

## **STAFF REPORT**

**TO:** Communications Subcommittee

**FROM:** Communications Adviser

**DATE:** 17 November 2010

**REFERENCE:** C797

**SUBJECT:** **Communications Finance Report – November 2010 –  
RFN10/11/09**

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For the 4th month of the financial year communication expenditure is tracking below budget as a total, albeit with a slight overspend in production reflecting a number of unforeseen issues that will lead to the funds be managed later in the year.

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

Of note are the advertising returns which are all ahead of budget with the exception of Jam which has now in the process of going online effectively killing the predicted revenue stream. A new model for online advertising revenue is currently being explored.

The financial expenditure across communication budgets are now able to managed 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.

### **RECOMMENDATION**

That the Communications Subcommittee receives the Communications Finance Report November 2010 RFN10-11-09.

Chris Choat  
Communications Adviser

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

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
01152513	Resource Policy TRMP Publicity	850	10,669	7.97%
07182513	Waste Minimisation Publicity	560	12,269	4.56%
07192513	Kerbside Advertising	0	6,006	0.00%
07222513	Waste Education Advertising	280	2,667	10.50%
07262513	Kaiteriteri Refuse Advertising	0	533	0.00%
08012513	Water Advertising	0	19,951	0.00%
10202512	Port Tarakohe Publicity	525	2,134	24.61%
11012512	Motueka Aerodrome 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	463	854	54.17%
13052512	Murchison Library Publicity	0	320	0.00%
14012513	Community & Rec Promotion	4,101	16,003	25.63%
1406251201	Mudcakes And Roses Magazine	25,100	42,675	58.82%
1406251202	Recreation Youth Council Adv	8,764	0	-
1406251203	Jam Magazine	0	26,204	0.00%
1406251204	Boredom Busters Magazine	12,862	40,605	31.68%
1406251205	Hummin In Tasman	5,184	26,825	19.33%
17022513	Cemetery Advertising	0	181	0.00%
19502513	Richmond Info Centre Publicity	0	544	0.00%
26082513	Elections - Advertising	6,392	10,669	59.92%
27012512	General Publicity	82,802	358,739	23.08%
2701251202	Publicity - Newslite	52,743	240,861	21.90%
2701251203	Publicity - Radio	11,613	52,669	22.05%
2701251205	Publicity - Newspaper Updates	27,654	47,041	58.79%
2701251208	Publicity - Sport Tasman	8,143	23,791	34.23%
27022513	Golden Bay Community Board Advertising	98	5,121	1.91%
27032513	Motueka Community Board Advertising	0	5,121	0.00%
32012513	Regulatory Building Publicity	0	32,006	0.00%
32072512	Regulatory Maritime Publicity	0	2,000	0.00%
3612251350	Pest Publicity	0	13,869	0.00%
36202512	Promotion of Good Practice Publicity	7,713	17,923	43.03%
36212513	Ecofest Publicity	15,190	16,003	94.92%
41022513	Corporate Services Advertising & Publicity	2,341	30,746	7.61%
41082512	Strategic Planning Advertising	5,514	21,338	25.84%
4401251302	Community Services General Publicity	0	26,672	0.00%
4402251350	HR Recruitment Advertising	0	49,823	0.00%
4501251302	Environment & Planning General Publicity	0	26,672	0.00%
4601251302	Asset Management General Publicity	0	26,672	0.00%
490225120150	Library General Publicity & Advertising	4,471	32,351	13.82%
		<b>283,960</b>	<b>1,254,876</b>	<b>22.63%</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 22.63% which is below the four month budget of 33.3%.

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

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
1406100101	Mudcakes And Roses Magazine	-14,200	-29,855	47.56%
1406100102	Jam Magazine	0	-10,663	0.00%
1406100103	Boredom Busters Magazine	-10,437	-17,060	61.18%
41021002	Newsline	-39,600	-57,000	69.47%
		<u>-64,237</u>	<u>-114,578</u>	56.06%

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

**TASMAN COLLECTION  
FOR THE PERIOD ENDED 31 OCTOBER 2010**

<b>Code</b>	<b>Detail</b>	<b>YTD_Balance (Excl GST)</b>	<b>Full Year Budget (Excl GST)</b>	<b>%</b>
<u>Income</u>				
14521001	Tasman Collection Income	-996	-8,002	12.45%
		<u>-996</u>	<u>-8,002</u>	12.45%
<u>Expenses</u>				
14522517	Tasman Collection Publication costs	0	8,002	0.00%
		<u>0</u>	<u>8,002</u>	0.00%

Note: This includes Walk and Bike Tasman publications