

STAFF REPORT

TO: Chair and Members, Communications Subcommittee
FROM: Murray Staite
REFERENCE: C797
DATE: 3 July 2009
SUBJECT: **Corporate Services Manager's Report**

1 Financials

Financials	11 months to 30 May 2009	2008/2009 full year budget
Website maintenance	19,908	20,000
Newsline ⁽¹⁾	87,388	90,000
Radio/Newspaper	21,083	23,000
Shows/Displays/Events	4,791	5,000
Communications Officer	64,166	70,000
Discretionary	1,640	3,100
	198,976	211,100

⁽¹⁾ Newsline will exceed budget due to the introduction of 12 pages, however it will be paid for by the reduction in expenditure in other budgets.

2 Branding

The branding exercise is progressing well and as indicated previously, once the branding manual has been signed off by the senior management team, it will be brought to this subcommittee for final endorsement.

3 Contract

The current contract with Dry Crust has been rolled over to February 2010. This will enable further debate over whether the communications officer should be an internal or external position.

4 Website

Concern has been expressed about Council's website. It is planned this financial year to fully revamp the website and subcommittee members will shortly see a vacancy for a fulltime webmaster being advertised.

Murray Staite
Corporate Services Manager