

## STAFF REPORT

**TO:** Chair and Members, Communications Subcommittee  
**FROM:** Murray Staite  
**REFERENCE:** C797  
**DATE:** 15 May 2009  
**SUBJECT:** **Corporate Services Manager's Report**

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### 1 Communications Tender

This has been unavoidably postponed until early in the new financial year to enable discussions around the internal versus external status of the communications officer to be discussed and resolved.

### 2 Financials

<b>Financials</b>	<b>9 months to 31 March 2009</b>	<b>2008/2009 full year budget</b>
Website maintenance	16,289	20,000
Newsline <sup>(1)</sup>	71,500	90,000
Radio/Newspaper	17,250	23,000
Shows/Displays/Events	4,791	5,000
Communications Officer	52,500	70,000
Discretionary	-	3,100
	162,330	211,100

<sup>(1)</sup> Newsline will exceed budget due to the introduction of 12 pages, however it will be paid for by the reduction in expenditure in other budgets.

### 3 Communications Strategy

The draft operational strategies are nearing completion and will be presented to the subcommittee at its meeting in July 2009.

#### **4 Branding Manual**

The branding manual has been undergoing revision by a committee of staff and a draft is expected to be signed off by the management team in June 2009. Once complete it will be presented to this subcommittee for formal adoption.

Murray Staite  
Corporate Services Manager