

STAFF REPORT

TO: Communications Subcommittee

FROM: Communications Adviser

DATE: 14 January 2011

REFERENCE: C797

SUBJECT: **Communications Finance Report – November 2010 –
RFN11-01-02**

The report shows that a number of the creditors providing communications deliverables such as printing or advertising are either over budget for the year or getting close to doing so. This is a contrary position to the individual communications budgets held by the respective council business units. What is evident is that the budgets for the creditors have been set with no relationship to the planned, or otherwise, expenditure by the budget holders. This has, however, not negated the need for management or at least oversight of the expenditure to the itemised creditors.

The current level of expenditure is well within expected budgets but will also be under scrutiny to identify any further opportunities.

RECOMMENDATION

That the Communications Subcommittee receives the Communications Finance Report November 2010 RFN11-01-02.

Chris Choat
Communications Adviser

**COMMUNICATIONS COSTS
FOR THE PERIOD ENDED 30 NOVEMBER 2010**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	1,287	10,669	12.07%
07182513	Waste Minimisation Publicity	560	12,269	4.56%
07192513	Kerbside Advertising	1,535	6,006	25.56%
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	570	2,134	26.71%
13032512	Motueka Library Publicity	60	854	7.08%
13042512	Takaka Library Publicity	648	854	75.82%
13052512	Murchison Library Publicity	0	320	0.00%
14012513	Community & Rec Promotion	6,503	16,003	40.64%
1406251201	Mudcakes And Roses Magazine	30,620	42,675	71.75%
1406251202	Recreation Youth Council Adv	9,204	0	-
1406251203	Jam Magazine	6,010	26,204	22.93%
1406251204	Boredom Busters Magazine	18,046	40,605	44.44%
1406251205	Hummin In Tasman	34,913	26,825	130.15%
17022513	Cemetery Advertising	0	181	0.00%
19502513	Richmond Info Centre Publicity	0	544	0.00%
26082513	Elections - Advertising	6,584	10,669	61.71%
27012512	General Publicity	112,136	358,739	31.26%
2701251202	Publicity - Newline	86,470	240,861	35.90%
2701251203	Publicity - Radio	15,498	52,669	29.42%
2701251205	Publicity - Newspaper Updates	33,939	47,041	72.15%
2701251208	Publicity - Sport Tasman	12,707	23,791	53.41%
27022513	Golden Bay Community Board Advertising	1,132	5,121	22.10%
27032513	Motueka Community Board Advertising	0	5,121	0.00%
32012513	Regulatory Building Publicity	0	32,006	0.00%
32072512	Regulatory Maritime Publicity	628	2,000	31.42%
3612251350	Pest Publicity	0	13,869	0.00%
36202512	Promotion of Good Practice Publicity	7,713	17,923	43.03%
36212513	Ecofest Publicity	15,770	16,003	98.54%
41022513	Corporate Services Advertising & Publicity	2,367	30,746	7.70%
41082512	Strategic Planning Advertising	6,883	21,338	32.26%
4401251302	Community Services General Publicity	0	26,672	0.00%
4402251350	HR Recruitment Advertising	0	49,823	0.00%
4501251302	Environment & Planning General Publicity	160	26,672	0.60%
4601251302	Asset Management General Publicity	0	26,672	0.00%
490225120150	Library General Publicity & Advertising	5,347	32,351	16.53%
		418,094	1,254,876	33.32%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 33.32% which is below the five month budget of 41.67%.

**COMMUNICATIONS RECOVERIES
FOR THE PERIOD ENDED 30 NOVEMBER 2010**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	-20,872	-29,855	69.91%
1406100102	Jam Magazine	0	-10,663	0.00%
1406100103	Boredom Busters Magazine	-12,937	-17,060	75.83%
41021002	Newsline	-32,727	-57,000	57.42%
		<u>-66,536</u>	<u>-114,578</u>	58.07%

Note: The non-recovery from Jam magazine is as expected, however, total recoveries are ahead of budget for the five months to 30 November.

**TASMAN COLLECTION
FOR THE PERIOD ENDED 30 NOVEMBER 2010**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
<u>Income</u>				
14521001	Tasman Collection Income	-1,207	-8,002	15.08%
		<u>-1,207</u>	<u>-8,002</u>	15.08%
<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

**SELECTED COMMUNICATIONS CREDITORS
FOR THE PERIOD ENDED 30 NOVEMBER 2010**

NAME	YTD_Balance	Full Year Budget	%
	(Excl GST)	(Excl GST)	
DryCrust Communications	313,615	643,026	48.77%
Printhouse	141,304	170,108	83.07%
Nelson Mail	30,765	66,219	46.46%
Media Works	29,136	28,869	100.92%
Waimea Print	23,145	59,024	39.21%
Guardian Newspaper	21,567	36,616	58.90%
Radio Nelson	3,308	23,800	13.90%
Waimea Weekly	13,961	30,696	45.48%
	576,801	1,058,358	54.50%

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 \$135,819 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.