

Expression of Interest

PUBLICATIONS EDITORIAL SERVICES

Carl Partridge

DAIRY INDUSTRY ASSOCIATION OF AUSTRALIA | [COMPANY ADDRESS]



Expressions of Interest

About the DIAA

The Dairy Industry Association of Australia (DIAA) is a professional association for people working in dairy product manufacturing and allied trades. You can find more about our history [here](#).

Its membership covers all the states and territories in Australia however is predominately based in Victoria and the NSW, which represent 70% of members.

Mission

The DIAA's mission is to provide a forum for communication, continuing education, professional growth, recognition and fellowship for all members, sectors and participant organisations involved with the dairy industry.

This service and the publications delivered form a critical part of achieving this mission.

Background to EOI

The current service provider has decided to move to a full-time role with one of her clients after many years of being self-employed, and as such, we will require this service for the August/September 2023 edition onwards. We are looking for a company or sole trader to undertake these services on a self-employed freelance basis.

About You

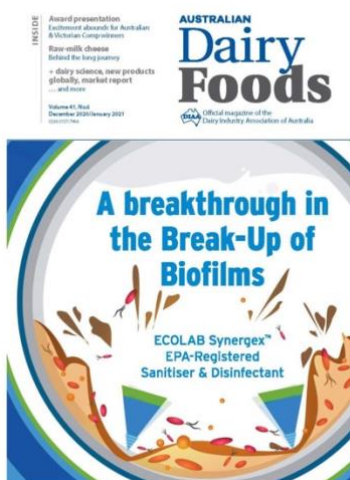
- Experienced editorial professional
- Knowledge and experience in delivering trade publications
- Freelancer/ independent contractor with own ABN
- Understanding or experience in the post-farmgate dairy or associated/ancillary areas is highly desirable.
- Ability to mix editorial oversight with content writing.

The Services

Print Advertising

The organisation has two publications. The Australian Dairy Foods Magazine is published every two months with circa 52 pages of content. The Australian Dairy Listing is published every two years and is next due for publication in mid-2024. You can find the current rate card by clicking [here](#).

Australian Dairy Foods Magazine



[Australian Dairy Foods](#) is a respected bi-monthly trade magazine that covers issues of importance to the dairy industry with a particular focus on the post-farmgate sector. The magazine is published by the Dairy Industry Association of Australia in print and electronic formats.

Magazine Deliverables

Volume

- Produce six copies of the Australian Dairy Foods Magazine annually, circa 54 pages plus/minus 10% in December, February, April, June, August, and October.

Production

- Develop and have approved an annual content plan for the six issues with the production and distribution schedule.
- Plan, design, create, layout, provide and source content (including but not limited to news coverage, features, company profiles, columns, and contributor articles; conduct and write up interviews, event coverage, and photography etc.), copyedit and proofread issues – currently six issues per annum
- Package the magazine for press and manage the production process
- Ensure deadlines are met by contributors, printer, mail house and any other key parties
- Create a digital version and upload it to the member's website area

Distribution

- Mailing and distribution of ad-hoc copies not done through mailing house I.E. new members, advertisers
- Oversees circulation via mailing house
- Sourcing the latest mailing list from the DIAA CRM system

Promotion

- Develop and deliver promotional materials, including forms, advertisements, sponsor communications etc., associated with the ADF.
- Actively raise the publication's profile, including through weekly social media posts and other means.
- Promotional Plans - You will produce and submit an annual plan that we must agree on at the point of the budget submission.
- Event / Trade Event Attendance - This will be mutually agreed upon as part of the annual budget submission process.

Content Creation and Design

- Draft copy where contributors are not available
- Proofread, and improve/rewrite stories or articles to meet publication standards.
- Suggest stories and generate headline ideas in alignment with the targeted audience's preferences.
- Source news for all DIAA events
- Meet with writers, designers etc., to discuss features, layouts and artwork.
- Send regular briefs to writers that include deadlines, writing style and fees.
- Commission articles, recruit and manage writers, writing staff, freelance content producers and reporters as required.
- Cooperate and liaise with designers, photographers, writers, artists etc
- Set publication standards and establish goals and expectations with contributors
- Oversee layout (artwork, design, photography) and check content for accuracy and errors
- Approve content, appearance and layout of featured articles.
- Oversee photography, design, and artwork to be used in the publication, including attending photo shoots.
- Source/ create relevant imagery
- Liaise with advertisers and sponsors regarding any artwork-related issues

- Produce annual media and advertising pack
- Assist all staff in meeting deadlines.
- Work with Business Development Manager to facilitate hard copy and digital advertising to be included in the publication (advertising sold by BDM)

Financial

- Create an annual publication budget for CEO approval
- Countersign all invoices relating to the payment of ADF invoices, including oversight of the budget.
- Meet deadlines and budget requirements.
- It is acknowledged that the budget you produce that covers third-party costs may be subject to change due to fluctuations in print and mailing prices. It is also noted that you do not bear the costs for printing or mail house.

General

- Comply with media law and ethical guidelines, and industry regulations.
- Represent and promote the magazine at industry events, trade shows and other relevant opportunities.
- Seek feedback from stakeholders on the magazine's look, feel, and content, as well as other key facets and establish a review process that ensures the magazine remains attractive and relevant to members and advertisers.

Notes

- We have, through historical dealings and together with the incumbent
 - Printing house
 - Mailing house
 - Proof-reader
 - Magazine designer



Australian Dairy Listing

The [Australian Dairy Listing](#) is a comprehensive dairy industry directory available in print and electronic formats only to DIAA members. The directory covers all aspects of post-farmgate dairy production: dairy product manufacturers, suppliers to the industry and industry bodies. More than 1,500 companies in 21 categories are represented.

Publication Deliverables

Volume

- Produce the Australian Dairy Listing every two years and maintain the online version

Production

- Design, create, layout and produce the Australia Dairy Listing, currently bi-annually, including but not limited to designing the cover page, creating an index and adding listing content from the DIAA database list.
- Package the printed ADL for press, and manage the production and mailing process.
- Ensure all deadlines within the end-to-end process are met
- Create and post the online and app version of the ADL as required or necessary
- Meet deadlines and budget requirements
- Network actively at industry events.

Promotions

- Develop and deliver promotional materials, including forms, advertisements, sponsor communications etc.
- Develop and deliver promotional materials, including forms, advertisements, sponsor communications etc, associated with the ADL.

Distribution

- Mailing and distribution of ad-hoc copies not done through a mailing house, I.E., new members, advertisers.
- Oversees circulation via mailing house
- Sourcing the latest mailing list from the CRM system

Content Creation and Design

- Validating and updating all ADL data
- Assist in the acquisition of new listings paid
- Acquire new listings unpaid
- Proofread

- Provide copy
- Cooperate and liaise with designers, photographers, advertising reps, writers, artists etc.
- Set publication standards and establish goals and expectations
- Oversee layout (artwork, design, photography) and check content for accuracy and errors
- Approve content, appearance and layout
- Oversee photography, design, and artwork to be used in the publication, including attending photo shoots.
- Source/ create relevant imagery
- Liaise with advertisers and sponsors regarding any artwork-related issues
- Assist all staff in meeting deadlines.
- Work with Business Development Manager to facilitate hard copy and digital advertising to be included in the publication (advertising sold by BDM)

Financial

- Create an annual publication budget.
- Countersign all invoices relating to the payment of ADF invoices, including oversight of the budget.
- Meet deadlines and budget requirements.

General

- Comply with media law and ethical guidelines, and industry regulations.
- Represent and promote the listing at industry events, trade shows and other relevant opportunities.
- Seek feedback from stakeholders on listings' look, feel, and content as well as other key facets and establish a review process that ensures the listings remain attractive and relevant to members and advertisers.

Who Pays

The service provider manages all aspects; however, the following costs are paid for by the names assigned.

	Mailing	Print	Designer	Photography	Feature Writers	Proof Reader
Contractor	No	No	Yes	No	**Yes	No
DIAA	Yes	Yes	No	*Yes	**Yes	Yes

*Sourced from the event photographer or from an image library

** DIAA only pays where feature writers are budgeted

Additional Information

We have attached the following documents to this EOI for your reference.

1. PDF Copy of an Australian Dairy Foods Magazine

2. PDF Copy of the Australian Dairy Listing
3. 3 Marked Up Copies of the Australian Dairy Foods Magazine showing what aspects the current editor sourced v wrote

The current editor uses a subcontracted designer, and this designer would be prepared to continue to work with the appointee should they wish to use their service.

Service Deliverables and Key Measures

Australian Dairy Foods Magazine

- Six (6) copies of the ADF to be produced February, April, June, August, October, and December of the size and scale above.
- Annual content, production and distribution schedule submitted by 31st July each year for the following calendar year
- Acceptable budget to be submitted by 31st July for the following calendar year and agreed upon by 15th October each year
- Annual reader publication satisfaction level to achieve 4 out of 5 - undertaken at the end of each contract year anniversary
- Monthly promotional activity of the magazine undertaken across all platforms
- No serious issues in relation to content accuracy, grammatical and typographical
- All data and documentation are to be stored on DIAA SharePoint sites.

Australian Dairy Listing

- One (1) copy of ADL (Hard Copy and Online) to be produced by March 2024
- Acceptable budget to be submitted by 31st July for following calendar year and agreed by 15th October each year
- Monthly promotional activity of the listing undertaken across all platforms
- Validating and updating of data to have 99% accuracy
- All data and documentation to be stored on DIAA SharePoint sites

General

- Quarterly Contract Report Due

Submitting an Expression of Interest

Expressions of interest should be submitted to the CEO Carl Partridge – carl.partridge@diaa.asn.au

Your expression of interest should include

- Demonstrated experience in delivering the core services

- Demonstrated editorial experience
- Demonstrated production experience
- Skills and experience in relevant administration, especially the use of technology and social media
- Experience working with industry and professional bodies and working with volunteers
- Experience and/or understanding of our industry and markets
- It is desirable to have the following skills and knowledge:
 - An understanding of the DIAA and the ability to network within and across industry sectors

How your fee proposal will work

- What resources (staff) will be dedicated to the role, and how will they be allocated
- What are the main issues facing the Dairy Industry Association of Australia in relation to these services? How will your approach to the position work to support the resolution of these?
- What are your suggestions or ideas for improvement to the publications arm of the DIAA?
- Note: Payments - will be released once the magazines are issued from the mailing house.
- Budget Fee in region of \$10k per edition