

16. **SUMMERTIMES PROGRAMME BOOKLET**

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Corporate Plan Output:	

The purpose of this report is to support our Annual Plan bid for \$25,000 for the SummerTimes Programme Booklet

As part of the marketing strategy for the 2000/2001 SummerTimes programme, a booklet has been produced which has been distributed to 120,000 homes in Christchurch. Funding for this booklet has come from existing SummerTimes and Events Marketing budgets and sale of advertising. The benefits of this form of promotion will be assessed at the completion of the season. However, it has been identified that to produce the booklet again next year, the funding of \$15,000 from Events Marketing will not be available and the income from advertising had been over-estimated when planning the booklet.

Over the next three months staff are undertaking research on the impact of the 2000/2001 booklet to determine improvements and value of this style of advertising.

Leisure Unit Ranking 1