

COMMUNICATING WITH OUR QUEENSLAND SHEDS.

John Greatrex's idea is great and the concept of some form of publication is spot on but I worry that the overall cost could end up with clubs paying our association a levy.

I would suggest that we use John's concept but tweak it slightly.

Our group puts out a monthly 6 page newsletter that is emailed to all members. Those without computer access have a hard copy delivered or they pick one up at the shed. This newsletter carries advertising which we charge \$500.00 per year for the bottom part of the front page \$400.00 for other pages and \$200.00 for business card size ads. We ensure that there is only one ad per type of business so ensuring that each business is not competing with other like concerns.

I would suggest that we put out a quarterly newsletter with the type of information that John suggests but email to each shed. The shed would then be responsible for it being forwarded to its members by email or hard copy. We could sell advertising space to businesses that are Queensland wide and charge them a reasonable fee, e.g. \$1,000.00 per year for bottom of front page and proportional for other pages. This could be sold to them as a way they can put their product before men throughout Queensland at a very reasonable cost.

The newsletter would have to be restricted to no more than 8 or 10 pages as any longer would make it difficult to keep up if content becomes short in supply. It would mean that the important items are put in first then the remainder is graded from reasonably important to information only. If we find there is ample content then look at making it bimonthly.

With this concept we have a newsletter paid for by businesses going to our members at no cost to us and we are making money out of it.

What we would need is someone who is prepared to work on the magazine, chase advertisers. Come up with a catchy name and front cover etc. I was lucky to have a member who finds it difficult to get around but wanted to be more involved than he was capable of. He suggested the newsletter and has grown it to what it now is.

Jim Elmes