

11. PUBLIC NOTICES

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Corporate Plan Output: Various Advertising Outputs	

The purpose of this report is to reconsider the duplication of public notices in the Star and The Press. Savings achieved in our classified advertising mean that we have an opportunity to achieve both the targeted savings and duplication of public notices and resource consents.

The advertising and publications project has been charged with achieving savings of \$400,000 across the Council's costs for advertising and publishing. Our target for savings in the area of classified advertising was \$110,000.

The Council at its meeting on 24 February 2000 resolved to split classified advertising between The Press and the Star, with The Press being used for employment, tenders, property sell and resource consents, and the Star being used for public notices and resources consents. (Note: resource consents has been interpreted to mean all resource management notices.)

This decision was reached after a tendering process, and after considering the advantages and disadvantages of using each or both The Press and the Star.

The decision has led to some criticism of the Council, particularly for not having public notices in The Press, and also because of some relatively small rural areas on the edge of the city to which the Star is not delivered.

Based on our first three months of experience, and with a concerted effort to manage the size, layout and grouping of our classified advertisements, we are on track to achieving savings in excess of \$130,000, which is greater than our original target. We are also currently putting in place arrangements for reducing the amount of information in tender advertisements, and introducing a fax and email service to regular tenderers to provide the information that they require. This will result in further savings.

These improved savings led us to consider whether it would be possible to achieve the original savings, and to also duplicate public notices (as well as resource consents) in both The Press and the Star.

Whether we could achieve the savings target depends upon the rate The Press charge us for classified advertising.

Based on the rates now agreed with The Press, we have reached the conclusion that we can achieve very close to the \$110,000 savings (at least within \$10,000), and provide for public notices and resource consents being in both The Press and Star, with employment, tenders, and property sales remaining in The Press only.

Of course, an alternative course of action is to retain the current arrangement, and achieve savings probably in the order of \$140,000.

The Press have also offered one full black and white page per week for 24 consecutive weeks in The Mail, provisionally carrying a title of "Council Page" at no charge. We are investigating that proposal as a separate option, and will need to weigh up the benefits gained from that space, compared to the expectation that will build up for an on-going Council page in The Mail, which would obviously be a charge to the Council.

Details of the new rates negotiated with The Press are contained in the public excluded section of this report.

- Recommendation:**
1. That, in view of the savings now achievable, the Council modify its February decision, and now run public notices and City Plan/resource consent notices in both the Star and The Press, and run employment, tenders, and property sales in The Press only.
 2. That the classified advertising arrangements be reviewed before the end of June 2001.