

STAFF REPORT

TO: Chair & Members, Communications Subcommittee
FROM: Murray Staite
DATE: 2 April 2008
SUBJECT: **Newsline Distribution**

Purpose

To update subcommittee members on issues surrounding the distribution of Newsline – The Mag.

Background

Late last year Council successfully removed the requirement to envelope Newsline thereby saving money and improving the timeliness of delivery. The delivery has been undertaken locally by a company called Letterbox Channel.

Discussion

In February this year, Letterbox Channel merged with an Australian Company called Reach Media who require Newsline to be delivered to Christchurch prior to delivery. This has impacted significantly on our ability to deliver Newsline on time. Staff of DryCrust are working to put in place an effective distribution network that will enable Newsline to be, once again, delivered on time. DryCrust are confident of an achievable solution.

Recommendation

That the Newsline Distribution report dated 2 April 2008 be received.

Murray Staite
Corporate Services Manager