WSBA covers the news that matters in one of Australia’s fastest growing regions: Greater Western Sydney. Published each month as a full colour news-magazine and distributed across 270 strategic locations, WSBA is a channel of influence that connects with decision makers. It is a popular source for readers located within Western Sydney and also for those located outside the region looking in.

www.wsba.com.au
www.facebook.com/AccessNewsAustralia
MANUFACTURING REPORT. Western Sydney is Australia’s third largest economy worth over $104 billion with manufacturing its major sector. With a population to top 2.9 million by 2031, it’s set to be Australia’s innovation capital. This section looks at the people and ideas that drive this sector.

JOBS AVAILABLE WESTERN SYDNEY (JAWS). Affiliated jobs portal, JAWS is Western Sydney’s leading jobs market with over 40,000 Facebook fans. www.jobswesternsydney.com.au is the only platform that focuses on matching job seekers with employment options in Western Sydney. Traffic on the JAWS Facebook page comes from throughout the world.

FAMILY BUSINESS. Family businesses account for more than 70% of businesses in Australia. The sector is worth an estimated $4.3 trillion. More than 80% of family business owners plan to retire in the next 10 years. Western Sydney Family Business is published each month in WSBA. This popular section covers issues of wealth creation, governance, strategy, transition, management, structure and more including exclusive profiles of family businesses.

BUSINESS AWARDS. WSBA is a leader in developing niche media products for business awards, events, expos and seminars. Our client list include the Precedent Local Business Awards, Western Sydney Awards for Business Excellence, State Chamber Business Awards, expos and more.

GIVING BACK. WSBA is the prime media supporter of the Salvation Army Red Shield Appeal Western Sydney generating much needed media support and strategic advice. WSBA is also the prime media sponsor for the Michael Hughes Foundation.

ACCESS ROUND TABLE. The Round Table is WSBA’s signature exclusive networking event. Widely regarded as the region’s premier closed door networking forum, ACCESS Round Tables are held each month with an edited transcript published as a 12-page lift out in the hard copy WSBA.

Business Venues Guide
This niche publication appears twice yearly in March and September as an insert to WSBA and available at www.businessvenues.com.au
An additional 5,000 copies are distributed throughout Greater Sydney and select regional areas.
Defining the region

The economy of Greater Western Sydney (GWS) is the third largest in Australia, adding around $104B a year to the nation’s GDP. Western Sydney University defines GWS as comprising 14 local government areas, namely: Auburn, Bankstown, Blacktown, Blue Mountains, Camden, Campbelltown, Fairfield, Hawkesbury, Holroyd, Liverpool, Parramatta, Penrith, The Hills Shire and Wollondilly. The region is a vibrant economy underpinned by major developments in transport, property development, city rejuvenation and the Western Sydney Airport at Badgerys Creek. The population is expected to increase significantly over the next decade.

About WSBA

Western Sydney Business Access (WSBA) is a popular respected business/community publication covering Western Sydney with a monthly readership exceeding 40,000 monthly distributed over 270 strategic distribution points. A reader survey showed that WSBA was mostly read by senior managers, consultants, business development managers, CEOs, business owners and others. A perception audit conducted by Insight Intelligence in late 2016 showed that WSBA was broadly regarded as a journal of influence in Western Sydney, particularly among business people. People read WSBA to find out what was going on in the region. WSBA is printed as a full colour newspaper format.

Website

www.wsba.com.au averages over 3,900 page views every month mostly from mobile and desktop devices. The top 3 traffic sources are Facebook, Google and direct traffic. www.wsba.com.au has a strong international audience that grows monthly.

Support

WSBA has an ethos of supporting regional business and community groups. WSBA is a gold or platinum sponsor of 14 business chambers plus we are regional media partners for some of the region’s leading events. These include the Western Sydney Awards for Business Excellence (WSABE), ZEST Awards, TROPFEST, Corporate Triathlon Series, Sydney Small Business Expo, plus a host of random good causes.
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