

**COMMUNICATIONS COSTS**

Code	Detail	February 2012			March 2012			April 2012		
		YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	1,776	3,500	50.75%	2,966	3,500	84.75%	2,966	3,500	84.75%
02132513	Environment Monitoring Water Advertising	340	0	-	340	0	-	340	0	-
02152513	Environment Monitoring Publicity	247	0	-	247	0	-	247	0	-
05382513	CRSP Advertising	0	3,500	0.00%	0	3,500	0.00%	0	3,500	0.00%
05752512	Richmond Town Centre Advertising	0	4,001	0.00%	0	4,001	0.00%	0	4,001	0.00%
07022513	Richmond Refuse Advertising	0	0	-	0	0	-	0	0	-
07182513	Waste Minimisation Publicity	1,055	1,000	105.50%	1,055	1,000	105.50%	1,055	1,000	105.50%
07192513	Kerbside Advertising	0	10,001	0.00%	0	10,001	0.00%	0	10,001	0.00%
07222513	Waste Education Advertising	294	8,001	3.67%	325	8,001	4.06%	325	8,001	4.06%
07262513	Kaiteriteri Refuse Advertising	0	547	0.00%	0	547	0.00%	0	547	0.00%
0801251350	Water Advertising	0	10,001	0.00%	0	10,001	0.00%	0	10,001	0.00%
08022513	Motueka Water Advertising/Publicity	0	0	-	0	0	-	0	0	-
10202512	Port Tarakohe Publicity	350	2,190	15.98%	350	2,190	15.98%	350	2,190	15.98%
11012512	Motueka Aerodrome Promotion And Publicity	189	1,200	15.73%	189	1,200	15.73%	189	1,200	15.73%
13022512	Richmond Library - Publicity	437	2,737	15.97%	437	2,737	15.97%	437	2,737	15.97%
13032512	Motueka Library Publicity	538	600	89.59%	538	600	89.59%	601	600	100.09%
13042512	Takaka Library Publicity	825	1,200	68.79%	1,004	1,200	83.67%	1,189	1,200	99.08%
13052512	Murchison Library Publicity	0	150	0.00%	0	150	0.00%	0	150	0.00%
14012513	Community & Rec Promotion	15,701	16,424	95.60%	16,875	16,424	102.75%	18,126	16,424	110.37%
1406251201	Mudcakes And Roses Magazine	51,107	73,469	69.56%	63,876	73,469	86.94%	64,321	73,469	87.55%
1406251202	Recreation Youth Council Adv	350	0	-	350	0	-	350	0	-
1406251203	Jam Magazine	886	31,854	2.78%	2,322	31,854	7.29%	2,837	31,854	8.91%
1406251204	Boredom Busters Magazine	26,726	49,920	53.54%	33,584	49,920	67.28%	33,584	49,920	67.28%
1406251205	Hummin In Tasman	31,758	37,205	85.36%	31,758	37,205	85.36%	31,758	37,205	85.36%
17002513	Parks & Reserves General Advertising	0	1,500	0.00%	0	1,500	0.00%	0	1,500	0.00%
19462513	Mot Rec Centre Advertising	0	0	-	0	0	-	0	0	-
19502513	Richmond Info Centre Publicity	0	0	-	0	0	-	0	0	-
24012513	Emergency Management Publicity	120	0	-	340	0	-	340	0	-
26082512	Elections - Publicity	0	2,500	0.00%	0	2,500	0.00%	0	2,500	0.00%
27012512	General Publicity	111,924	211,556	52.91%	122,771	211,556	58.03%	136,424	211,556	64.49%
2701251202	Publicity - Newslite	142,963	179,523	79.64%	162,604	179,523	90.58%	176,852	179,523	98.51%
2701251203	Publicity - Radio	21,908	20,000	109.54%	25,337	20,000	126.68%	27,759	20,000	138.79%
2701251204	Publicity - Shows/Displays/etc	22,860	18,502	123.55%	22,860	18,502	123.55%	22,860	18,502	123.55%
2701251205	Publicity - Newspaper Updates	44,340	48,006	92.36%	49,952	48,006	104.05%	55,063	48,006	114.70%

2701251208	Publicity - Sport Tasman	8,114	0	-	8,423	0	-	8,505	0	-
27022513	Golden Bay Community Board Advertising	391	0	-	391	0	-	391	0	-
27032513	Motueka Community Board Advertising	537	0	-	537	0	-	537	0	-
3201251350	Regulatory Building Publicity	0	12,002	0.00%	0	12,002	0.00%	0	12,002	0.00%
32072512	Regulatory Maritime Publicity	2,302	2,000	115.10%	2,302	2,000	115.10%	2,302	2,000	115.10%
3612251350	Pest Publicity	802	1,000	80.20%	802	1,000	80.20%	802	1,000	80.20%
36202512	Promotion of Good Practice Publicity	304	8,751	3.48%	304	8,751	3.48%	304	8,751	3.48%
36212513	Ecofest Publicity	15,604	24,503	63.68%	15,619	24,503	63.74%	18,373	24,503	74.98%
36262512	Warm Homes Publicity	0	2,000	0.00%	0	2,000	0.00%	0	2,000	0.00%
36272512	Environmental Education Advertising	159	8,751	1.82%	235	8,751	2.68%	235	8,751	2.68%
41022513	Corporate Services Advertising & Publicity	2,811	30,475	9.22%	2,811	30,475	9.22%	2,811	30,475	9.22%
41082512	Strategic Planning Advertising	56,294	35,004	160.82%	56,294	35,004	160.82%	59,953	35,004	171.27%
4401251302	Community Services General Publicity	0	5,001	0.00%	0	5,001	0.00%	0	5,001	0.00%
4402251350	HR Recruitment Advertising	316	1,000	31.57%	316	1,000	31.57%	316	1,000	31.57%
4501251302	Environment & Planning General Publicity	0	2,500	0.00%	0	2,500	0.00%	0	2,500	0.00%
4601251302	Asset Management General Publicity	0	2,500	0.00%	0	2,500	0.00%	0	2,500	0.00%
49022512015	Library General Publicity & Advertising	3,433	13,002	26.40%	3,433	13,002	26.40%	3,456	13,002	26.58%
		567,763	887,576	63.97%	631,547	887,576	71.15%	675,959	887,576	76.16%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend for April is 76.16% which is below the ten month budget of 83.33%.

**COMMUNICATIONS RECOVERIES**

Code	Detail	February 2012			March 2012			April 2012		
		YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	(20,134)	(31,205)	64.52%	(20,134)	(31,205)	64.52%	(27,607)	(31,205)	88.47%
1406100102	Jam Magazine	-	(10,955)	0.00%	-	(10,955)	0.00%	-	(10,955)	0.00%
1406100103	Boredom Busters Magazine	(16,669)	(23,972)	69.54%	(18,474)	(23,972)	77.06%	(18,474)	(23,972)	77.06%
	Newsline	(32,002)	(58,710)	54.51%	(46,178)	(58,710)	78.65%	(51,867)	(58,710)	88.34%
		(68,805)	(124,842)	55.11%	(84,787)	(124,842)	67.92%	(97,948)	(124,842)	78.46%

Note: Recoveries are dependent on the timing of the relevant publication

**TASMAN COLLECTION**

Code	Detail	February 2012			March 2012			April 2012		
		YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD Balance (Excl GST)	Full Year Budget (Excl GST)	%
<u>Income</u>										
14521001	Tasman Collection Income	(974)	(8,216)	11.85%	(1,065)	(8,216)	12.96%	(1,207)	(8,216)	14.69%
		(974)	(8,216)	11.85%	(1,065)	(8,216)	12.96%	(1,207)	(8,216)	14.69%
<u>Expenses</u>										
14522517	Tasman Collection Publication costs	0	8,211	0.00%	0	8,211	0.00%	0	8,211	0.00%
		0	8,211	0.00%	0	8,211	0.00%	0	8,211	0.00%

Note: This includes Walk and Bike Tasman publications