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# NULCA PARTNERS WITH GSP

The National Utility Locating Contractors Association for Australia has partnered with Great Southern Press to further connect the underground infrastructure industry.

Under the new partnership, National Utility Locating Contractors Association members will receive a monthly e-newsletter and the opportunity to promote themselves to the underground asset industry through a 'business cards' section in *Trenchless Australasia* magazine.

The new e-newsletter service will start in June 2016, and will provide NULCA members with the latest in industry news, standards and technologies. The e-newsletter will also showcase member profiles of those in industry, to encourage further networking within the industry.

Starting from the June edition of *Trenchless Australasia*, NULCA and ASTT members will have the opportunity to purchase a business card

listing, featured at the back of the magazine. This opportunity will allow smaller contractors in the trenchless industry to market themselves to *Trenchless Australasia's* highly targeted readership of underground professionals including local governments and utilities.

*Trenchless Australasia* Editor Tori McLennon says "GSP is very excited to have partnered with NULCA. We have always thought highly of the association and admired the great work it does in setting industry standards, and promoting the importance of training.

"GSP is a long-standing publisher for the underground infrastructure industries. We are always looking at ways that we can increase our reach and engagement within these industries and the associations that support them.

"Establishing a closer relationship with NULCA will further connect the wider underground industry, and I am looking forward to the new opportunities that this partnership will bring the industry, NULCA and GSP."

The ASTT and NULCA are also looking at future partnership and collaboration activities that will foster relationships in the underground assets industry.

ASTT President Steve Apeldoorn says "The ASTT sees many benefits in developing close working relationships with other industry associations. These relationships allow the cross-pollination of ideas, and spur on industry innovation. ASTT and NULCA have a lot to gain from building a mutually beneficial relationship.

"The ASTT Council is always on the lookout for ways to bring more benefits to our members, and working with related industry bodies helps our members create key industry connections that can build their businesses, as well as build themselves professionally."

To find out more about the promotional opportunities in the upcoming NULCA e-newsletter and *Trenchless Australasia* magazine, contact Francesca Lysiak at [flysiak@gs-press.com.au](mailto:flysiak@gs-press.com.au) or on (03) 9248 5100. T

Great Southern Press produces highly successful industry and trade magazine, events and marketing solutions that are tailored to the trenchless industry.



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Right: To-size representation of a business card listing. Business card listings will be in full colour and can include a company logo.