

STAFF REPORT

TO: Communications Subcommittee
FROM: C Communications Adviser
DATE: 12 March 2010
REFERENCE: C797
SUBJECT: Communications Report – RFN10-03-01

February 2010

A solid month of 'business as usual', including Dry Crust and the Communications Adviser working through Council's current communications processes and streamlining where appropriate.

The Newline process has been reviewed over the last six months and as a result the publication is now being produced to a higher standard, with fewer last minute changes - resulting in a smoother production process. Story lists are sent out on the Friday prior to production, a proof is created by close on the following Tuesday with final amendments due by 12 noon on the Thursday. The publication then has final sign off by Chris Choat on Thursday afternoon and is sent to print by 5.30pm on Thursday afternoon.

February saw the last of the A&P shows (attached is a document that shows the responses we received on the feedback forms at each of the shows - these were filled out by visitors to Council's display). The Council's presence at the A&P Shows will be reviewed before the next year's events to attract a greater presence of Council officers especially when there are issues of importance to the area hosting the show.

Workload for February 2010 was consistent with previous years in terms of media release numbers, brochures, marketing material, etc.

Dry Crust has been helping Councils transition from using a print broker to dealing direct with the printer - the aim of which is to save Council money on its print whilst increasing the accountability of the printer to produce first class print work on all Council jobs.

This process is about 50% complete with Paul Jennings working closely with Jonathan Moffat and Tony Woodall (Printhouse) to ensure that all artwork and print specifications are communicated correctly and that work is delivered on time to a high standard. The majority of Council's stationary print is being transitioned to an online ordering system, which is currently being set up. This will be completed over the next eight weeks with the result being faster ordering for Jonathan and the ability for Council to order smaller quantities of stationery, more frequently at the best cost.

Media Report

This is attached.

Current Work

The attached sheet outlines the jobs currently underway. As usual there is a varied mix of projects.

Recommendation:

That the Communications Report RFN10-03-01 be received.

Chris Choat
Communications Adviser