

Report No:	RFN11-11-12
File No:	C797
Date:	29 November 2011
<i>Information Only – no decision required</i>	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 29 November 2011
Subject: Finance Report
Report Author: Chris Choat – Communications Advisor

EXECUTIVE SUMMARY

Expenditure within the communications area is tracking on budget for the year with a few exceptions due to the timing of projects and the seasons in which the specific areas work within, i.e. Pest Control, Ecofest etc.

The holiday break will see an increase in advertising specific services to cater for the holiday needs.

The advertising and consultation process for the Long Term Plan will occur early next calendar year.

Expected testing of budget for radio advertising will be addressed through management of other medium costs.

RECOMMENDATION/S

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the finance report RFN11-11-12.

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1. Commentary

- 1.1 Expenditure within the communications area is tracking on budget for the year with a few exceptions due to the timing of projects and the seasons in which the specific areas work within, ie Pest control, Ecofest etc.

As the year heads into Christmas there will be an increase in expenditure in advertising, both print and radio, with regard to public notices, events and notifications of services over the holiday period. Notification will include everyday rubbish collection in Kaiteriteri, opening hours and library operations.

The next major consultation exercise from a Council-wide perspective will be discussing and inviting input towards the Long Term Plan.

It is envisaged radio advertising will test the specific budget level at this stage, however, this will be balanced by year end in a reduction of other costs.

2. RECOMMENDATION

- 2.1 That this report be received.

3. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Finance Report RFN11-11/12.

Appendices:

Communications Costs, recoveries and creditors

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

NAME	YTD_Balance (Excl GST)
DryCrust Communications	217,167
Printhouse	75,929
Nelson Mail	16,936
Media Works	10,512
Waimea Print	14,956
Guardian Newspaper	12,519
Radio Nelson	2,650
Waimea Weekly	11,189
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	361,859
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Note: These selected communications creditors are a subset of the total communication spend.

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

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	(12,368)	(31,205)	39.64%
1406100102	Jam Magazine	-	(10,955)	0.00%
1406100103	Boredom Busters Magazine	(7,762)	(23,972)	32.38%
	Newsline	(16,280)	(58,710)	27.73%
		<u>(36,410)</u>	<u>(124,842)</u>	29.16%

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

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

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
Income				
14521001	Tasman Collection Income	(628)	(8,216)	7.64%
		<u>(628)</u>	<u>(8,216)</u>	7.64%
Expenses				
14522517	Tasman Collection Publication costs	0	8,211	0.00%
		<u>0</u>	<u>8,211</u>	0.00%

Note: This includes Walk and Bike Tasman publications

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

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	1,100	3,500	31.42%
02132513	Environment Monitoring Water Advertising	40	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	294	8,001	3.67%
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	271	1,200	22.60%
13022512	Richmond Library - Publicity	123	2,737	4.50%
13032512	Motueka Library Publicity	474	600	79.01%
13042512	Takaka Library Publicity	633	1,200	52.75%
13052512	Murchison Library Publicity	0	150	0.00%
14012513	Community & Rec Promotion	4,145	16,424	25.24%
1406251201	Mudcakes And Roses Magazine	27,225	73,469	37.06%
1406251202	Recreation Youth Council Adv	0	0	-
1406251203	Jam Magazine	0	31,854	0.00%
1406251204	Boredom Busters Magazine	13,359	49,920	26.76%
1406251205	Hummin In Tasman	7,563	37,205	20.33%
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	71,265	211,556	33.69%
2701251202	Publicity - Newslne	71,968	179,523	40.09%
2701251203	Publicity - Radio	14,519	20,000	72.60%
2701251204	Publicity - Shows/Displays/etc	13,527	18,502	73.11%
2701251205	Publicity - Newspaper Updates	23,823	48,006	49.62%
2701251208	Publicity - Sport Tasman	5,861	0	-
27022513	Golden Bay Community Board Advertising	319	0	-
27032513	Motueka Community Board Advertising	537	0	-
3201251350	Regulatory Building Publicity	0	12,002	0.00%
32072512	Regulatory Maritime Publicity	0	2,000	0.00%
3612251350	Pest Publicity	1,921	1,000	192.13%
36202512	Promotion of Good Practice Publicity	490	8,751	5.59%
36212513	Ecofest Publicity	13,406	24,503	54.71%
36262512	Warm Homes Publicity	0	2,000	0.00%
36272512	Environmental Education Advertising	60	8,751	0.69%
41022513	Corporate Services Advertising & Publicity	848	30,475	2.78%
41082512	Strategic Planning Advertising	6,342	35,004	18.12%
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%
49022512015	Library General Publicity & Advertising	1,916	13,002	14.73%
		282,466	887,576	31.82%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 31.82% which is below the four month budget of 33.33%.