



Local Government Marketing

A Local Buy contract enables councils and government entities to purchase a diverse range of goods and services from Local Buy Contracted Suppliers - without the need to seek tenders or quotes.

While government organisations are not legally bound to use Local Buy's arrangements, purchasers using Local Buy save significant time and money and are fully compliant with the *Local Government Act 2009* in their purchasing activities.

The success of a Local Buy Contractor rests on their ability and willingness to promote their business to councils and to offer a high level of service. Due to the competitive nature of gaining local government business, sustainable market share can only be achieved by building relationships with government organisations through personal representation, direct mail and media communications.

As part of your organisation's market development strategies, Local Buy encourages you to communicate and promote your Local Buy status when dealing with all government organisations.

Contractors intending to send marketing material to government organisations are encouraged to use the Local Buy logo which may be obtained by request/email to Local Buy's Communications Coordinator, Marie McGrane mmcgrane@localbuy.net.au

Some basic guidelines for using our logo on your marketing material.

- Emphasise 'Local Buy Preferred Supplier'
- State the Local Buy contract number and name

Please ensure that you send final proofs to Local Buy for approval before publishing any marketing material.

If part of your marketing strategies includes direct visits to government organisations or attending conferences or events where there may be attendance by local government officers, please ensure that all your staff is aware of the contract and the benefits of Local Buy arrangements.

Contact Local Buy (07) 3000 2280 or enquiry@localbuy.net.au





Local Buy Explained

Who we are

Local Buy is owned by the Local Government Association of Queensland (LGAQ) to provide procurement services to councils and government entities.

We are professionals who can assist in any aspect of procurement activities.

Our Services

Our core business is focused on establishing common-use procurement arrangements specifically put together for government owned entities. Our services include managed tenders, energy audits, training, procurement advisory services, provision of template documentation and administration of the Queensland Procurement Network (QPN).

Local Buy Contracts

Local Buy has over 35 contract arrangements which cover many common goods purchased by government entities including workwear, personal protective equipment and clothing, office supplies, IT hardware and software, trucks and plant, fuel, wheelie bins, playground equipment, and telecommunications.

We also have a range of service type arrangements where we have pre-qualified a large number of consultants in the areas of town planning, architecture, recruitment, engineering, environmental, water and waste, financial planning and business management. The Local Buy Contract Directory (LGOnline, www.lgaq.asn.au) contains comprehensive information about each of our contracts and pre-qualified suppliers.

Strategic Procurement

Procurement is a key operation and ordinarily constitutes between 30-50 percent of a government organisation's budget. CEOs and senior managers are increasingly recognising the importance of a well-managed, government-wide procurement framework that maximises opportunities to deliver efficiencies and target bottom-line savings.

