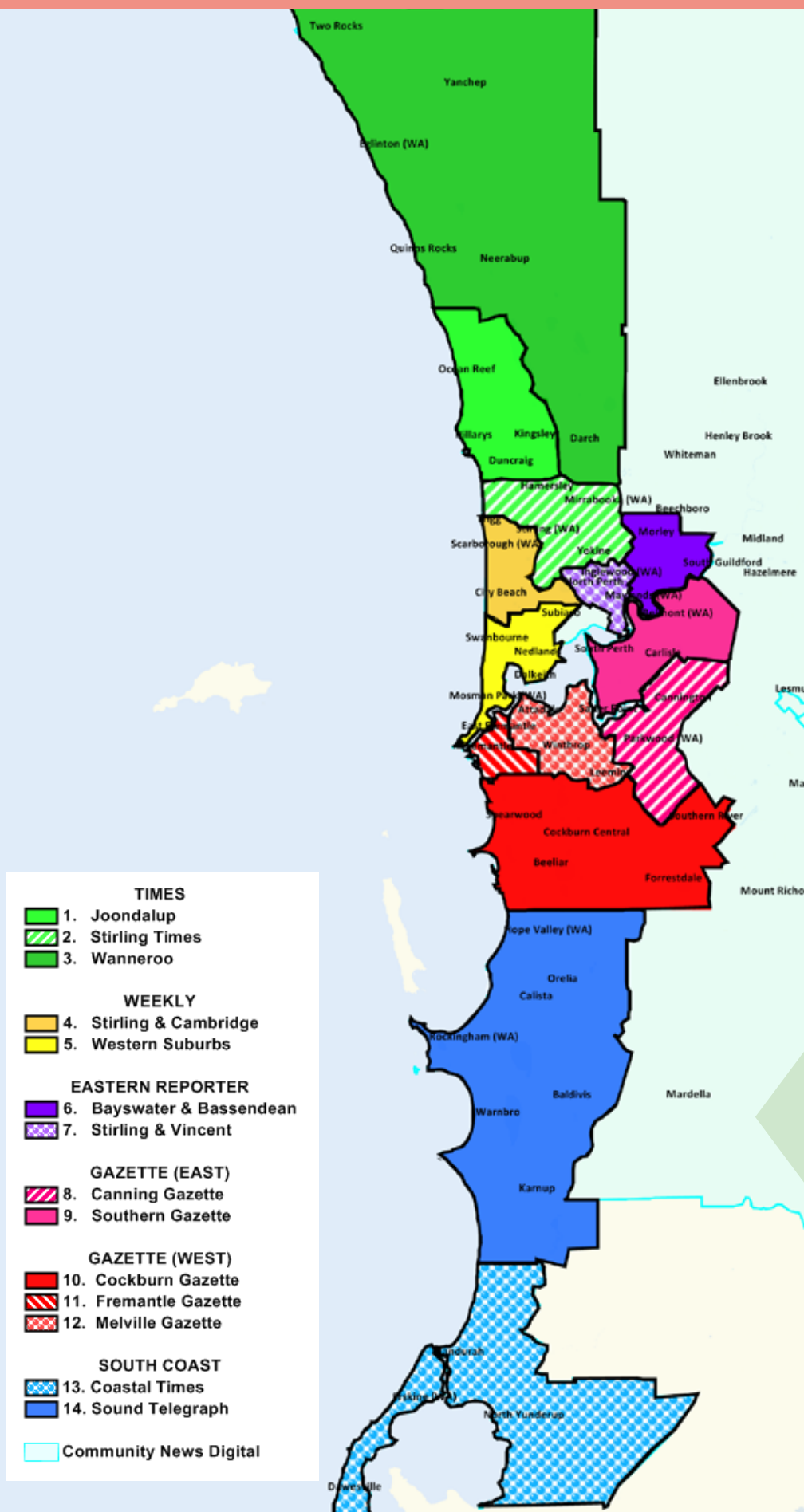
Community News also reach readers anywhere and at any time in a portable and user-friendly digital format on [communitynews.com.au](http://communitynews.com.au). These digital editions make their papers a convenient, accessible and enjoyable read for people on the go.

Community News offers targeted distribution in valued and locally relevant publications. Speak directly to your residents with the mastheads readers trust.



**LOCAL ADVERTISING MAKES SENSE BECAUSE RESIDENTS LOOK TO COMMUNITY NEWS GROUP FOR NEWS AND ADVERTISING THAT AFFECTS THEM PERSONALLY.**





## TIMES

- 1. JOONDALUP TIMES**  
Thursday
- 2. STIRLING TIMES**  
Thursday
- 3. WANNEROO TIMES**  
Thursday

## WESTERN

- 4. WESTERN SUBURBS WEEKLY - CAMBRIDGE & STIRLING**  
Thursday
- 5. WESTERN SUBURBS WEEKLY**  
Thursday

## REPORTER

- 6. EASTERN REPORTER - BAYSWATER & BASSENDEAN**  
Thursday
- 7. EASTERN REPORTER - VINCENT & STIRLING**  
Thursday

## GAZETTE (EAST)

- 8. CANNING GAZETTE** Thursday
- 9. SOUTHERN GAZETTE** Thursday

## GAZETTE (WEST)

- 10. COCKBURN GAZETTE**  
Thursday
- 11. FREMANTLE GAZETTE**  
Thursday
- 12. MELVILLE GAZETTE** Thursday

## SOUTH COAST

- 13. COASTAL TIMES**  
Wednesday
- 14. SOUND TELEGRAPH\***  
Wednesday

*\*Managed by  
West Regional Media*

# PERTH SUBURBAN NEWSPAPERS

PERTH SUBURBAN NEWSPAPERS IS A GROUP OF PRIVATELY OWNED AND OPERATED SUBURBAN NEWSPAPERS IN THE PERTH METROPOLITAN AREA. THE PAPERS ARE FREE AND DELIVERED WEEKLY TO ALL HOMES AND BUSINESSES IN THEIR RESPECTIVE AREAS.

Perth Suburban Newspapers are independent of any national or multinational media organisations; their editorial content is not influenced by any vested interests. Their newspapers are owned and operated by West Australians who live and work in their circulation areas. They have their fingers on the pulse of local issues as they happen. They pride themselves on this independent approach rather than promoting a generic “look” based on style rather than content.

Because of this difference, they have very high, loyal readership within their distribution boundaries. This high loyal readership is delivered directly to advertisers in a credible environment.

Suburban newspapers are increasingly becoming important to people who want to know what is happening in their own backyards.

## Echo Newspapers

Saturday

## Canning Examiner

Wednesday

## Fremantle Cockburn Herald

Saturday

## Melville Herald

Saturday

## Subiaco Post

Saturday

## Voice News

Saturday

## Weekend Examiner

Thursday



# Perth Suburban Newspapers COMBINED CIRCULATION

# 281,414

## Perth Suburban Newspapers

Phone (08) 9388 6887

Email [psn@postnewspapers.com.au](mailto:psn@postnewspapers.com.au)

[www.perthsuburbannews.com.au](http://www.perthsuburbannews.com.au)



## PERTH SUBURBAN NEWSPAPERS

### 1 VOICE

Coolbinia, East Perth, Highgate, Inglewood, Leederville, Maylands, Menora, Mt Hawthorn, Mt Lawley, Northbridge, North Perth, Perth, West Perth

**TOTAL DISTRIBUTION**  
22,174 (Saturday Publication)

### 2 POST

Churchlands, City Beach, Claremont, Cottesloe, Crawley, Daglish, Dalkeith, Floreat, Hollywood, Jolimont, Mosman Park, Mt Claremont, Nedlands, North Fremantle, Peppermint Grove, Shenton Park, Subiaco, Swanbourne, Wembley, Wembley Downs, West Leederville, West Perth, Woodlands.

**TOTAL DISTRIBUTION**  
51,128 (Saturday Publication)

### 3 HERALD

Alfred Cove, Applecross, Ardross, Attadale, Bateman, Beaconsfield, Bibra Lake, Bickton, Booragoon, Brentwood, Bull Creek, Coogee, Coolbellup, East Fremantle, Fremantle, Hamilton Hill, Hilton, Kardinya, Leeming, Melville, Mt Pleasant, Munster, Murdoch, Myaree, North Fremantle, North Lake, O'Connor, Palmyra, Port Coogee (Nth Coogee), Samson, South Beach (Nth Coogee), South Fremantle, Spearwood, White Gum Valley, Willagee, Winthrop.

**TOTAL DISTRIBUTION**  
68,582 (Saturday Publication)



Audited Media  
Association of Australia



March 2019

Scale: 10kms

### ECHO

### 4 ECHO

Aveley, Bakers Hill, Baskerville, Bassendean, Beechboro, Bellevue, Brabham, Bullsbrook, Caversham, Chidlow, Darlington, Dayton, Eden Hill, Ellenbrook, Forrestfield, Gidgegannup, Glen Forrest, Gooseberry Hill, Greenmount, Guildford, Hazelmere, Helena Valley, Henley Brook, Herne Hill, High Wycombe, Hovea, Jane Brook, Kalamunda, Koongamia, Lesmurdie, Mahogany Creek, Maida Vale, Middle Swan, Midland, Midvale, Millendon, Mt Helena, Mundaring, Northam, Parkerville, Red Hill, Sawyers Valley, South Guildford, Stoneville, Stratton, Swan View, Toodyay, Upper Swan, Viveash, Walliston, Wattle Grove, West Swan, Woodbridge, Wooroloo, Wundowie, York.

**TOTAL DISTRIBUTION**  
49,998 (Saturday Publication)

### EXAMINER

### 5 EXAMINER

Armadale, Beekham, Bedfordale, Bentley, Brookdale, Byford, Camillo, Cannington, East Cannington, Canning Vale, Cardup, Champion Lakes, Clifton Hills, Ferndale, Forrestdale, Gosnells, Harrisdale, Huntingdale, Jarrahdale, Kelmscott, Kenwick, Keysbrook, Langford, Lynwood, Maddington, Martin, Mt Nasura, Mundijong, Oakford, Orange Grove, Parkwood, Piara Waters, Queens Park, Riverton, Roleystone, Rossmoyne, Serpentine, Shelley, Southern River, St James, Thornlie, Welshpool, Westfield, Whitby, Willetton, Wilson, Wungong.

Gosnells/Armadale/Serpentine 59,993\*  
(Thursday Publication)

Canning 29,539\*  
(Wednesday Publication)

**TOTAL DISTRIBUTION**  
89,532\*

\*Publishers claim

June 2019



# WEST REGIONAL NEWSPAPERS

WITH 22% OF WA'S POPULATION LOCATED IN REGIONAL WA, IF YOU ARE NOT ADVERTISING IN REGIONAL NEWSPAPERS, YOU COULD BE MISSING OUT ON ROUGHLY A QUARTER OF YOUR MARKET! THE WEST AUSTRALIAN REGIONAL NEWSPAPER GROUP OFFERS 19 QUALITY TITLES COVERING ALL OF REGIONAL WA.

Regional communities understand the value of having their own local newspaper and local businesses thrive by advertising successfully in their local newspapers.

With a focus on community connection, West Regional Newspapers are the lifeblood of the regions they serve each week and have a real, local connection with readers in regional WA. Regional newspapers are a powerful medium because they are still the primary source of local news, while radio, television and metro newspapers alone cannot provide the same dedicated coverage on local issues, events and advertising. Regional newspapers are a trusted source of focused, reliable and relevant information.

West Regional Newspapers can offer fully integrated business solutions: in-paper, online, features, liftouts, special publications, inserts and event coverage.



## GREAT SOUTHERN

**Albany Advertiser** - Tuesday and Thursday  
**Great Southern Herald** - Thursday  
**Narrogin Observer** - Thursday  
**The Albany Extra** - Friday

## GOLDFIELDS ESPERANCE

**Kalgoorlie Miner** - Monday to Saturday

## MIDWEST

**Geraldton Guardian** - Tuesday and Friday  
**MidWest Times** - Wednesday

## NORTHWEST

**Kimberley Echo** - Thursday  
**Broome Advertiser** - Thursday  
**North West Telegraph** - Wednesday  
**Pilbara News** - Wednesday

## SOUTHWEST

**Augusta Margaret River Times** - Friday  
**Bunbury Herald** - Tuesday  
**Busselton Dunsborough Times** - Friday  
**Harvey Waroona Reporter** - Tuesday  
**Manjimup Bridgetown Times** - Wednesday  
**Sound Telegraph** - Wednesday  
**South Western Times** - Thursday

## WHEATBELT

**Countryman** - Thursday



# WA REGIONAL PRESS NETWORK



## THE WA REGIONAL PRESS NETWORK COMPRISES 9 NEWSPAPERS COVERING VAST AREAS OF THE STATE.

The newspapers provide a vital resource for their local areas and are unique in their coverage of local news and events.

This coverage enables the newspapers to deliver the highest readership within the State's lucrative agricultural, horticultural and industrial areas. The newspapers circulations cover the Wheatbelt and grain growing districts, as well as beef, dairy, sheep, pigs, wool and wine growing areas. The papers also cater for the rapidly growing coastal strip between Mandurah and Augusta and the burgeoning South West.

### **Augusta Margaret River Mail**

Wednesday

### **Avon Valley & Wheatbelt Advocate**

Wednesday

### **Bunbury Mail**

Wednesday

### **Busselton Dunsborough Mail**

Wednesday

### **Collie Mail**

Thursday

### **Donnybrook-Bridgetown-Manjimup Mail**

Monthly - Last Thursday of the month

### **Esperance Express**

Friday

### **Great Southern Weekender**

Thursday

### **Mandurah Mail**

Thursday

CONNECTING YOUR  
BUSINESS WITH  
LOCAL CUSTOMERS

# ONLINE RECRUITMENT ADVERTISING



**SEEK** is Australia's most visited employee website.

For over 20 years, **SEEK** has created world-class product technology solutions to address the needs of job seekers and hirers and facilitate the matching between job seekers.

**SEEK** is uniquely positioned to provide hirers with more relevant candidates by tapping into their 13 million profiles in Talent Search.

Whether you want to reach more candidates or show case your brand, **SEEK** Standout and Premium Job Ads are perfect for when you need more relevant candidates faster or when you want to communicate your brand across devices seamlessly.

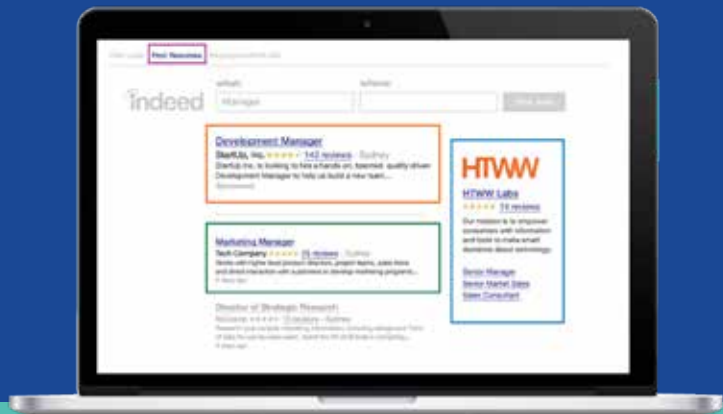


## Showcase your brand

With SEEK Standout and Premium Job Ads you can communicate your brand across devices with the new header images, helping you communicate your EVP to candidates.







With over 250 million unique visitors every month, 4.1 million job seekers and 150 million total ratings and reviews worldwide, **Indeed** strives to create the best experience for both job seekers and hirers.

Being the 1# job site in the world, Indeed gives local councils access to over 150 million resumes to help them find their perfect candidate.

Job hirers can choose between posting their jobs for free or pay for sponsored posts to reach more candidates. **Indeed** understands the needs of different clients, and allows job hirers to set their own budgets for sponsored job posts, giving a more tailored approach to businesses than other online search engines.

With 70% of people worldwide choosing to go online to search, online job sites are a great opportunity for local councils to reach, connect and meet job seekers.



**LG Assist** is Australia's largest local government employment network serving Councils throughout Australia. **LG Assist** is also the highest ranked local government job board in Australia and New Zealand, independently verified via Alexa. With more traffic than any other local government job board, **LG Assist** can deliver you cost-effective results.

**Assist** is the most effective way to advertise your local government roles and get the widest coverage through a network of employment sites, at one low cost.

**LG Assist** has a network of hundreds of thousands of job seekers through a variety of partner boards.



**LGnet** provide Job and Tender Advertising service for Local Governments in Australia. An online portal for Local Government content that allows visitors to view jobs and tenders across various Local Governments rather than try to visit many web sites in search of a job or tender.

When you advertise on **LGnet**, your job will appear at **[www.lgprofessionalswa.org.au](http://www.lgprofessionalswa.org.au)**.



**CareerOne** is a leading digital employment brand offering a unique job hunting experience and innovative corporate solutions for candidate sourcing, talent management, and employer branding.

**CareerOne** is launching a new jobs platform with a hyper-personalised experience layered on unprecedented match score technology, such as capturing rich information and job matching technology between employees & employers.

# RADIO ADVERTISING

**nova**93.7

With a contemporary music format and core target demographic of People 25-54, **Nova 93.7's** success is led by their heritage breakfast show Nathan Nat and Shaun. Together, these three are Perth's longest standing Breakfast Show. They cater to a wide variety of Perth listeners; from parents, working dads, DINK's and uni students through to blue collar workers and high income professionals. It is this core and longevity in the Perth market as team that makes them a much loved part of the Perth radio landscape.

Across the day you'll catch a variety of music, awesome competitions and a lot of fun with Ross Wallman and Katie Lamb.

During the Drive home you'll hear another Perth favourite show with Aussie darling Kate Ritchie, Perth's own Tim Blackwell and funny man Marty Sheargold, also known as Kate, Tim and Marty.

Then in the evenings it's Fitzy & Wippa for an hour from 6pm, followed by Smallzy's Surgery which cements Nova's authority on all things music and entertainment.

They love our coastal life style and everything this amazing city has to offer. The passion for local offerings and listeners are demonstrated through their involvement and partnerships with MANY local business and events throughout the year. Live events and OB's with their listeners are what they love.



Events such as Fringe World, City 2 Surf, University Open Days just to name a few. PLUS they have involvement with Perth sporting teams like the Wildcats and Scorchers.

You can also find the Casanovas out and about on the streets across Perth with free giveaways and games to play. Experiential activations for their listeners and product sampling for clients.



**"EVERY SPOT BOOKED ON HIT92.9 IS REPLICATED ACROSS THE RESPECTIVE DIGITAL RADIO STATIONS, GIVING OUR CLIENTS ADDITIONAL REACH AND VALUE"**

### hit92.9

Every commercial booked on mix94.5 is also aired on 4 x DAB+ Digital Radio stations giving our clients additional reach and value.

Focusing on hit music, old-school favourites and RNB Fridays with hit shows at Breakfast and Drive, Hit Perth entertains 531,000 listeners every week.

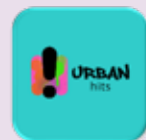
**Hit92.9** has the hottest hit music, the best shows and the most engaging content. To get this bang-on, they are simply into what their fans and listeners love. They are committed to delivering what moves listeners, what makes them feel alive, what entertains them and what they love listening to.

57% of the **hit92.9** audience are aged 25-54 and whilst Women 40 and under is their bullseye, they're also much broader than that. They deliver a strong Male audience and a content lineup that represents that. Their male presenters resonate with both men and women. They are not just

females and certainly not teenagers. Hit92.9 have a broad and mature audience.

Of the **hit92.9** audience:

- 57% are female
- 66% are married / defacto
- 41% have children in their household
- 64% are home owners



### mix94.5

Every commercial booked on mix94.5 is also aired on 3 x DAB+ Digital Radio stations giving clients additional reach and value.

Mix94.5 is Perth's most loved heritage radio station; entertaining listeners with Perth's Greatest Hits - from the 80's to now - including across the famous "No Repeat Workday!" on its FM, AM and digital radio offering.

With more than five hundred thousand listeners each week, mix94.5 continues to grow audiences with its depth of talent.

**Mix94.5's** Big Breakfast with Clairsy, Matt and Kymba is Everything Perth! From 6am to 9am weekdays, you can tune in for topics such as big celebrities in town, sport that matters and the important local issues. During the drive home, **mix94.5's** Rush Hour with Dave keeps you company on the school pick up! Enjoy your drive after another long day with lots of laughs, the important stuff and widest variety of music.

**Mix94.5** listeners are very family focused, mostly working full time and leading a full and busy lifestyle. The average age for the **mix94.5** listener is 42.

- 52% are aged between 24-54
- 53% are female
- 68% are married or defacto
- 37% have children in their household
- 68% are home owners







**96FM HAS THE MOST LISTENERS AGED 18+ OF ALL PERTH STATIONS, BUT THEIR CORE LISTENERSHIP COMES FROM ALL PEOPLE AGED 40-54.**

The station is male skewed, but is female friendly, with a consistently even split of males and female listeners. **96FM** has an extremely high concentration of tradespeople and people who are self-employed with average household incomes exceeding 106k (higher than the Perth average).

With a music strategy centered around 'Real Music', the talent embody this and bring with them, warm, welcoming and engaging personalities Perth can wake up to and spend the day with.

You'll hear only the best in real music, with the likes of U2, Queen, Elton John, Cold Chisel, The Rolling Stones, Pink and more.

Everything you hear on-air and stream online has the station's Real Music positioning at its core.



**6PR - PERTH'S ONLY COMMERCIAL NEWS TALK RADIO, PREDOMINANTLY TARGETING 40 TO 54 YEAR OLDS, HAS SOME OF THE HIGHEST PROFILE PERSONALITIES IN PERTH.**



Each program is packed with interesting current affairs, news coverage as it happens, interviews with famous faces from around the world, regular topical segments, finance & sporting updates, quizzes and prize giveaways.

6PR offers advertisers an environment where they can actively engage large numbers of prospective customers.

## THE 6PR OFFERING

### → 6PR NEWS TALK RADIO

- Commercial Schedules
- Live Reads
- Live Crosses with Announcers
- On-Air Content Interviews
- Sponsorships
- Outside Broadcasts
- Targeted Content Capsules

### → DIGITAL

- HPTO, Mrecs, Leaderboards & Skins
- Video Live Reads utilising 6 PR Talent
- Social Content Placement and Boosting
- 15 and 30 second Pre-rolls and Mid-rolls
- Longform and Shortform Podcasting Opportunities
- Video Content Series Opportunities
- Sponsored Content Articles

### → ADDITIONAL OPTIONS

- Addressable Radio
- AFL Broadcasting Opportunities March to September
- Cricket Broadcasting Opportunities October to March
- EDM

# TELEVISION ADVERTISING

THERE ARE THREE KEY FREE-TO-AIR COMMERCIAL TELEVISION NETWORKS THAT REACH ALL THE CAPITAL CITIES ACROSS AUSTRALIA, NETWORK 10, NETWORK 9 AND NETWORK 7.



These television networks can reach a very large part of the overall Australian population and can also be bought via catch up mediums.

Network 10 focuses on drawing in an under 50's network with some of their most popular shows including The Project, The Bachelor and Bachelorette and Survivor. Network 9 focuses more on family friendly and local content with some of their key programming including shows like The Block, The Voice and Married at First Sight. While Network 7 is skewed towards an older audience with their highest rating shows including Today Tonight News, Home and Away and Australia's Got Talent.



## CATCH UP TV

Catch Up TV is an extension of regular TV, allowing people who miss a programme to view it on demand.

Each TV station has a specific Catch Up platform and recently we're seeing an increase in popularity across this medium.

Some of the benefits of Catch Up TV are:

- It generates more attention as it takes up 100% of the screen and is 100% viewable with no scrolling down the screen

As it aligns with heavily regulated TV programming, it appears in brand safe environments

- As there are less ads on catch-up TV, 54% of people say they are likely to watch them more closely
- They allow for more specific and tailored targeting of messaging to relevant audiences



# LARGE FORMAT / BILLBOARDS

## OUT OF HOME

With 64% of people believing large format billboards are a memorable form of advertising, large format billboards are a fantastic way for Local Governments to directly target their local community through an impactful format.

Located along the main arterials in Perth, large format are able to reach a large volume of people at high frequency. With 60% of people remembering seeing large format advertising at least once a week, and 43% of people seeing them more than 3 times a week, large format are a strong and proven way for Local Governments to successfully get their message across to audiences.



Large format billboards are also available at both the Perth Underground Joondalup train stations, allowing for a third of Perth's 25-54 year old audience to be targeted on their daily commute.





# TRANSIT ADVERTISING

**TRANSIT PRODUCES MEMORY ENCODING 20% HIGHER THAN STATIC FORMATS, MEANING THE UTILISATION OF TRANSIT TO HELP SPREAD YOUR MESSAGE WILL STAY IN THE AUDIENCES MIND LONGER. THERE ARE VARIOUS TRANSIT OPTIONS AVAILABLE TO BE USED IN LOCAL GOVERNMENT ADVERTISING:**

## Bus Advertising

Bus advertising is a cost-effective, unique format that speaks to a captive audience with the down-time to read and absorb brand messages. Ideal for tactical or promotional campaigns.

There are a variety of different formats available to local government when choosing bus advertising:

***Metroback:*** Cost efficient and complimentary format providing eye level exposure to motorists and pedestrians.

***Portrait Back:*** Striking portrait format providing eye level exposure to motorists and pedestrians, facilitating broad distribution and flexible campaign weights.

***Portrait Side:*** High demand portrait format perfect for attracting attention while driving cost effective reach and frequency across key metro markets.

***Fullback:*** The Full Back makes a statement at every turn. With its large, rear visual positioning, it creates a high propensity to engage with a range of vehicle and pedestrian traffic.

***Showcase:*** Showcase brands boldly at scale. Speaking directly to large audiences, delivering the impact of a billboard, amplified by being on the move.

***Megaside:*** Akin to a moving large format Billboard, the Megaside format boasts stature, impact, exposure and frequency all the while covering the CBD and key suburban locations.

***Maxibus:*** Dominates the streetscape, commands attention everywhere it travels, ensures saliency and increases the perceived size, success and quality of your brand.



# AIRPORT ADVERTISING



**WITH 13.7 MILLION PEOPLE PASSING THROUGH PERTH AIRPORT LAST YEAR ALONG, A NUMBER WHICH HAS TRIPLED IN THE PAST TEN YEARS, PERTH AIRPORT HAS BECOME A SIGNIFICANT ADDITION TO OUTDOOR ADVERTISING. WITH HIGH EXPOSURE RATES, AND A HIGH RATE OF ACTION AS A DIRECT INFLUENCE OF SEEING ADVERTS DURING TRAVELLER DWELL TIME, PERTH AIRPORT OFFERS LOTS OF OPTIONS FOR YOUR ADVERTISING NEEDS:**

## **Regional airports**

Advertising opportunities also exist beyond the domestic/international terminals in Perth at various regional airports across WA including Newman, Kalgoorlie, Port Hedland, Geraldton, Karratha and Onslow. These sites can help your messaging target regular travelers into these locations.

## **T1 International**

Housing all international flights except for Qantas, T1 targets Perth residents traveling overseas. With an average dwell time of 90 minutes, between check-in and boarding, there's ample opportunity for advertising along their passenger journey to be absorbed and engaged in. It's also a great way for Local Government to engage International tourists, who are arriving into Perth looking for ideas on how to spend their time in the city.

## **T1 Domestic Virgin**

T1 Domestic Virgin is the home to all Virgin Domestic and Virgin Regional flights. With a high proportion of younger travellers passing through, this terminal is ideal for targeting a younger audience who are either regular leisure travellers or travelling for work including FIFO.

## **T2 Regional**

T2 Regional airport is designed specifically for the regional FIFO Market. With a steady stream of largely males in the early to mid-level of their career travelling from this terminal for work, it's ideal for targeting high income earners who are just starting to settle down.

## **T3 Jetstar/Qantas International & T4 Qantas**

T3 and T4 are home to the rest of the domestic flights and Qantas-run international flights. With a large proportion of travellers coming through these terminals including interstate and international travellers, the promotion of tourism is significant in these terminals. T3 Qantas International will continue to grow audience numbers as direct flights to London, Tokyo, Paris and Beijing launch in the coming years, making Perth Airport a pivotal stop over point for overseas travellers. T4 Qantas has a large volume of FIFO and business travellers, as well as high end flyers who prefer to travel with a trusted and established brand.





## RAIL ALLOWS LOCAL GOVERNMENT TO TAKE ADVANTAGE OF PASSENGER DWELL TIME BETWEEN TRAINS TO PROMOTE THEIR MESSAGE.

Through different formats including large format static panels, XTrack TV and the City Link digital, you can target passengers moving in and out of CBD. With rail commuters spending an average of 11.9 minutes on rail platforms daily, 42% of these commuters read the ads time and time again, making it a great way to target those who aren't spending as much time on the road.

The option to also book static train interior panels means that the Local Government can also take a journey with the passengers, reinforcing their message as they physically travel to their next location. This also allows for the Local Government to take advantage of the time that occurs between destinations, allowing for a high level of involvement to be generated.



# BUS SHELTERS

BUS SHELTER  
ADVERTISING OFFERS  
LOCAL GOVERNMENTS  
TARGETED OUTDOOR  
ADVERTISING SPACE  
AIMED AT THE LOCAL  
COMMUNITY WITHIN  
COUNCIL BOUNDARIES.



With over 12,700 touch points, the bus shelters provides the Local Government with the flexibility of an audience-led approach, allowing them to reach the right consumers at the right moment at the right location along their daily journeys to where they live, work and shop.

With digital panels expanding, Local Government have access to 40 digital panels across the CBD+, Influencer & Northern suburbs.

Digital panels allow multiple creative change outs, which gives advertisers the ability to change content almost instantly, giving Local Government the ability to keep ads contextually relevant to their target audience.



# RETAIL

THE RETAIL ENVIRONMENT HAS SEEN INCREDIBLE DEVELOPMENT IN RECENT YEARS WITH CENTRE DEVELOPMENT AND INCREASE IN DIGITAL PRESENCE. RETAIL ADVERTISING IS AVAILABLE ACROSS ALL METRO AND REGIONAL WA WITH OVER 68 CENTRES STATE WIDE.



Coverage includes centres of all sizes from 'desire' centres for example Lakeside Joondalup, to 'need' with Leederville Shopping centre and 'want' Ocean Keys. Shopping Centre panel screens capture 94% of the audience in centres and are strategically placed in the best positions to engage consumers, giving local councils the ability to grab their audiences attention on their 'path-to-purchase'.

Shopping centres offer the following channels or media opportunities:

- Shopalite
- Digital Landscapes
- Shopalives
- Banners
- Door decals
- Floor decals
- Large format and
- Experiential



# ADS ON WHEELS



## New exciting outdoor advertising

Using rear window banner advertisements, Ads on Wheels can spread your message to motorists, passengers, pedestrians and cyclists in your targeted area.

## Target locations

Target geographical locations such as suburbs, freeways, highways and other local, metro or regional locations. You can control your whole campaign - where they drive, who drives the vehicles, and the number of drivers on the road.

## Target driver

Select a demographic of drivers which are relevant to the business. This can be tailored based on their hobbies, interests and certain data points.

## Brand ambassadors

Ads on Wheels educates their drivers to promote your brand to passengers and friends through social media and the use of QR codes, we can offer a measurable call to action.

## The Ads on Wheels app

- Create profile (Find hobbies and interest)
- Vehicle checked to make sure it meets standards (SUV, hatchback & wagons preferred)
- 7 day trial so we can understand their driving habits
- Screening the driver to make sure they suit the campaign
- Algorithms & driver score to ensure safe driving

## Monitor

- Live reporting via our web portal
- Detailed heat maps
- Kilometre counter
- Minimum of 250km

## Brand Ambassadors

Ads on Wheels educates their drivers on becoming the perfect brand ambassador. Drivers promote the company they advertise for to friends and family through unique referral systems like no other. Businesses can also give the drivers marketing material to further educate and help sell the product.

- 18.7 billions kilometres travelled by Perth motorist each year
- 72% of Australians travel to and from work by road
- Perth drivers spend 50hrs behind the wheel per month
- 9/10 Australians leave their homes each day
- 74% of Australians see billboards every day
- Over 800,000 km Ads on Wheels active campaign kms travelled. That's over 20 times around the world!!!





# CINEMA ADVERTISING

## When to use it:

- If you want to run an ad just like TV but you don't have the budget or want the wastage of hitting areas that are irrelevant to you (i.e. you can buy ads at one cinema)
- To reach local people who are out and about, spending money cinema is an ideal medium
- Young people and families are heavy cinema users
- Cinema is especially effective at reaching people who don't read local papers/respond to fliers
- You can buy cinema by locations (CINEads), by demographic (MAP - Movie Audience Preferred) or choosing a particular movie (Follow Film)
- Cinema is one of the few media channels with a growth in spend over the past 12 months

7 out of 10 people travel less than 10kms to see a movie so it is a very effective local advertising medium.

8 out of 10 people shop at the same shopping centre where they go to the movies

## Cinema

- 70% Australians go to the movies! Cinema is the most popular cultural activity in Australia
- Cinema has a captive and attentive audience with very low ad avoidance (average 15 min dwell time before advertised start time)
- Cinema provides heightened audio/visual intensity unlike any other medium and can be especially effective in making Community message communication easier to remember (Research proves cinema has 6 x recall of TV )
- Cinema makes your message more memorable. Research shows cinema to increase main message cut through (i.e. recall of ad content) to be 156% higher than using TV or online video alone
- Proven performance, many councils use their local cinema/s as part of their ongoing awareness campaigns. [www.cineads.com.au/categorylist/councils](http://www.cineads.com.au/categorylist/councils).

## Production

- CINEads specializes in creating low cost digital motion graphic commercials.



# OTHER ADVERTISING SOLUTIONS

Through the WA local government advertising contract, there are a variety of other media alternatives available to Local Government in helping get messages out to the local community. These alternative advertising solutions include the following:

- H3 Hummer (a 3 sided, 24 sheet mobile billboard)
- Smart Cars
- Infiltration ads (walking billboards)
- Hotels & pubs
- Universities
- Car parks
- Caravan Parks
- Roadhouses
- Shopping Centres
- Airport Terminals
- Sports and Leisure Centres
- Surf Life Saving Watch Stations (Beach ads)

## SMARTADS



## EVOLUTION ADS



## INFILTRATION ADS



## BEACH ADS



## PARKING ADS



## LIFT ADS



## BOOM ADS



## AVIATION ADS



## CENTRE ADS



## ROADHOUSE ADS



## DECAL ADS



## CAMPUS ADS



## FITNESS ADS



## VENUE ADS



# ADSPLUS

## ADSPLUS IS THE ONLINE BOOKING AND PLACEMENT SYSTEM USED TO CENTRALISE AND STREAMLINE THE ADVERTISING PLACEMENT PROCESS.

ADSplus saves councils time and money by simplifying the submission of advertising orders and ad production into a single streamlined online process.

ADSplus helps councils centralise all advertising activity by acting as an online filing system, whereby they can track, sort and search current and previous orders. Through the provision of 24-hour, 7-day-a-week login access, ADSplus helps local government officers manage their advertising requests through media placement guidance, deadline timeframes and financial budgeting.

Importantly, Marketforce have never forgotten that whilst online solutions are great tools to have, they never remove the need for personal support from our client service team. Along each step of the process, the Marketforce team are reviewing, confirming, offering advice and processing every order.

Marketforce conducted a survey with all local government clients in January 2019 to gain feedback regarding ADSplus. Key Insights from the survey were:

**72%** of respondents use ADSplus to submit advertising requests

**83%** of respondents say that ADSplus is easy or very easy to use

**90%** of respondent say that ADSplus improves efficiency of their advert submission process

This direct assessment from WALGA members demonstrates how important ADSplus remains in the day-to-day advertising process for local governments and the high regard users place on its efficiency.

In 2020, Marketforce will be rolling out an upgrade to ADSplus with improvements to the backend functionality and ordering/placements screens. These changes will enhance a system that has a proven reputation with local government while making the user experience more streamlined. It will include new functionality with personalised landing pages for each WALGA member along with additional information such as media updates and relevant industry news.

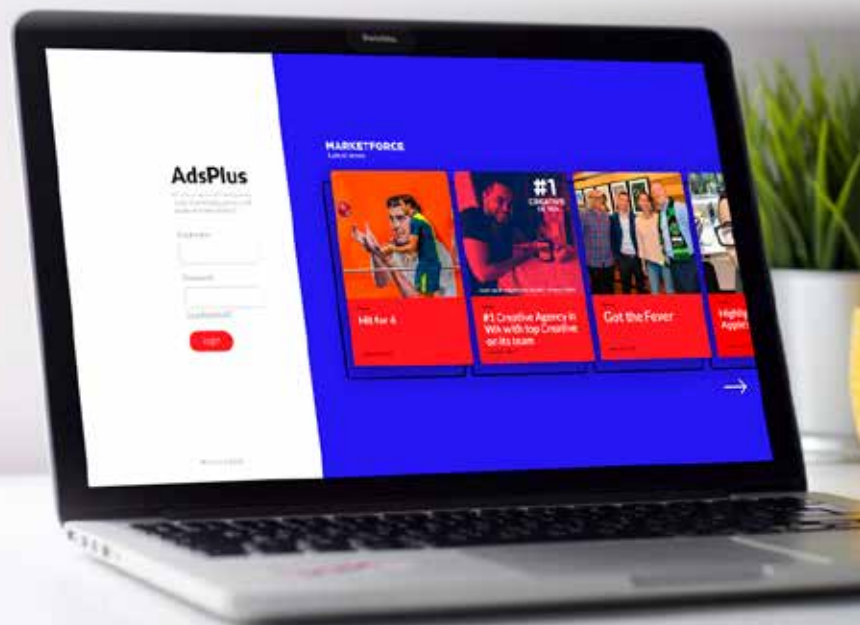
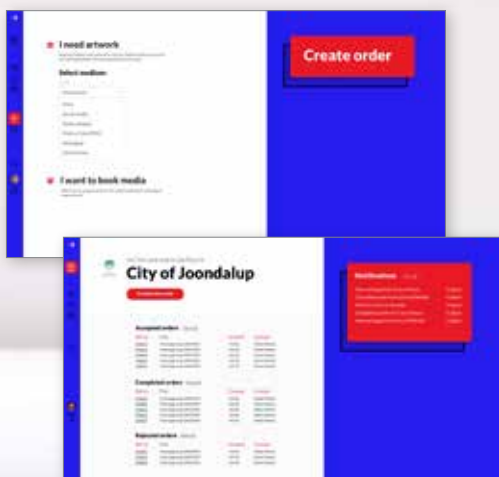
To arrange an ADSplus login, please contact your Marketforce Client Coordinator.

### ADSplus benefits

- One system providing artwork, media booking, archive and ad costing
- Discounted production rates
- Workflow management from: ad creation, media booking, final approval and invoicing
- Ensure brand consistency across project sites, departments, offices and states
- Fast turnaround times on ads
- Create your own PDF proofs within minutes instead of hours
- Make alterations to your ad quickly & easily
- Full archive of previous adverts lodged through the system
- Accessible 24 hours a day

### ADSplus features:

- Ad production
- Media bookings
- Complete client control
- Instant proofs
- Online alterations and approval
- Order tracking
- Cost estimates
- Online archive database
- Consistent branding





## FURTHER INFORMATION

### **WALGA Business Solutions**

170 Railway Parade, West Leederville WA 6007



08 9213 2505



[preferredsupplier@walga.asn.au](mailto:preferredsupplier@walga.asn.au)

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