



Community Newspaper Audit Documentation Guide

Following is an outline of the main documents required by your auditor to complete your upcoming CAB audit. The auditor may call upon the publisher to furnish additional information should they deem it necessary during the course of the audit.

The documents listed below should be forwarded to the CAB offices by registered post together with your application form.

WHAT TO SUPPLY FOR YOUR AUDIT

Distribution Details/Distribution Report

1. A distribution report for each issue published in the audit period. Each report should contain the following information, where applicable:
 - The title of the publication
 - The issue date
 - A geographical analysis of the area(s) your publication covers
 - The quantity delivered to households
 - The non-bulk quantity delivered to commercial premises
 - The quantity sold
 - The quantity delivered to locations for bulk distribution
 - The quantity mailed
 - The quantity sent to advertisers to vouch for their advertising
 - The quantity kept on hand
2. Please indicate by which method the publication is placed at households by providing a % breakdown as follows:
 - Thrown/dropped on householder's property
 - Placed in prominent position for householder to pick up
 - Placed in letterbox
3. Please indicate what % of copies delivered to households was done by professional contractors and provide copies of professional contractor delivery invoices for each issue published in the audit period. Each invoice should contain the following information:
 - The title of the publication
 - The issue date
 - The date the issue was delivered
 - The quantity delivered



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4. Please indicate what % of copies delivered to households was done so by staff. Salary details of the staff used for household deliveries are also required, including:

- The name of the employee
- The date(s) worked
- The geographical areas covered
- The quantities delivered for each issue published in the audit period

Publishers may also be asked to provide proof that some of all invoices have been paid or are in the process of being paid eg. Bank statements showing the cheque raised to pay the invoice has been cleared.

Printing Details

Copies of printing invoices for each issue published in the audit period. Each invoice should contain the following information:

- The title of the publication
- The issue date
- The final quantity printed including run-ons or run offs.

Where a printing invoice is not available please provide a copy of the purchase order requesting the print run of the missing invoice. In the event that publishers print their own publication, please provide production or shift reports for each print run.

Publishers may also be asked to provide proof that some or all invoices have been paid or are in the process of being paid eg. Bank statements showing the cheque raised to pay the invoice has been cleared.

Bulk Deliveries

Details of each bulk delivery made during the audit period set out by issues published in the audit period. This should include:

- The name and contact details of each location a bulk quantity was left at.
- The quantity delivered.
- Copies of receipts signed by responsible people at the bulk delivery location.
- The quantity returned to the publisher.
- Proof of dispatch of the bulk quantity to the pick-up location. The dispatch document should include the quantity delivered.
- Copies of delivery invoices for each issue published in the audit period. Each invoice should contain the following information:
 - ▣ The title of the publication
 - ▣ The issue date
 - ▣ The date the issue was delivered
 - ▣ The quantity delivered

Publishers may also be asked to provide proof that some or all invoices have been paid or are in the process of being paid eg. Bank statements showing the cheque raised to pay the invoice has been cleared.

Please contact the CAB on 02 9954 9800 should you require any further assistance.