

COMMUNICATIONS COSTS

Code	Detail	December 2011			January 2012		
		YTD_Balance	Full Year Budget	%	YTD_Balance	Full Year Budget	%
		(Excl GST)	(Excl GST)		(Excl GST)	(Excl GST)	
01152513	Resource Policy TRMP Publicity	1,100	3,500	31.42%	1,776	3,500	50.75%
02132513	Environment Monitoring Water Advertising	340	0	-	340	0	-
02152513	Environment Monitoring Publicity	247	0	-	247	0	-
05382513	CRSP Advertising	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%
07022513	Richmond Refuse Advertising	0	0	-	0	0	-
07182513	Waste Minimisation Publicity	0	1,000	0.00%	0	1,000	0.00%
07192513	Kerbside Advertising	0	10,001	0.00%	0	10,001	0.00%
07222513	Waste Education Advertising	294	8,001	3.67%	294	8,001	3.67%
07262513	Kaiteriteri Refuse Advertising	0	547	0.00%	0	547	0.00%
0801251350	Water Advertising	0	10,001	0.00%	0	10,001	0.00%
08022513	Motueka Water Advertising/Publicity	0	0	-	0	0	-
10202512	Port Taranaki Publicity	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%
13022512	Richmond Library - Publicity	437	2,737	15.97%	437	2,737	15.97%
13032512	Motueka Library Publicity	538	600	89.59%	538	600	89.59%
13042512	Takaka Library Publicity	707	1,200	58.90%	707	1,200	58.90%
13052512	Murchison Library Publicity	0	150	0.00%	0	150	0.00%
14012513	Community & Rec Promotion	8,334	16,424	50.74%	10,578	16,424	64.41%
1406251201	Mudcakes And Roses Magazine	38,266	73,469	52.08%	44,071	73,469	59.99%
1406251202	Recreation Youth Council Adv	0	0	-	350	0	-
1406251203	Jam Magazine	597	31,854	1.88%	597	31,854	1.88%
1406251204	Boredom Busters Magazine	26,726	49,920	53.54%	26,726	49,920	53.54%
1406251205	Hummin In Tasman	29,901	37,205	80.37%	29,932	37,205	80.45%
17002513	Parks & Reserves General Advertising	0	1,500	0.00%	0	1,500	0.00%
19462513	Mot Rec Centre Advertising	0	0	-	0	0	-
19502513	Richmond Info Centre Publicity	0	0	-	0	0	-
24012513	Emergency Management Publicity	120	0	-	120	0	-

26082512	Elections - Publicity	0	2,500	0.00%	0	2,500	0.00%
27012512	General Publicity	90,313	211,556	42.69%	104,749	211,556	49.51%
2701251202	Publicity - Newslines	116,956	179,523	65.15%	126,165	179,523	70.28%
2701251203	Publicity - Radio	16,750	20,000	83.75%	20,090	20,000	100.45%
2701251204	Publicity - Shows/Displays/etc	19,117	18,502	103.32%	20,932	18,502	113.13%
2701251205	Publicity - Newspaper Updates	34,970	48,006	72.84%	40,236	48,006	83.81%
2701251208	Publicity - Sport Tasman	7,929	0	-	8,032	0	-
27022513	Golden Bay Community Board Advertising	391	0	-	391	0	-
27032513	Motueka Community Board Advertising	537	0	-	537	0	-
3201251350	Regulatory Building Publicity	0	12,002	0.00%	0	12,002	0.00%
32072512	Regulatory Maritime Publicity	695	2,000	34.75%	2,302	2,000	115.10%
3612251350	Pest Publicity	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%
36212513	Ecofest Publicity	14,775	24,503	60.30%	15,559	24,503	63.50%
36262512	Warm Homes Publicity	0	2,000	0.00%	0	2,000	0.00%
36272512	Environmental Education Advertising	139	8,751	1.59%	159	8,751	1.82%
41022513	Corporate Services Advertising & Publicity	2,127	30,475	6.98%	2,807	30,475	9.21%
41082512	Strategic Planning Advertising	8,499	35,004	24.28%	18,251	35,004	52.14%
4401251302	Community Services General Publicity	0	5,001	0.00%	0	5,001	0.00%
4402251350	HR Recruitment Advertising	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%
4601251302	Asset Management General Publicity	0	2,500	0.00%	0	2,500	0.00%
49022512015	Library General Publicity & Advertising	2,755	13,002	21.19%	2,755	13,002	21.19%
		425,520	887,576	47.94%	481,640	887,576	54.26%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend to December 2011 is 47.94% which is below the six month budget of 50%, and the overall communication spend to January 2012 is 54.26% which is below the seven month budget of 58.33%.

COMMUNICATIONS RECOVERIES

Code	Detail	December 2011			January 2012		
		YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	(16,048)	(31,205)	51.43%	(20,134)	(31,205)	64.52%
1406100102	Jam Magazine	-	(10,955)	0.00%	-	(10,955)	0.00%
1406100103	Boredom Busters Magazine	(16,669)	(23,972)	69.54%	(16,669)	(23,972)	69.54%
	Newsline	(26,557)	(58,710)	45.23%	(32,002)	(58,710)	54.51%
		(59,274)	(124,842)	47.48%	(68,805)	(124,842)	55.11%

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

TASMAN COLLECTION

Code	Detail	December 2011			January 2012		
		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	(714)	(8,216)	8.69%	(870)	(8,216)	10.59%
		(714)	(8,216)	8.69%	(870)	(8,216)	10.59%
<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%

Note: This includes Walk and Bike Tasman publications