

[REDACTED]

From: Official Information
Sent: Friday, 28 October 2016 4:56 p.m.
To: [REDACTED]
Subject: LGOIMA 16/0346 response - [REDACTED] - advertising spend
Attachments: Media spend CCC year end 30.06.16.xls

Dear [REDACTED]

Thank you for your email, received on 19 September 2016.

Decision

On 17 October, we indicated to you that we had decided to release the information you requested, and that this would be provided once compiled.

Release of information

Please note that the Council is required under the Local Government Act 2002 (LGA) to give public notice in a number of instances, for example advertising formal meetings, the making or amending of bylaws and giving notice of road closures. Specifically, the LGA stipulates that public notice means one or more daily newspaper circulating in the region. Please refer to the interpretation section of the LGA.

We are also making increasing use of social media for recruitment. Advertising council job vacancies on professional networking sites such as LinkedIn allows the Council to attract talent to the organisation.

We advertise to promote a range of Council services (including libraries, the Art Gallery, recreation services including Learn to Swim) and also a range of Council events and festivals. We are making increasing use of social media to advertise these services and events.

We advertise to encourage more people to have their say and participate in Council consultation and engagement.

The breakdown of the Council's advertising costs for the 2015/16 financial year is as follows:

1. Human Resources - \$308,890.68 (job advertising and public notices).
2. Management of social media advertising is looked after both in-house and through the media agency 'Immediate', which has the contract to place the Council's advertising in appropriate media.

*Facebook/Social media spend managed in-house for the last financial year was \$13,900.73.

*Social media spend managed through the media agency 'Immediate' was \$37,700. Google and Facebook breakdowns are attached. YouTube is part of Google so the spends are combined. This figure forms part of the total advertising spend for the last financial year (supplied in point 3) and is not in addition to it.

3. Advertising spend managed by 'Immediate' for the last financial year was \$1,042,661. This is over \$200,000 less than was spent in the 2014/15 financial year.

You have the right to ask the Ombudsman to investigate and review our decision. Complaints can be sent by email to info@ombudsman.parliament.nz, by fax to (04) 471 2254, or by post to The Ombudsman, PO Box 10152, Wellington 6143.

Publication of responses to LGOIMA requests

Please note: our LGOIMA responses may be published on the Christchurch City Council website a month after they have been responded to, with requesters' personal details withheld. If you have any concerns about this please contact the Official Information team on officialinformation@ccc.govt.nz.

Yours sincerely,

Anna Sinclair

Public Information Adviser

Office of the Chief Executive

Christchurch City Council

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	JULY	AUGUST	SEPT	OCT	NOV	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL
	2015	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016
Media: GOOGLE ON ACCOUNT													
Client: CHRISTCHURCH CITY COUNCIL													
AN ACCESSIBLE CITY	-	-	-	-	-	-	-	-	-	-	2,000	-	2,000
GDN - KIDSFEST	-	-	-	-	-	-	-	-	-	-	-	700	700
GDN - DISTRICT PLAN STAGE 3	2,000	-	-	-	-	-	-	-	-	-	-	-	2,000
GDN - WATERWISE	-	-	-	-	-	3,000	-	-	-	-	-	-	3,000
GDN - KERBSIDE NZDMI	-	-	-	-	-	-	-	-	3,000	-	-	-	3,000
SUMMERTIMES	-	-	-	-	-	4,000	-	-	-	-	-	-	4,000
RECREATION & SPORT	-	-	5,000	-	-	-	2,000	-	-	-	-	-	7,000
COMMUNITY EVENTS	-	-	-	-	-	-	-	1,500	-	-	-	-	1,500
	2,000	-	5,000	-	-	7,000	2,000	1,500	3,000	-	2,000	700	23,200

	JULY	AUGUST	SEPT	OCT	NOV	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	TOTAL
	2015	2015	2015	2015	2015	2015	2015	2016	2016	2016	2016	2016	2016
Media: FACEBOOK IRELAND LIMITED													
Client: CHRISTCHURCH CITY COUNCIL													
FB - NEWSLINE	-	-	-	-	-	-	-	-	-	3,000	-	-	3,000
PARK SMART	-	-	-	-	2,500	-	-	-	-	-	-	-	2,500
FB - FINDCHCH.COM E9	-	-	-	-	-	-	-	-	-	-	-	4,000	4,000
RECREATION & SPORT	-	-	5,000	-	-	-	-	-	-	-	-	-	5,000
	-	-	5,000	-	2,500	-	-	-	-	3,000	-	4,000	14,500