

3 March 2005

Mr G Hunt
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City of Joondalup DOCUMENT REGISTRATION
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Action Required: NOTE

Dear Garry

2005/2006 BUSINESS & COMMUNITY DIRECTORY

Your Ref: CJ003.02/05

I refer to the letter received from Mike Smith of your office dated 24 February 2005. The importance and value of the Community Business Directory is not in question. It is an important project for the JBA and a major "partnership" between our organisations.

The contents of the report to the Commissioners does not address the synergistic value of having the City contribute to the Business Directory. Each publication in its own right is less valued by the rate payers than a joint publication.

The City officer refers to the City producing a Council Services Directory for \$32,000 in 2000 for sixteen pages. With the greatest of respect the document was of limited value and its retention rate greatly less than last year's publication.

What the Business Association offered the City was for them to have joint dominance with the Association, that is, sharing front cover/covers, and a joint preface by the Mayor /Chairman and the Association's President. The Council in December 2003 agreed to fund \$32,000 plus later another \$4,000 for cover.

To my knowledge the extra copies were provided as agreed. In fact the "Community Service Pages" including maps etc in the 2004/2005 Directory totalled 54 pages plus front and inside cover.

The previous Directory's were of 54 GSM thick paper. The 2004/2005 Directory was increased to 85 GSM to give a more substantial feel, look and quality of presentation.

The retention surveys have indicated a higher rate than previous Directories. We believe this is because of the quality and joint information presented.

The costings provided for the 2005/2006 publication will increase due to the printing, distribution and quantity.

I find it ironic that during recent discussions with Mike Smith and Melissa Ferral, we were informed their internal cost allocations for preparing the pre press component of last years Directory to be in excess of \$100,000 for 34 pages. Surely this means the JBA producing the Directory is the most appropriate and cost effective option. Our pre press was less at \$27,000 for 70 pages.

I believe there is an overwhelming case for the City to support business in this project with \$50,000 as outlined in our letter of request.

Of the seven options presented, the only sensible, equitable and practical option is number 7.

We are disappointed that senior staff within the City have presented selective information in such a way that doesn't in our assessment address the positives of the City and the Association producing a market preferred publication. The money involved whether it's produced by the City or the Association is marginal given the costs that would have to be incurred by the City to produce a stand alone Service Directory of equal quality.

In the spirit of the City and the Association working together to promote the development of business and grow the rate base we respectfully request you look favourably on our original request of \$50,000 plus GST.

We are happy to provide a delegation to further our case if you believe it is necessary.

Yours faithfully



Russell Poliwka
President JBA