

STAFF REPORT

TO: Chair and Members of the Communication Subcommittee

FROM: Corporate Services Manager

DATE: 1 October 2009

SUBJECT: Newsline Rebranding

PURPOSE

To review the current Newsline The Mag masthead and layout.

BACKGROUND

Newsline the Mag was last revamped some four to five years ago. Discussions were held with this subcommittee earlier this calendar year and as a result of those discussions, a revised update is now being presented.

DISCUSSION

Council produces 19,500 copies of Newsline every two weeks and it is seen by 94% of Tasman residents. It is Council's #1 external communications channel.

The look and feel of a commercial/retail magazine is usually updated every 12/18 months in order to keep the audience excited/interested and also to keep the publication up with modern publishing trends.

Ultimately when residents see Newsline in their letterbox we want them to open and read it. Newsline should create real value to them as a publication in its own right.

SIGNIFICANCE

The decision is not significant under the Council's policy on significance.

FINANCIAL IMPLICATIONS

Should Council wish to proceed with any of the new options then there would be a minimal set up charge (between 2-3 hours) for making the changes to the style templates. There would be no additional costs (printing and distribution would be unaffected).

OPTIONS

Three options are being considered today with Option 1 being the status quo. While this is a valid option the Newslines masthead is becoming dated.

Option 2 involved a refreshing of the masthead while retaining the old font for the word Newslines. Committee members will also note the use of the kowhaiwai.

Option 3 brings the whole look into line with Council's new branding most notably the typeface for the word Newslines. The kowhaiwai is also incorporated.

The recommendation of staff is option 3 as it brings Newslines into line with Council branding, keeps the message fresh and alive, maintains public interest and to give appeal to a younger age group.

RECOMMENDATION

That option three be the preferred layout for Newslines the Mag.

Murray Staite
Corporate Services Manager