

Report No:	RFN11-06-02
File No:	C797
Date:	
<i>Information Only – no decision required</i>	

REPORT SUMMARY

Report to: Communication Subcommittee
Meeting Date: 7 June 2011
Subject: Finance Report RFN11-06-02
Report Author: Chris Choat Communications Adviser

EXECUTIVE SUMMARY

The finance report reflects the budget at 75% of the 2010/11 year

RECOMMENDATION

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Communications Finance report RFN11-06-02.

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1. Summary

Attached are the financial reports identifying the communications spend across the Council for 75% of the financial year (July-March). Overall the spend is only up 54% of budget currently.

Individually there are some lines that have reached their budget levels already and a small number that have exceeded already. These are predominantly whole projects that have been completed earlier in the year, i.e. EcoFest.

To note in the creditor list a number of suppliers have exceeded their estimated budgets. Of note the Printworks line has been exceeded, this was predominantly driven by the Amalgamation material and other departments that have yet to fulfil their individual budgets. Within the radio budgets one supplier who has the greater spread of radio stations that meet the needs of Council has the correspondingly larger share of expenditure.

2. RECOMMENDATION

That the report be received.

3. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Communications Finance report RFN11-06-02.

Appendices:

Appendix One – Financial Reports, expenditure and creditor list

**COMMUNICATIONS COSTS
FOR THE PERIOD ENDED 31 MARCH 2011**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	3,521	10,669	33.00%
02132513	Environment Monitoring Water Advertising	1,549	0	-
05002513	Non Subsidised Roading Advertising	84	0	-
05752512	Richmond Town Centre Advertising	572	0	-
07022513	Richmond Refuse Advertising	81	0	-
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	831	533	155.91%
08012513	Water Advertising	432	19,951	2.17%
08022513	Motueka Water Advertising/ Publicity	5,614	0	-
10202512	Port Tarakohe Publicity	525	2,134	24.61%
11012512	Motueka Aerodrome Promotion And Publicity	0	3,361	0.00%
13022512	Richmond Library - Publicity	745	2,134	34.91%
13032512	Motueka Library Publicity	443	854	51.86%
13042512	Takaka Library Publicity	648	854	75.82%
13052512	Murchison Library Publicity	0	320	0.00%
14012513	Community & Rec Promotion	12,686	16,003	79.28%
1406251201	Mudcakes And Roses Magazine	56,888	42,675	133.30%
1406251202	Recreation Youth Council Adv	9,611	0	-
1406251203	Jam Magazine	6,010	26,204	22.93%
1406251204	Boredom Busters Magazine	30,812	40,605	75.88%
1406251205	Hummin In Tasman	39,628	26,825	147.73%
17022513	Cemetery Advertising	0	181	0.00%
19462513	Mot Rec Centre Advertising	449	0	-
19502513	Richmond Info Centre Publicity	0	544	0.00%
24012513	Emergency Management Publicity	1,374	0	-
26082513	Elections - Advertising	6,584	10,669	61.71%
27012512	General Publicity	234,542	358,739	65.38%
2701251202	Publicity - Newsline	148,142	240,861	61.51%
2701251203	Publicity - Radio	22,296	52,669	42.33%
2701251204	Publicity - Shows/Displays/etc	15,091	0	-
2701251205	Publicity - Newspaper Updates	52,447	47,041	111.49%
2701251208	Publicity - Sport Tasman	18,566	23,791	78.04%
27022513	Golden Bay Community Board Advertising	1,179	5,121	23.02%
27032513	Motueka Community Board Advertising	0	5,121	0.00%
32012513	Regulatory Building Publicity	0	32,006	0.00%
32072512	Regulatory Maritime Publicity	1,306	2,000	65.30%
3612251350	Pest Publicity	21	13,869	0.15%
36202512	Promotion of Good Practice Publicity	8,197	17,923	45.73%
36212513	Ecofest Publicity	17,701	16,003	110.61%
36262512	Warm Homes Publicity	120	0	-
41022513	Corporate Services Advertising & Publicity	2,671	30,746	8.69%
41082512	Strategic Planning Advertising	23,677	21,338	110.96%
4401251302	Community Services General Publicity	0	26,672	0.00%
4402251350	HR Recruitment Advertising	0	49,823	0.00%
4501251302	Environment & Planning General Publicity	854	26,672	3.20%
4601251302	Asset Management General Publicity	624	26,672	2.34%
490225120150	Library General Publicity & Advertising	16,570	32,351	51.22%
		745,741	1,254,876	59.43%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 59.43% which is below the nine month budget of 75%.

**COMMUNICATIONS RECOVERIES
FOR THE PERIOD ENDED 31 MARCH 2011**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	-28,030	-29,855	93.89%
1406100102	Jam Magazine	-5,000	-10,663	46.89%
1406100103	Boredom Busters Magazine	-15,032	-17,060	88.11%
	Newsline	-40,237	-57,000	70.59%
		-88,299	-114,578	77.06%

Note: Total recoveries are ahead of budget for the nine months to 31 March.

**TASMAN COLLECTION
FOR THE PERIOD ENDED 31 MARCH 2011**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
<u>Income</u>				
14521001	Tasman Collection Income	-2,512	-8,002	31.39%
		-2,512	-8,002	31.39%
<u>Expenses</u>				
14522517	Tasman Collection Publication costs	0	8,002	0.00%
		0	8,002	0.00%

Note: This includes Walk and Bike Tasman publications

**SELECTED COMMUNICATIONS CREDITORS
FOR THE PERIOD ENDED 31 MARCH 2011**

NAME	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
DryCrust Communications	485,841	643,026	75.56%
Printhouse	239,443	170,108	140.76%
Nelson Mail	49,984	66,219	75.48%
Media Works	36,741	28,869	127.27%
Waimea Print	39,791	59,024	67.41%
Guardian Newspaper	35,902	36,616	98.05%
Radio Nelson	6,232	23,800	26.18%
Waimea Weekly	26,482	30,696	86.27%
	920,417	1,058,358	86.97%

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 \$126,648 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.