

STAFF REPORT

TO: Chair & Members, Information & Publicity Subcommittee
FROM: David Ward
DATE: 14 February 2007
SUBJECT: Financial Report to 31 January 2007

1 Seven Month Financial Report

This report is prepared to inform Subcommittee members of comparative expenditure against budget for the seven months ended 31 January 2007.

Not surprisingly, activities continue to track budget in most areas, given the contractual nature of the majority of our significant expenditure areas. Discretionary expenditure is associated with marketing of the Tasman Collection.

	Seven months projected To 31 January 2007 \$	2006/2007 Budget \$
Website Maintenance	17,500	30,000
Newsline (23 issues)	47,800	90,000
Radio	9,220	16,000
Shows, Displays, Events	4,600	5,000
Publicity Officer	40,830	70,000
Newspapers	8,105	12,000
Discretionary	1,342	2,000
Total	129,397	225,000

2 2007/2008 Draft Budget

At today's meeting I would like the Subcommittee to indicate their views on an acceptable budget for the 2007/2008 financial year. In discussing this item, consideration will be given to effectiveness of information distribution, subsequent to cancellation of the Nelson Mail contract, an assessment of those community newspapers currently used by Council on a weekly basis, and appropriate levels of radio advertising.

Council is currently committed to continuing Newsline – The Mag, on a fortnightly basis. This will be reaffirmed during budgetary discussions.

David Ward