

Report No:	RFN11-09-08
File No:	A503-4
Date:	21 September 2011
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 27 September 2011
Report Author: Chris Choat – Communications Adviser
Subject: **Communications Finance**

EXECUTIVE SUMMARY

The attached expenditure report provides the Subcommittee with a clear view of the current Council wide communications expenditure for the first two months on the 2011-12 year.

RECOMMENDATION/S

That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Communications Finance Report RFN11-09-08.

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1. Purpose

- 1.1 The purpose of this report is to advise the Communications Subcommittee of the current level of Council wide expenditure related to communications.

2. Background

- 2.1 In the last 18 months a number of tools and policies have been put in place that has enabled a more directed approach to communicating with the communities of Tasman.
- 2.2 The result has seen a rationalisation of expenditure and a more planned approach to communication.

3. Discussion/Results

- 3.1 The results of the approach outlined above is evident in the identification of nearly 25% of previous communication expenditure.
- 3.2 While financial prudence has been a focus it is not the only one with direct, focused and appropriate vehicles and delivery of communications being considered as equally important.
- 3.3 Discussions with the Subcommittee are welcomed to ensure that a) this focus is appropriate and b) the Subcommittee is able to contribute to further positive developments in this essential area of Council service delivery.

4. Significance

- 4.1 The matters covered in this report and the Communitrak Survey report are not significant in terms of Council's Policy on Significance.

5. RECOMMENDATION/S

- 5.1 That the Communications Subcommittee receives this report and adopts the draft resolution in the report.

6. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Communications Finance Report RFN11-09-08.

Chris Choat
Communications Adviser

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

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	550	3,500	15.71%
02132513	Environment Monitoring Water Advertising	0	0	-
05382513	CRSP Advertising	0	3,500	0.00%
05752512	Richmond Town Centre Advertising	0	4,001	0.00%
07022513	Richmond Refuse Advertising	0	0	-
07182513	Waste Minimisation Publicity	0	1,000	0.00%
07192513	Kerbside Advertising	0	10,001	0.00%
07222513	Waste Education Advertising	48	8,001	0.60%
07262513	Kaiteriteri Refuse Advertising	0	547	0.00%
0801251350	Water Advertising	0	10,001	0.00%
08022513	Motueka Water Advertising/Publicity	0	0	-
10202512	Port Tarakohe Publicity	0	2,190	0.00%
11012512	Motueka Aerodrome Promotion And Publicity	189	1,200	15.73%
13022512	Richmond Library - Publicity	123	2,737	4.50%
13032512	Motueka Library Publicity	344	600	57.34%
13042512	Takaka Library Publicity	409	1,200	34.08%
13052512	Murchison Library Publicity	0	150	0.00%
14012513	Community & Rec Promotion	722	16,424	4.40%
1406251201	Mudcakes And Roses Magazine	12,723	73,469	17.32%
1406251202	Recreation Youth Council Adv	0	0	-
1406251203	Jam Magazine	0	31,854	0.00%
1406251204	Boredom Busters Magazine	0	49,920	0.00%
1406251205	Hummin In Tasman	961	37,205	2.58%
17002513	Parks & Reserves General Advertising	0	1,500	0.00%
19462513	Mot Rec Centre Advertising	0	0	-
19502513	Richmond Info Centre Publicity	0	0	-
24012513	Emergency Management Publicity	120	0	-
26082512	Elections - Publicity	0	2,500	0.00%
27012512	General Publicity	15,976	211,556	7.55%
2701251202	Publicity - Newslines	21,351	179,523	11.89%
2701251203	Publicity - Radio	4,362	20,000	21.81%
2701251204	Publicity - Shows/Displays/etc	0	18,502	0.00%
2701251205	Publicity - Newspaper Updates	9,785	48,006	20.38%
2701251208	Publicity - Sport Tasman	3,352	0	-
27022513	Golden Bay Community Board Advertising	0	0	-
27032513	Motueka Community Board Advertising	488	0	-
3201251350	Regulatory Building Publicity	0	12,002	0.00%
32072512	Regulatory Maritime Publicity	0	2,000	0.00%
3612251350	Pest Publicity	802	1,000	80.20%
36202512	Promotion of Good Practice Publicity	304	8,751	3.48%
36212513	Ecofest Publicity	5,899	24,503	24.08%
36262512	Warm Homes Publicity	0	2,000	0.00%
36272512	Environmental Education Advertising	0	8,751	0.00%
41022513	Corporate Services Advertising & Publicity	805	30,475	2.64%
41082512	Strategic Planning Advertising	6,200	35,004	17.71%
4401251302	Community Services General Publicity	0	5,001	0.00%
4402251350	HR Recruitment Advertising	316	1,000	31.57%
4501251302	Environment & Planning General Publicity	0	2,500	0.00%
4601251302	Asset Management General Publicity	0	2,500	0.00%
490225120150	Library General Publicity & Advertising	1,781	13,002	13.69%
		87,611	887,576	9.87%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 9.87% which is below the two month budget of 16.67%.

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

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	(3,374)	(31,205)	10.81%
1406100102	Jam Magazine	-	(10,955)	0.00%
1406100103	Boredom Busters Magazine	-	(23,972)	0.00%
	Newsline	(7,957)	(58,710)	13.55%
		<u>(11,331)</u>	<u>(124,842)</u>	9.08%

Note: Recoveries are dependent on the timing of the relevant publication

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

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
<u>Income</u>				
14521001	Tasman Collection Income	<u>(395)</u>	<u>(8,216)</u>	4.81%
		<u>(395)</u>	<u>(8,216)</u>	4.81%
<u>Expenses</u>				
14522517	Tasman Collection Publication costs	<u>0</u>	<u>8,211</u>	0.00%
		<u>0</u>	<u>8,211</u>	0.00%

Note: This includes Walk and Bike Tasman publications

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

NAME	YTD_Balance (Excl GST)
DryCrust Communications	88,905
Printhouse	43,785
Nelson Mail	8,684
Media Works	4,134
Waimea Print	13,469
Guardian Newspaper	6,322
Radio Nelson	1,192
Waimea Weekly	5,619
	<u>172,110</u>

Note: These selected communications creditors are a subset of the total communication spend.