

Report No:	RFN12-02-03
File No:	C797
Date:	28.02.12
Information Only – no decision required	

REPORT SUMMARY

Report to: Communications Subcommittee
Meeting Date: 28 February 2012
Report Author: Chris Choat – Communications Advisor
Subject: **Finance Report**

EXECUTIVE SUMMARY

The finance report covers the two months, December 2011 and January 2012. Expenditure is generally running to budget with some minor variations and it is expected these will be managed within the full year.

It should be noted, however, there may be minor increased expenditure within radio and print advertising due to the need to provide information to residents regarding the amalgamation debate.

RECOMMENDATION/S

That the report be received.

DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Finance report RFN12-02-03.

**R
E
P
O
R
T

S
U
M
M
A
R
Y**

Report No:	RFN12-02-03
File No:	C797
Report Date:	28.02.12
<i>Information Only – no decision required</i>	

Report to: Communications Subcommittee
Meeting Date: 28 February 2012
Report Author Chris Choat – Communications Advisor
Subject: **Finance Report**

1. Commentary

The Council's communications expenditure is currently running to budget with few minor variations.

The variations are generally driven by timing and the frequency of the initiatives. There is an over-expenditure in radio and this is expected to continue, but the total will be offset by under-expenditure in other lines.

During this time the new Newsline format will be piloted. The new format will see the print version of Newsline reduce to eight pages, the development of a new editorial policy and format to accommodate the stories. It relies heavily on the use of the Council's internet presence. The pilot if adopted should be seen in April and the reduced expenditure should be visible by June after set up costs are absorbed in May.

Expenditure against Nelson Mail will begin to be visible from February on as the effect of proactive being re-sited to the Nelson Weekly takes effect.

5. RECOMMENDATION/S

That the report be received.

6. DRAFT RESOLUTION

THAT the Communications Subcommittee receives the Finance report RFN12-02-03.

Appendices:

Appendix 1 – Communications Costs, Recoveries and Creditors Dec-Jan