

Senator MOORE—Is it possible to get a synopsis of that advertising campaign for the committee: the background, how long it has been going, what the messages are, and any feedback you have or any review you have had on success? I think that would be really interesting to see how that process operates. (Hansard p. 11)

Sent: Thu 24/03/2011 7:54 PM

The following information is provided in response to the Committee's request for details of our local government promotional campaign;

The WALGA local government sector promotional campaigns have been operating since 2005. The association has spent in excess of \$2,000,000 during this period in developing the campaign creative, buying media placement and conducting the underlying research program. The result has been a continual increase in awareness of the facilities and services provided by local government and recognition of the association.

The sector promotional campaigns were initiated in 2005 with the three objectives which remain pertinent 2011:

- 1. Improve the perception of Local Government in WA*
- 2. Raise the profile of WALGA*
- 3. Redress the skills shortage facing the sector*

A comprehensive community research program (qualitative focus groups tested in a quantitative state wide survey) was undertaken to identify critical factors.

The initial research demonstrated that trust was the overwhelming contributing variable to community satisfaction with local government in WA.

The 2005 campaign creative was designed to leverage the drivers of trust (calculus, knowledge and identification) in the context of amplifying the career opportunities in local government.

Initial ad tracking of the initial campaign demonstrated a 45% increase in awareness of services provided by local government; a 35% increase in consideration in local government as an employment option.

Subsequent campaigns have built on these achievements with additional creative developed to build on awareness of local government facilities and services as a value for money proposition; highlight professional career opportunities; participation in the local government election process; and to oppose legislative changes at a state level.

In 2007 the WALGA sector promotional campaign and associated research was awarded a National Marketing Award by the Australian Marketing Institute in the category of consumer insight. The WALGA campaign achieved this in a field of finalists which included Tourism Australia, Telstra, ANZ Bank, Stockland and Ericsson.

The campaign currently under development intends to leverage the TVC creative into a digital application to enhance the opportunity for community realisation of personal value for money in local government services and facilities and to assist the sector in the management and engagement of communities.

Video clips of the various television campaign commercials can be viewed on our website at: <http://www.walga.asn.au>

Cheers

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