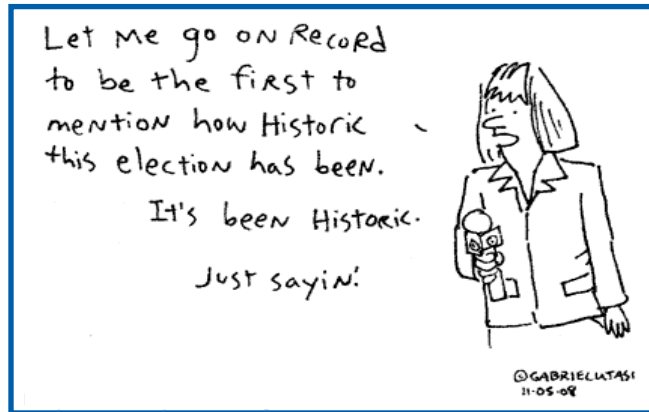


2010 State & Federal Elections: will you be heard or drowned out?



This election year will be different from any other! It's a chance for your council to lobby on issues important to you. We want to help! So, come along to the March Leading Edge Forum on Thursday 4 March.

Expert speakers will be available to offer important insights to assist your campaign to 'cut through'. You'll be able to discuss:

- likely key issues
- timelines and strategies
- how your council and groupings of councils can be heard, and
- ongoing support and facilitation available.

This Leading Edge Forum is especially relevant to mayors, councillors and CEOs, as well as our community members. Given the confidential nature of the material, this LEF will not be webcast.

Speakers will include experts from Essential Media Communications (EMC), a strategic public affairs company dedicated to helping clients win their campaigns and bring about positive change.

EMC are most well-known for the anti-Workchoices campaign in the lead-up to the 2007 Federal Election. Then Workplace Relations Minister Joe Hockey MP said it "resonated because it's been the most sophisticated and political campaign in the history of this country."

Details:

Date: Thursday 4 March 2010
Where: VLGA, 60 Leicester Street Carlton
Times: 6.30pm, Networking & Finger Food
 7.00-9.00pm, Leading Edge Forum

Numbers are strictly limited due to the workshop and practical components of the LEF. Please RSVP by Friday 26 February. Ph: (03) 9349 7999 or Email: vlga@vlga.org.au