

From: [Sandy Graham](#)
To: [REDACTED]
Cc: [Official Information](#)
Subject: FW: Costs of Hospital material
Date: Tuesday, 28 March 2017 03:04:30 p.m.

Good afternoon Elizabeth

You asked a series of questions re the costs of the hospital campaign to which I provide answers below. I have also included additional information provided to Councillors for completeness.

1. When did Council decide to print a flyer?
Following the Council resolving to “ask other organisations, agencies and individuals who support this view to also convey it to Government” a flyer was determined to be the best mechanism on or around the 10th of March 2017.
2. How many flyers were printed? 55,000
3. How many copies were distributed to Dunedin households? 50,000
4. Who delivered the flyers? Reach Media (who hold the contract for FYI delivery)
5. What was the cost of producing/printing the flyer? \$1,570 (excl GST)
6. What was the cost for distribution? \$5,075 (excl GST)
7. How many flyers remain on hand? 5,000

The costs for the production and distribution have been met by the Council’s Communication and Marketing Department budget. Graphic design, website and social media work was all provided by staff.

For completeness, the following costs have also been incurred:

- Production of video for Facebook page - \$240
- Registration of the url for the website - \$27
- Facebook boost advertisements – \$190

Therefore, the costs are \$7102 (excl GST).

I trust this answers your enquiry.

Regards
Sandy