

From: OfficialInformation@my.ccc.govt.nz
Sent: Monday, 30 August 2021 4:21 PM
To: Macadie, Ana
Subject: Fwd: [Ticket: 444829] The AM Show/Newshub LGOIMA response - Council advertising costs
Attachments: Organisational Advertising Spend 2016-2021.xlsx



Ana Macadie
Information Advisor
Official Information Team

From: OfficialInformation@my.ccc.govt.nz
Sent: August 30 16:17:44
To: [REDACTED]
CC: [REDACTED]
Subject: Re: [Ticket: 444829] The AM Show/Newshub LGOIMA response - Council advertising costs



Good afternoon [REDACTED]

I hope that you are both doing well.

Thank you for your patience in waiting for our response. Please find the information you have requested attached and below:

The following is the total spend (excluding GST) for all Council advertising.

Each year the Council promotes a wide range of services, activities and events. We let people know what is happening in our city, how they can get involved and how decisions are made. We communicate with our residents on topics such as pools and leisure centres, events and festivals, rubbish and recycling, local body elections and public consultations including most recently the Long Term Plan. Our communication and marketing activity is based on insight. We communicate things that people tell us are important and what people want to know about. We have a diverse community and people consume information in different ways through a variety of channels. We assess each channel depending on the context of what we're communicating, our audience, and the channel's effectiveness and efficiency in reaching our audiences.

Advertising is part of our communications strategy, and we always evaluate what works, and what doesn't work, for all of our services. Since 2018, resident satisfaction with external communication has risen from 59% to 82% as we continue to adapt to an ever changing market.

1. The majority of advertising is spent through our media buyer. Channel and project detail attached.

MEDIA BUYER	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	5 YEAR TOTAL
OUTDOOR	\$ 215,342.30	\$ 138,756.89	\$ 171,361.44	\$ 222,202.03	\$ 153,446.68	\$ 901,109.34
ONLINE	\$ 146,403.31	\$ 120,791.91	\$ 141,199.74	\$ 233,185.80	\$ 230,505.68	\$ 872,086.44
PRINT (INC MAGAZINE)	\$ 296,465.83	\$ 200,894.62	\$ 249,070.93	\$ 162,639.60	\$ 111,151.80	\$ 1,020,222.78
RADIO	\$ 247,509.61	\$ 176,293.00	\$ 173,956.10	\$ 216,359.87	\$ 128,016.07	\$ 942,134.65

OTHER MEDIA	\$	23,721.04	\$	27,696.51	\$	18,856.74	\$	4,697.71	\$	6,860.34	\$	81,832.34
TOTAL	\$	929,442.09	\$	664,432.93	\$	754,444.95	\$	839,085.01	\$	629,980.57	\$	3,817,385.55

Influencers

We've spent \$13,850 on influencers from July 2019 to October 2020.

This spend was associated with Kerbside recycling, cycling and the local body elections. This fee is split between 'other media', 'radio' and 'online' spend.

NOTE: Our media spend has been on a downward trend since 2014, as we look to reduce reliance on third parties and grow our own channels to reach our communities. This spend has almost halved from 2014, when the spend on media was just over \$1.2m.

There is a slight jump in spend in 2019/2020. The local body elections, Covid-19 communications and the subsequent challenges in relation to rubbish and recycling after lockdown, were the main reasons for this increase.

Spend does fluctuate year-to-year depending on activity (e.g. election year, facility openings, Long Term Plan, events etc.). Our online spending is on an upward trend as we continue to become more targeted with our communications.

2. Public Notices are a legal requirement. Breakdown in attached spreadsheet.

PUBLIC NOTICES	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	5 YEAR TOTAL
PRINT	\$ 131,242.70	\$ 90,592.50	\$ 106,436.47	\$ 85,853.03	\$ 157,657.99	\$ 571,782.69

3. Recruitment advertising. Breakdown in attached spreadsheet.

RECRUITMENT	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	5 YEAR TOTAL
FACEBOOK	\$ 1,500.00	\$ 500.00	\$ 3,511.50	\$ -	\$ -	\$ 5,511.50
LINKEDIN	\$ 29,221.55	\$ 20,842.70	\$ 34,448.11	\$ 20,516.01	\$ 10,463.38	\$ 115,491.75
OTHER INTERNET SITES	\$ 117,468.48	\$ 96,828.44	\$ 156,041.35	\$ 37,515.56	\$ 39,684.84	\$ 447,538.67
PRINT	\$ 24,304.21	\$ 2,253.60	\$ 2,135.55	\$ 3,079.70	\$ 1,681.89	\$ 33,454.95
TOTAL	\$ 172,494.24	\$ 120,424.74	\$ 196,136.51	\$ 61,111.27	\$ 51,830.11	\$ 601,996.87

4. In-house social media – the majority of this spend is on Facebook. This is mainly for smaller campaigns and boosting where it's not practical to go through our media buyer. Year breakdown and detail in attached spreadsheet.

IN-HOUSE SOCIAL	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	5 YEAR TOTAL
ALL SOCIAL	\$ 37,530.04	\$ 36,897.18	\$ 21,812.40	\$ 13,069.50	\$ 14,223.40	\$ 123,532.52

5. Grand total

GRAND TOTAL	2016/2017	2017/2018	2018/2019	2019/2020	2020/2021	5 YEAR TOTAL
GRAND TOTAL	\$ 1,270,709.07	\$ 912,347.35	\$ 1,078,830.33	\$ 999,118.81	\$ 853,692.07	\$ 5,114,697.63

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Kind regards,

Ana Macadie
Information Advisor
Official Information Team
