

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Murray Staite
DATE: 21 February 2008
SUBJECT: **Corporate Services Manager's Report**

The 2008 calendar year is well underway already. Together we will have some interesting challenges as we consider a review of Council's overall Communications Strategy and further refine some of our costs. Once the Communications Strategy is in place the underlying operations plans will be built and locked into the Strategy. While this takes time it will dovetail nicely with the LTCCP process and set in place a strong and robust plan that will stand Council in good stead for the future.

As noted at the last meeting, Newline is no longer being delivered in envelopes. Feedback I have received on this front has been positive.

Financials	7 months to 31 January 2008 \$	2007/2008 Budget \$
Website maintenance	35,497	30,000
Newline	52,500	90,000
Radio/Newspaper	16,750	28,000
Shows/Displays/Events	4,250	5,000
Publicity Officer	40,833	70,000
Discretionary	1,043	2,000
	150,873	225,000

Of note is the increase in website costs. Work in this area is being reduced to a minimum to reduce the impact of exceeding budget.

Murray Staite
Corporate Services Manager