

Information and Publicity Subcommittee

Draft Budget 2006/2007

At a workshop held on 23 February 2006, the Subcommittee considered the appropriateness of the level of its budget for the 2006/2007 financial year, together with those media contracts that will be subject to review in June/July 2006.

The workshop direction to staff was that the Subcommittee budget be reduced from the current level of \$251,000 to a maximum of \$225,000 for the 2006/2007 financial year. Emphasis is to be given to fortnightly editions of Newsline – The Mag and to the enhancement of Council's website. As indicated at the workshop, the now weekly insertions in Nelson Mail are proposed to cease at the end of the current contractual period. This will represent a significant saving to Council, much of which will be reinvested into promotion of Council's website as a major source of Council information.

Council is currently operating the following media contracts:

Nelson Mail – review date August 2006

Motueka Guardian – review date June 2006

Golden Bay Weekly – review date June 2006

The Leader – review date June 2006

Radio Works – review date May 2006

Radio Network – review date April 2006

We will also review our commitment to those community newspapers that we currently advertise with, with consideration being given to the Waimea Weekly.

Whilst there is an increase in cost to publishing Newsline – The Mag on a fortnightly basis, this has to a degree been offset by reducing the content of each publication from 12 pages to 8 pages and the insertion of greater numbers of advertisements.

The following table details the proposed budget expenditure for the 2006/2007 financial year, compared to those levels adopted for the current financial year.

	2005/2006 Budget \$	2006/2007 Proposed \$
Website Maintenance	25,000	30,000
Newsline (23 issues)	81,000	90,000
Radio	32,000	16,000
Shows, Displays, Events	2,000	5,000
Publicity Officer	65,000	70,000
Newspapers	36,000	12,000
Discretionary	10,000	2,000
Total	251,000	225,000

David Ward
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