



A program to enhance LGMA WA Division services and to attract members

- Help us to help you!
- New Membership Program
- A stronger membership
- Details of the research
- Take action now!
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## Help us to help you!

Your LGMA wants to provide better services; services that you want, that will benefit you directly.

They might include things like career support, increasing the status of local government work or networking and social contact.

We need you to tell us more about what you want for the future—and what you value about current services.

We need to grow our membership, so we have more resources and more influence to put your suggestions into practice.

That's what the LGMA (WA) Membership Promotional Program 2006 is all about.

It's your LGMA, there to serve your best professional interests, and it does make a difference.

So why not take a few minutes to point us in the right direction?

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## LGMA (WA) launches new Membership Program

**Your LGMA has just launched the new Membership Program 2006.**

It's based on a series of interviews and surveys to be conducted by *GlideStrategic*, a regular consultant to the LGMA (WA).

Glide will be talking with and sending surveys to both LGMA members and non-members working in local government.

**Your involvement is invited—and it's needed!**

Your answers will help shape changes to LGMA services and they will direct an ongoing promotional campaign aimed at encouraging new members.

**Increased membership  
will benefit everyone**  
The goal of the Membership Program 2006 is to increase membership of the LGMA, especially among younger local government employees.

**A stronger membership is vital to our future.**

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## A stronger membership will mean that:

- our submissions will have more impact with policy makers, news media and the public,
- LGMA can offer enhanced services to members, especially requested new services, and
- there will be more opportunities for networking, peer support, mentoring and regional meetings.



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## Details of the research

The research will run for up to a year.

It will talk with LGMA members and then with non-members. Your involvement is invited—and it's needed!

An intensive membership promotional program based on the research outcomes will commence in February 2006.

### Research with members

In the first phase, starting immediately, researchers will be talking with a small sample of LGMA members at all levels. They'll be asking about the services members want from their LGMA, and about their preferred future in local government.

Their responses will guide the development of a questionnaire, for circulation to all members.



### Research with non-members

There will also be research which asks non-members what they think of the LGMA and what would encourage them to join.

### Promotion

The research will guide the development of an ongoing promotional campaign to non-members and the general community. This will emphasise the importance and career opportunities of work in local government. It will enhance your prestige as an LGMA member.

There will be a more intensive campaign to launch the promotions, based on the research with members, and another intensive period a few months later, based on the research with non-members.

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## Take action now!

Not everyone will be contacted directly by the researchers for an interview, although questionnaires will be available for everyone.

If you want to be involved in the interviews or you want to make other contributions to the research, contact project leader:

Gail White at LGMA's consultant  
*GlideStrategic*  
phone: 9218 8888  
email: [gail@glidestrategic.com.au](mailto:gail@glidestrategic.com.au)

### Confidentiality

The confidentiality of your responses is guaranteed.

Your opinions will certainly be recorded, along with the opinions of others—but they will not be attributed to you and you will not be named.

Your identity, and even the fact that you responded, will remain confidential to the researchers.

The researchers are contractors to LGMA, employed by Glide Pty Ltd. They will conduct all interviews and receive and analyse all questionnaire responses and submissions. Neither the LGMA nor any Council will have access to these original records.

The researchers will report to the LGMA in aggregated terms: they will not reveal anything about individual respondents.



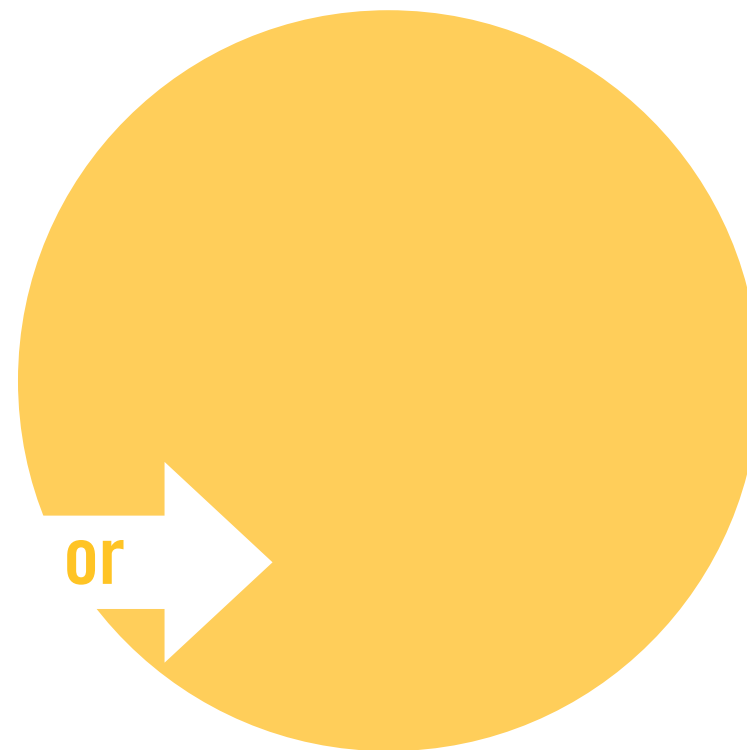
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Gail White at *GlideStrategic*  
1st Floor, The Kings Centre  
533 Hay Street (corner Pier Street), Perth  
Phone: 9218 8888  
Email: [gail@glidestrategic.com.au](mailto:gail@glidestrategic.com.au)



LGMA WA Division  
14/4 Ventnor Avenue, West Perth  
Phone: (08) 9481 6531  
Email: [admin@lgmawa.org.au](mailto:admin@lgmawa.org.au)