
From: Sandy Graham
Sent: Monday, 10 April 2017 5:19 p.m.
To: Official Information
Subject: FW: Local Government Official Information request - 583596

Please file and close

From: Sandy Graham
Sent: Monday, 10 April 2017 4:57 [REDACTED]
[REDACTED]
Subject: RE: Local Government Official Information request - 583596

Dear Elizabeth

I refer to your questions below and provide the following responses.

We had previously advised (28 March 2017) that the Dunedin Hospital SOS Campaign had cost **\$7102 (excl GST).**

I have provided updated figures in response to your questions as follows:

1. What is the cost of the DCC Dunedin Hospital SOS campaign at ODT Online ?
 - o \$50
2. Where else (through which other commercial media) is the campaign featured, and at what cost ? Please itemise.
 - o Through Facebook
3. What is the DCC's total marketing budget for the campaign ?
 - o No specific budget has been determined at this point
4. From which council budgets is the campaign cost being met ?
 - o Council Communications and Marketing
5. What are the other costs to DCC for this campaign not already publicly declared through LGOIMA ?
 - o \$42 – for printing posters (300)
 - o \$50 – ODT online advertisements (from Communications and Marketing budget)
 - o \$70 – printing hardcopy feedback forms
 - o \$540 – Facebook videos
 - o \$685 – reprint of SOS flier

- o \$1890 – temp staff to backfill COMS team who have been assisting with written material for the campaign
 - **\$3277 Total (excl GST)**

This brings total costs as of 10 April to **\$10,379 (excl GST)**.

I trust this provides the information you were seeking.

Regards
Sandy

From: Elizabeth [REDACTED]
Sent: Sunday, 9 April 2017 11:37 p.m.
To: Official Information
Subject: Local Government Official Information request - 583596

Elizabeth has submitted a LGOIMA request - 583596.

Below are the details of the request

Request details:

1. What is the cost of the DCC Dunedin Hospital SOS campaign at ODT Online ? 2. Where else (through which other commercial media) is the campaign featured, and at what cost ? Please itemise. 3. What is the DCC's total marketing budget for the campaign ? 4. From which council budgets is the campaign cost being met ? 5. What are the other costs to DCC for this campaign not already publicly declared through LGOIMA ? Please respond by email within 20 working days. Thanks.

File attachment

No file uploaded

Name

Elizabeth Kerr

Email address

[REDACTED]

Mailing address

[REDACTED]

Contact phone number

[REDACTED]