

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Murray Staite
DATE: 6 August 2008
SUBJECT: **Corporate Services Manager's Report**

1 Communications Strategy

After the members' discussion in May 2008, the strategy has been amended to reflect the points raised. The revised strategy for discussion and possible adoption is noted as a separate item later in the agenda.

2 Financials

Financials	1 month to 31 July 2008	2008/2009 full year budget
Website maintenance	1,431	20,000
Newsline	7,500	90,000
Radio/Newspaper	1,916	23,000
Shows/Displays/Events	-	5,000
Communications Officer	5,833	70,000
Discretionary	-	3,100
	16,680	211,100

3 Newsline

For the Subcommittee's information, Newsline on occasions needs to increase from its current 8 pages to 12 pages. This is becoming more of an issue as we endeavour to ensure that Newsline is the focal point for Council information. Going from 8 to 12 pages is not simple and involves additional cost and technology on behalf of the printer. Staff are working through the options and will report back when a clear direction is available.

4 Newsline Delivery

A report earlier in the year indicated issues around the timely delivery of Newsline. I am pleased to report that these issues have now been resolved.

5 NRB Survey

Information in this survey will be available in September 2008. It will be particularly important for the Subcommittee to review and consider the results around Council communications.

Murray Staite
Corporate Services Manager