

STAFF REPORT

TO: Chair & Members, Information & Publicity Subcommittee
FROM: David Ward
DATE: 11 October 2006
SUBJECT: Financial Report

PURPOSE

This report is prepared to inform Subcommittee members of comparative expenditure against budget for the three months ended 30 September 2006 and to provide details of recent contractual negotiations.

DISCUSSION – FINANCIAL

The attached table details expenditure incurred to date. As all of the primary expenditure streams are contractual, alignment is made with budget in these instances. Discretionary expenditure and show and event displays will attract expenditure during the summer months.

	Three months actual To 30 September 2006 \$	2006/2007 Budget \$
Website Maintenance	7,600	30,000
Newsline (23 issues)	22,100	90,000
Radio	3,240	16,000
Shows, Displays, Events	-	5,000
Publicity Officer	17,500	70,000
Newspapers	4,670	12,000
Discretionary	-	2,000
Total	55,110	225,000

DISCUSSION – CONTRACTUAL

I recently met with representatives of Nelson Mail and advised them of this Subcommittee's decision to cease regular advertising – the date for ending our current relationship is 28 October 2006.

Attached as a confidential item is a proposal received from Waimea Weekly to initiate a regular relationship with their publication. Whilst no budgetary allowance has been made in our 2006/2007 expenditure allocation, we may consider this offer as a variation to existing contracts further into the financial year.

At a previous meeting, the Subcommittee made a clear decision not to advertise in the Ezi-Info Directory. We have subsequently been advised that our neighbouring Council proposes to extensively use this publication and accordingly, the distributors have requested that this Council reconsider its decision. I will provide background information to today's meeting.

David Ward