

# BREWARRINA SHIRE COUNCIL

## Information Report Attachment for Ordinary Meeting held on 26 October 2012

<b>TITLE:</b>	<b>BREWARRINA NEWS</b>	<b>DOC REF:</b> Item g
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<b>REPORT BY:</b>	Katherine Matts News Editor	<b>DATE:</b> 14 October 2012
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### **IPR / MANAGEMENT PLAN REFERENCE:**

#### **Theme 1: A Growing Economy:**

E1.1.1.7- E2.8.12.1- E.2.9.1.1

#### **Theme 3 : A Caring Community:**

C.2.6.1.1. – C.2.6.2.1 – C 2.7.3.1.

### **PURPOSE:**

To report on progress of Brewarrina News and outline future plans and steps taken to achieve these goals.

### **CONTENT:**

#### Goals:

The purpose of Brewarrina News is to provide a positive, community-focussed broadsheet to the residents of the shire, covering all aspects of local events.

Future goals are to increase the exposure of the paper and at some point make the paper cost neutral and eventually cost effective.

Engage local community in paper.

#### Outcomes:

Community feedback is immensely positive. Have received emails and phone calls from community members and many past residents praising paper as well as external media now using Bre News as a reference.

Articles that have appeared in Bre News have been reprinted by Daily Liberal, Cobar Age, Western Herald, Koori Mail and some industry publications (HSE Union newsletter and The rural Doctor). This is all contributes to creating a positive external image for the Shire.

Have fostered relationships with managing editors at other publications thus increasing awareness of Brewarrina News.

Subscriptions hold firm at 10.

External advertising is on the rise. Government agencies now advertising with Bre News regularly. Walgett Hunting store has taken out an ongoing account with Bre News.

RB Sellars have requested to insert a catalogue in the October editions of Bre news. While this will bring no financial advantage it will be beneficial for future advertising exposure. RB Sellars have pledged to place a paid advertisement in future papers.

At the moment, each edition is bringing in between \$1200-1600 in advertising. Looking to produce a priced. Coloured edition of Bre News for sesquicentenary celebrations.

Have set-up a Facebook page "Newspaper Brewarrina" to further engage community both internally and externally. To date, 90 people have "liked" Bre news and posts have a "reach" of 30 odd people.

According to the statistics the most popular age group of Bre news readers are 15-20 and 45-50.