

REPORT

TO: Chair and Members, Communications Subcommittee

FROM: Communication Officer, M Raffills

DATE: 21 November 2007

SUBJECT: **Communication Officer's Report**

1. Background for Communications Subcommittee

Welcome to the new subcommittee members and congratulations on your election and re-election to Council.

Dry Crust has provided a wide-range of communication services for Tasman District Council and its staff since 1993 when we were engaged to produce a new quarterly newsletter for the District.

Currently Dry Crust has a staff of 12 and manage all of Council's communication requirements in the print, broadcast, web and event (meetings, shows, workshops) areas under a contract that is halfway through a three-year term.

2. Current Jobs

The attached list is jobs being worked on at the moment.

The two big ones for this time of the year are:

The A&P Shows: Richmond, Saturday and Sunday 24/25 November 2007; Motueka, Sunday 2 December 2007; Takaka, Saturday 19 January 2008; Tapawera, Saturday 26 January 2008; Murchison, Saturday 16 February 2008.

Richmond Market Day, Friday 28 December 2007.

These involve preparing displays for Council staff, setting up the display, manning the stand and packing down.

The Tasman Collection: The very successful book series that promotes the District to both residents and ratepayers consists of the following publications which we market through Council offices, libraries, campgrounds, retail outlets, motels, i-site and other information centres, Richmond Mall, Nelson Airport, Motueka Warehouse:

Walk Tasman; Bike Tasman; Lifestyle For All Seasons (book and CD);
Snapshots of Tasman's Past series – *Mapua Wharf; Motueka Airport; Port
Tarakohe; The Gowan; Timber of Tasman and Cobb Valley* (the last two new
this year); *Hummin' In Tasman* - free visitors and residents guide (25,000
copies distributed).

Mark Raffills

Communication Officer