

## **STAFF REPORT**

**TO:** Chair & Members, Communications Subcommittee

**FROM:** Communications Adviser

**REFERENCE:** C797

**DATE:** 23 September 2010

**SUBJECT:** **Communications Finance Report – September 2010**  
**– RFN10-09-16**

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**For the second month of the financial year the communication expenditure is tracking very close to budget albeit with underspending across the total Council budgeted activity and slight overspend in production.**

**The patterns are driven by seasonal activity predominantly the production schedules of printed magazines ie Boredom Busters and Mudcakes and Roses and the timing of festivals such as EcoFest.**

**Also of note is income from Newline advertising is reported quarterly and as such does not appear in this report.**

**The financial expenditure across communication budgets will be able to managed now with greater accountability, recognition of spend and visibility of purpose due to the management processes put in place between the Council and Dry Crust.**

**Attached are summaries of expenditure by General Ledger and by major creditor, and current recoveries.**

**Chris Choat**

**Communications Adviser**



**COMMUNICATIONS COSTS  
FOR THE PERIOD ENDED 31 AUGUST 2010**

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
01152513	R/P TRMP Publicity	0	10,669	0.00%
07182513	Waste Minimisation Publicity	560	12,269	4.56%
07192513	Kerbside Advertising	0	6,006	0.00%
07222513	Waste Educ Advertg & Resources	280	2,667	10.50%
07262513	Kaiteriteri Advertising	0	533	0.00%
08012513	Water Advertising	0	19,951	0.00%
10202512	Port Tarakohe Publicity	0	2,134	0.00%
11012512	Promotion And Publicity	0	3,361	0.00%
13022512	Richmond Library - Publicity	535	2,134	25.08%
13032512	Motueka Library Publicity	60	854	7.08%
13042512	Takaka Library Publicity	323	854	37.81%
13052512	Murchison Library Publicity	0	320	0.00%
14012513	Community & Rec Promotion	1,872	16,003	11.70%
1406251201	Mudcakes And Roses Magazine	13,418	42,675	31.44%
1406251203	Jam Magazine	0	26,204	0.00%
1406251204	Boredom Busters Magazine	5,064	40,605	12.47%
1406251205	Hummin In Tasman	0	26,825	0.00%
17022513	Cemetery Advertising	0	181	0.00%
19502513	Richmond Info Publicity	0	544	0.00%
26082513	Elections - Advertising	0	10,669	0.00%
27012512	General Publicity	54,651	358,739	15.23%
2701251202	Publicity - Newslite	34,822	240,861	14.46%
2701251203	Publicity - Radio	8,098	52,669	15.37%
2701251205	Publicity - Newspaper Updates	15,988	47,041	33.99%
2701251208	Publicity - Sport Tasman	4,792	23,791	20.14%
27022513	Golden Bay Advertising	40	5,121	0.77%
27032513	Mot Comm Bd Advertising	0	5,121	0.00%
32012513	Reg Building Publicity	0	32,006	0.00%
32072512	Reg Maritime Publicity	0	2,000	0.00%
3612251350	Pest Publicity	0	13,869	0.00%
36202512	Promo GP Publicity	0	17,923	0.00%
36212513	Ecofest Publicity	9,733	16,003	60.82%
41022513	Corp Services Advert & Publicity	990	25,412	3.90%
4102251301	Publicity Giveaways	0	5,334	0.00%
41082512	Strategic Planning Advertising	4,926	21,338	23.09%
4401251302	Community Publicity	0	26,672	0.00%
4402251350	HR Recruitment Advertising	0	49,823	0.00%
4501251302	E/P Publicity	0	26,672	0.00%
4601251302	Asset Mgmt Publicity	0	26,672	0.00%
490225120150	Library Publicity	2,950	8,215	35.91%
49022513	Lib Advertising	716	24,136	2.97%
		<b>159,817</b>	<b>1,254,876</b>	<b>12.74%</b>

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 12.74% which is below the 2 month budget of 16.67%.

**COMMUNICATIONS RECOVERIES  
FOR THE PERIOD ENDED 31 AUGUST 2010**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	-3,700	-29,855	12.39%
1406100102	Jam Magazine	0	-10,663	0.00%
1406100103	Boredom Busters Magazine	-7,566	-17,060	44.35%
		<u>-11,266</u>	<u>-57,578</u>	19.57%

Note: The non-recovery from Jam magazine is as expected, however, total recoveries are ahead of budget for the two months to 31 August.

**SELECTED COMMUNICATIONS CREDITORS  
FOR THE PERIOD ENDED 31 AUGUST 2010**

NAME	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
DryCrust Communications	118,885	643,026	18.49%
Printhouse	52,406	170,108	30.81%
Nelson Mail	9,579	66,219	14.47%
Media Works	6,630	28,869	22.97%
Waimea Print	15,287	59,024	25.90%
Guardian Newspaper	11,857	36,616	32.38%
Radio Nelson	896	23,800	3.76%
Waimea Weekly	5,006	30,696	16.31%
	<u>220,547</u>	<u>1,058,358</u>	20.84%

Note: These selected communications creditors are a subset of the total communication spend. It is not intended that the total equal the total communication cost by general ledger code.

While the actual to budget spend is \$44,154 ahead of budget, this is mainly the result of timing issues. Staff are working to ensure that on a full year basis that these creditors do not exceed budget.