

Country Press Australia

Why membership is so important.






Membership of CPA has always been important but in today's news media environment it is essential. CPA's recent successes in government lobbying and negotiations with the digital platforms and other valuable member initiatives make CPA a vital connection to your business

Andrew Manuel

President, CPA



Connecting readers with **news that matters**



Your news entity needs the security that a membership of Country Press Australia (CPA) provides to more than 180 news media mastheads Australia wide.

Country Press Australia has an experienced, broad reaching knowledge of the National regional news scene and are acutely conscious of the challenges facing publishers right now and into the future.

Everything that the long-standing non-profit organisation does is in the interests of their State Members with any profits derived delivered back into worthwhile member initiatives.

Country Press Australia strives to keep membership costs down. The recent move to a flat, fixed fee for all mastheads serves to highlight the organisations mantra to ensure integrity and fairness. Plus, every masthead benefits from a CPA Membership, whether you have one, or many.

Membership benefits

Digital platform funding

What started with lobbying from CPA as part of the ACCC's Digital Platforms Enquiry has led to opportunities for CPA members to generate significant revenue and funding through agreements with Facebook and Google. The work being done by CPA will see its members provided with the best possible opportunity to take advantage of future funding rounds offered by the digital platforms. If you want your masthead included in the picture, it needs to be a CPA member.

Lobbying

Continued lobbying on industrial and political matters as well as actively campaigning for a greater share of Federal Government advertising.

CPA regularly sends a delegation to Canberra to meet and discuss regional issues with all political parties. They also regularly communicate with a range of local members of parliament and relevant Ministers; this invariably delivers tangible financial benefits for all Members.

- Lobbying has included successfully gaining support for cadetships and journalism scholarships.
- It includes attendance and contributions to Senate Inquiries and to the ACCC.
- And, it was lobbying from CPA which delivered on the 'World First' Digital Platforms outcomes mentioned above.
- Lobbying has highlighted the importance of the Federal Government to communicate using regional news media which has resulted in millions of dollars of advertising.

In relation to Industry matters

CPA provides all Members with a 1300 industrial advice line through Broad Reach Employee Relations and assistance beyond. CPA funds, on members' behalf, up to date award information, and ongoing "industrial news" as it happens.

- CPA funds a Membership to AdReview (formerly News Media Works), where online training is available and advice offered free of charge.
- CPA funds your membership of the Australia Press Council. This alone would be a significant expense should you seek assistance from APC without a CPA connection. And it is worth noting that your next funding application may well hinge on members having APC membership through Country Press Australia.

Education

CPA, in conjunction with Deakin University, offers two and three-year Cadet and Post-Cadet Journalism courses backing the fact that a fully trained journalist is good for your business and great for our local news industry.

Research

CPA is aware of the power of research. It has invested heavily in a three-year program of research with Deakin University, which attracted Federal Government financial assistance. CPA will look at future research opportunities as extremely fruitful for your business.

Networking

CPA offers the opportunity to network across the country, with like-minded publishers and through personal, group, online and in conference opportunities. The annual VCPA conference has indeed morphed into a national conference.

Sales

The rise and rise of * Regional Media Connect (RMC) is one of the genuine success stories for members of Country Press Australia who are, in fact, connected. That amounts to almost all current Members of CPA.

- *RMC may be the sales arm of the VCPA but, since it has gone national, with representation in all states it is the de facto sales arm of Country Press Australia.



Committed to
authentic local journalism



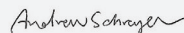
This comprehensive range of services makes being part of the Country Press network essential and necessary for all regional news media entities with all members positively working together to help each other publish profitable newspapers of a high standard.

CPA is an umbrella body, made up of the States. Its Board comprises representatives of each State with a regular rotation of serving directors and presidents.

As an organisation looking out for regional and rural publishers, you really need to be on board.



Andrew Manuel
The Plains Producer,
South Australia



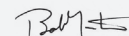
Andrew Schreyer
The Warragul and
Drouin Gazette,
Victoria



Phill Le Petit
Noosa Today,
Queensland



Lucie Peart
The Gilgandra Weekly,
New South Wales



Bob Yeates
The Huon News,
Tasmania



Nick Samaras
Canberra Weekly,
Australia Capital Territory



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Collie River Valley Bulletin,
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