

STAFF REPORT

TO: Chairman and Members
Communications Subcommittee

FROM: M Staite

DATE: 21 November 2007

SUBJECT: **Report for December 2007**

Being the first meeting of the Subcommittee it is important to update Councillors on its scope.

In broad terms the Subcommittee is charged with ensuring that Council communicates to ratepayers in an easily understood way the information on day-to-day decision-making, services and general news of Council.

This is achieved by Newline – The Mag, TDC website, radio stations and community papers.

It is important that this function should be undertaken in a cost-effective manner that gives value to the ratepayers of the District.

The existing Communications Strategy is being reviewed and I will be looking to Subcommittee members for input throughout this process. For your information I have enclosed a copy of the existing strategy.

I have also initiated changes in how Newline is delivered and have rationalised our newline updates in community newspapers. These initiatives have resulted in cost savings without affecting our overall product.

I look forward to working with you all in this very important process.

Financials

The Subcommittee has a budget for the 2007/2008 year of \$225,000 split as follows:

	4 Months to 31 October 2007 \$	2007/2008 Budget \$
Website maintenance	18,994	30,000
Newsline	34,218	90,000
Radio	7,321	16,000
Shows, Displays, Events	445	5,000
Publicity Officer	23,333	70,000
Newspapers	5,100	12,000
Discretionary	210	2,000
	89,621	225,000

Murray Staite
Corporate Services Manager