

**COMMUNICATIONS COSTS
FOR THE PERIOD ENDED 31 JANUARY 2011**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
01152513	Resource Policy TRMP Publicity	1,611	10,669	15.10%
07182513	Waste Minimisation Publicity	560	12,269	4.56%
07192513	Kerbside Advertising	1,535	6,006	25.56%
07222513	Waste Education Advertising	280	2,667	10.50%
07262513	Kaiteriteri Refuse Advertising	831	533	155.91%
08012513	Water Advertising	314	19,951	1.58%
10202512	Port Tarakohe Publicity	525	2,134	24.61%
11012512	Motueka Aerodrome Promotion And Publicity	0	3,361	0.00%
13022512	Richmond Library - Publicity	570	2,134	26.71%
13032512	Motueka Library Publicity	98	854	11.49%
13042512	Takaka Library Publicity	648	854	75.82%
13052512	Murchison Library Publicity	0	320	0.00%
14012513	Community & Rec Promotion	7,338	16,003	45.85%
1406251201	Mudcakes And Roses Magazine	49,972	42,675	117.10%
1406251202	Recreation Youth Council Adv	9,291	0	-
1406251203	Jam Magazine	6,010	26,204	22.93%
1406251204	Boredom Busters Magazine	18,046	40,605	44.44%
1406251205	Hummin In Tasman	40,077	26,825	149.40%
17022513	Cemetery Advertising	0	181	0.00%
19502513	Richmond Info Centre Publicity	0	544	0.00%
26082513	Elections - Advertising	6,584	10,669	61.71%
27012512	General Publicity	164,281	358,739	45.79%
2701251202	Publicity - Newslite	123,346	240,861	51.21%
2701251203	Publicity - Radio	17,565	52,669	33.35%
2701251205	Publicity - Newspaper Updates	46,913	47,041	99.73%
2701251208	Publicity - Sport Tasman	14,783	23,791	62.14%
27022513	Golden Bay Community Board Advertising	1,179	5,121	23.02%
27032513	Motueka Community Board Advertising	0	5,121	0.00%
32012513	Regulatory Building Publicity	0	32,006	0.00%
32072512	Regulatory Maritime Publicity	933	2,000	46.65%
3612251350	Pest Publicity	21	13,869	0.15%
36202512	Promotion of Good Practice Publicity	8,245	17,923	46.00%
36212513	Ecofest Publicity	16,619	16,003	103.85%
41022513	Corporate Services Advertising & Publicity	2,367	30,746	7.70%
41082512	Strategic Planning Advertising	7,020	21,338	32.90%
4401251302	Community Services General Publicity	0	26,672	0.00%
4402251350	HR Recruitment Advertising	0	49,823	0.00%
4501251302	Environment & Planning General Publicity	854	26,672	3.20%
4601251302	Asset Management General Publicity	624	26,672	2.34%
490225120150	Library General Publicity & Advertising	14,258	32,351	44.07%
		563,296	1,254,876	44.89%

Note: While costs to budget may vary at a detailed level, some of which is due to timing patterns, the overall communication spend is 44.89% which is below the seven month budget of 58.33%.

**COMMUNICATIONS RECOVERIES
FOR THE PERIOD ENDED 31 JANUARY 2011**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
1406100101	Mudcakes And Roses Magazine	-24,377	-29,855	81.65%
1406100102	Jam Magazine	-5,000	-10,663	46.89%
1406100103	Boredom Busters Magazine	-15,032	-17,060	88.11%
	Newsline	-28,476	-57,000	49.96%
		<u>-72,885</u>	<u>-114,578</u>	63.61%

Note: Total recoveries are ahead of budget for the seven months to 31 January.

**TASMAN COLLECTION
FOR THE PERIOD ENDED 31 JANUARY 2011**

Code	Detail	YTD_Balance (Excl GST)	Full Year Budget (Excl GST)	%
<u>Income</u>				
14521001	Tasman Collection Income	-1,836	-8,002	22.94%
		<u>-1,836</u>	<u>-8,002</u>	22.94%
<u>Expenses</u>				
14522517	Tasman Collection Publication costs	0	8,002	0.00%
		<u>0</u>	<u>8,002</u>	0.00%

Note: This includes Walk and Bike Tasman publications

**SELECTED COMMUNICATIONS CREDITORS
FOR THE PERIOD ENDED 31 JANUARY 2011**

NAME	YTD_Balance	Full Year Budget	%
	(Excl GST)	(Excl GST)	
DryCrust Communications	406,040	643,026	63.15%
Printhouse	188,607	170,108	110.87%
Nelson Mail	38,685	66,219	58.42%
Media Works	31,786	28,869	110.10%
Waimea Print	24,360	59,024	41.27%
Guardian Newspaper	29,209	36,616	79.77%
Radio Nelson	3,988	23,800	16.76%
Waimea Weekly	20,192	30,696	65.78%
	742,867	1,058,358	70.19%

Note: These selected communications creditors are a subset of the total communication spend. It is not intended that the total equal the total communication cost by general ledger code.

While the actual to budget spend is \$125,491 ahead of budget, this is mainly the result of timing issues. Staff are working to ensure that on a full year basis that these creditors do not exceed budget.