

REPORT

TO: Chair and Members, Communications Subcommittee

FROM: Murray Staite

REFERENCE: C797

DATE: 3 March 2009

SUBJECT: Hubbub

Purpose

To consider whether Hubbub should be discontinued or retained.

Background

Hubbub was first published in 2002. Since that date it has been published quarterly and is distributed to 5,740 households in the Richmond Ward and 1,400 posted to out-of-town ratepayers. The cost to Council is \$16,596 per annum which is funded from the general rate.

Discussion

When Hubbub first commenced there was a perceived need to keep Richmond Ward ratepayers informed on what was occurring in their community. The publication has been successful but over time other publications have also focused on Richmond. Whilst these other publications are not funded by Council they do ensure that Richmond ratepayers are kept fully informed. These publications include Waimea Weekly and the Waimea edition of The Leader.

In preparing Hubbub, Council and Dry Crust staff have increasingly found it difficult to ensure that stories contained in Newsline – The Mag are not duplicated in Hubbub. Often stories are left out of one publication to avoid a clash.

In addition, Newsline – The Mag is promoted as the one place to go for Council information. With articles appearing in Hubbub and not always Newsline, this objective is not being achieved.

Newsline has recently moved to a 12-page publication every second issue which means space is now available for ward-specific issues to be covered, if and when required.

Significance

The recommendation is not considered significant as noted in Council's Significance Policy.

Options

Option 1

Hubbub remains on a quarterly basis.

Option 2

Hubbub be discontinued with Newsline – The Mag being the main focus, with the resulting saving of \$16,596 per annum.

Recommendation

That it be recommended to the Corporate Services Committee that Hubbub be discontinued.

Murray Staite
Corporate Services Manager