

R E P O R T	TO	WAIHI WARD COMMITTEE
	FROM	STRATEGIC PLANNING PROJECTS MANAGER
	FILE REF	525207
	DATE	27 NOVEMBER 2009
	SUBJECT	HAURAKI DISTRICT PAGE – WAIHI LEADER

RECOMMENDATION

THAT the report be received, and

THAT the Waihi Ward recommends:

- adoption of option 5 for the continuing of the page; and
- funding the cost from the Waihi Ward rate
- amending the 2010/11 estimates accordingly.

Purpose

Council had previously resolved that a six (6) month trial period would be negotiated with the Waihi Leader for Hauraki District Council News Page to appear in the Waihi Leader on a monthly basis.

The letter to the Waihi Leader is attached as this defines the contract that was entered into.

Both parties had committed to a review of the proposal in November and this report contains this review. The Ward had resolved that the costs of this page would be a charge on the Waihi ward Discretionary Fund.

HDC - Waihi Leader page review

To date 4 of the 6 pages have been published plus 1 page on ground movement monitoring and a copy of these is attached for the Committee.

From a staff perspective the page has worked well with stories being provided by Ward Councillors and staff with all stories being reviewed by the Chief Executive. Liaison with the Leader has worked well, particularly the decision to compose the page at Council and provide the finished article to the Leader.

There had been a little confusion from staff regarding public notices but this has been clarified. Where a notice relates solely to the Waihi Ward it appears in the Leader otherwise they appear in the Hauraki Herald. This meets the legal requirements of the statutory meaning of Public Notice.

Waihi Ward Councillors have expressed the view that the page has worked well and they have received positive feedback from residents.

The Leader has provided feedback which states that the feedback they have received is positive from both readers and retailers. It notes that while the reporting staff write article about Council activities and decisions, they may not always be the items the council itself wants to get the message across about and the page gives the Council the opportunity to ensure the people are reading what it needs them to read.

In summary there appears to be a consensus view that the page is achieving the purposes for which it was established.

The Leader has proposed a further 10 pages in 2010 at the same cost per page. The 10 pages relate to a suggestion that no page is published at the end of January and the page that would normally be published at the end of September is not published to save any possibility of electoral issues before the triennial election scheduled for 9 October, 2010.

The options open to Council/the Ward are:

- 1 Discontinue the page
- 2 Only continue it for another 6 months before another review
- 3 Reduce the number of pages per annum
- 4 Continue the page with 10 issues in 2010 and a further review in November 2010
- 5 Continue the page until Council/Ward resolve to discontinue the page.

Funding

The funding for the approved six months was agreed.

If the Page continues for either a limited time or as an on-going project the Ward needs to fund the page through Ward rates at a cost of \$500.00 per month and the amount needs to be budgeted accordingly.

Mark Buttimore
Strategic Planning Projects Manager