

From: [BDC Lgoima](#)
To: [REDACTED]
Subject: Official information request for Procurement Policy Rationale Documents Ref: OIA 021/25
Date: Friday, 14 February 2025 10:06:03 am
Attachments: [Report - Analyse reach and equity of print media across the Buller District_Redacted.pdf](#)

Dear [REDACTED]

We refer to your email request to Simon Pickford dated 12 February 2025 relating to the BDC procurement policy.

You requested the documents pertaining to the requirements for Rule 12.3 in the procurement policy.

Part of the information you have requested is attached, however, some of this information is redacted, namely financial quotes, or not provided (Simpson Grierson legal advice). We are required to refuse this information under sections 7 (2) (b) (ii) and 7 (2) (g) of the Local Government Official Information and Meetings Act, to prejudice commercial position of supplier or maintain legal professional privilege.

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.

If you wish to discuss this decision with us, please feel free to contact the Buller District Council by return email to lgoima@bdc.govt.nz.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request may be published at <https://bullerdc.govt.nz/district-council/your-council/request-for-official-information/responses-to-lgoima-requests/> with your personal information removed.

Kind regards

LGOIMA Team

Buller District Council | Phone 0800 807 239 | bullerdc.govt.nz
PO Box 21 | Westport 7866

Community Driven | One Team | Future Focused | Integrity | We Care

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BULLER
DISTRICT COUNCIL
Te Kaunihera O Kawatiri

Grants closing dates

Community Grants

Closes 22/02/2025

Rural Travel Fund

Closes 22/02/2025

NZ Creative Communities

Closes 10/03/2025



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Analysing reach and equity of print media across the Buller District

To: [REDACTED]

From: [REDACTED]

Meeting Date: Monday 7 October 2024

1.0 EXECUTIVE SUMMARY

This report reviews the Buller District Council's current print media advertising and information dissemination practices. Three options are presented to improve Council's communications reach and effectiveness, with a focus on more equitable access across the district.

The recommended option consolidates all Council advertising and information into a one- to two-page monthly spread in the West Coast Messenger, amalgamating the Connect newsletter. This approach offers significantly more equity, potential cost savings, and timely communication, reaching a larger audience at no cost to residents.

Should this option be adopted, the following steps will include developing a communication plan, designing the template for the spread, coordinating with departments, and maintaining use of the Westport News for statutory emergency notices. No consultation with the community or stakeholders is necessary, as this is an operational decision.

2.0 RECOMMENDATIONS

It is recommended that the Senior Leadership Team (SLT) endorse option three outlined in this report, which balances cost-effectiveness with equitable media reach across the Buller District. Furthermore, SLT is requested to approve the implementation of the chosen strategy and ensure the necessary resources and support are allocated to facilitate its successful execution. Regular reviews and reporting on the effectiveness of this strategy will also be conducted to ensure alignment with our communication goals.

3.0 BACKGROUND

This report evaluates the reach and effectiveness of print media across the Buller District, focusing on the balance between paid and free media channels for our community. Our current advertising strategy spans paid print media, and the distribution of a council-produced newsletter delivered directly to residents alongside the use of community newsletters. As part of our ongoing efforts to ensure equitable communication and cost-efficiency, this report analyses current expenditures across these channels and assesses their effectiveness in reaching the target audience.

The objective is to identify opportunities to enhance communication equity across the district while minimising costs. Various options will be considered, including paid versus free print media for the consumer and the reach and impact of our own newsletter. A preferred option to improve communication outcomes while maintaining or reducing expenditure will be recommended.

4.0 DISCUSSION

4.1 Media print reach coverage

This table outlines the print publications' geographical reach and distribution channels across the Buller District. It highlights the areas each publication covers, the methods of delivery, associated costs, and the estimated reach, providing an overview of the accessibility of these media outlets for residents.

Media print reach coverage				
Publication	Areas covered	Outlets	Cost	Total Reach
Westport News	All of Buller	Delivery Supermarkets Petrol stations Dairies	\$1.60 \$1.10 (home delivery)	Approx. 3500 (includes digital)
Greymouth Star	Reefton	Delivery Supermarkets Petrol Stations Dairies	\$1.80	170
Messenger	All of Buller	See attached *	Free	4540 *
Clarion	Reefton	Local Delivery Info centre	50c	Local
Chronicle	Karamea	Local Delivery Info centre	Free	Local
Maruia School Newsletter	Maruia	Parents	Free	Local
Buller Bay Bulletin	Northern Buller	Local Delivery	Free	Local
Connect	All Buller	Local Delivery Various outlets	Free	4700

* Attached is a breakdown of total reach and outlets

4.2 Media print advertising costs

This table compares advertising costs across various print media used by the Council. It details the different publications, the type of advertisements placed, the associated costs based on size, the total expenditure for the 2023/2024 period, and the number of ads placed, offering a financial breakdown of print media expenses.

Media print advertising costs 23-24 financial year					
Publication	Type	Cost (Range)	Size	Cost 23/24	No of ads
Westport News	Advertisements		S/M/L		155
	Information ads		½ page		

Greymouth Star	Advertisement		S/M/L		3
Messenger	-		-		-
Clarion	Advertisements		Q page		62
	Information ads		A4 page		
Chronicle	Information ads		A4 page		41
Maruia School NL	Information ads		A4 page		10
Buller Bay Bulletin	Information ads		A4		22
			Total		

Connect	Information newsletter		8 A4 pages		3 per year
			Total		

4.3 Current budget challenges

A key issue facing the Buller District Council (BDC) is the fragmented approach to advertising and information dissemination costs. While the Communications team is responsible for coordinating, developing and managing the placement of advertisements and public information, the budget for these activities often comes from individual departments or specific project budgets rather than being centralised. The Communications team holds a relatively small budget of [REDACTED] for general advertising and [REDACTED] for the "Connect" newsletter. However, as an organisation, including activities such as Master Planning, BDC spends significantly more on advertising and public information than these figures suggest, creating potential challenges in cost tracking and budget optimisation.

5.0 OPTIONS

5.1 Option 1: Do nothing (Status Quo)

In this option, the Council would continue its current advertising and information dissemination approach. The Communications team would remain responsible for coordinating the placement of advertisements, while individual departments or specific project budgets would sometimes continue to absorb the costs.

Advantages:

- **Familiarity:** The public is accustomed to finding Council information in the Westport News, as it has been a long-established communication channel.
- **No additional changes required:** Continuing with the current process avoids any immediate disruption to how information is shared.

Disadvantages:

- **Limited reach:** Even though the Westport News covers all of Buller, residents in the Reefton area predominantly purchase the Grey Star, which we do not advertise in.
- **Cost to the public:** Residents must purchase the newspaper to access Council information, which may create barriers for those unable or unwilling to pay.
- **Minimal budget flexibility:** The Communications team operates with a small budget, restricting opportunities for broader or more innovative outreach efforts.

5.2 Option 2: Move advertising to the West Coast Messenger

In this option, Council would shift its advertising to the Messenger, a free publication with the largest distribution across the Buller District. The Messenger is widely available at various outlets, including Reefton, making it more equitable and accessible for residents. The monthly Connect newsletter would continue to be published and distributed with BDC branding. We would still use local newsletters for targeted information to specific communities

Advantages:

- **Greater equity and reach:** The Messenger is free and has a larger distribution across Buller, ensuring broader access to Council information without financial barriers for the public.
- **Accessibility:** The Messenger is available at numerous outlets, offering residents various convenient pickup points, including those in Reefton. It also has a free delivery reach as per attached breakdown sheet.
- **Brand recognition:** The Connect newsletter, which remains BDC-branded, ensures people recognise and trust the source of information.

Disadvantages:

- **Advertisements may get lost:** Due to the high volume of ads in Messenger, Council advertisements may need help to stand out, and residents may not be used to looking there for official updates.
- **Limited Connect frequency:** Due to budget constraints, Connect is only published every 3-4 months, making some information outdated by the time it reaches the public.
- **Time-consuming for staff:** Due to the size of the Connect newsletter, coordinating the publication is resource-intensive for staff, stretching existing capacity.

5.3 Option 3: Move to a monthly spread in the messenger – Preferred option

Under this option, all Buller District Council meeting advertising, information advertising and Connect would be consolidated into a one- to two-page monthly spread in the Messenger with specific BDC designed branding. The brand name 'Connect' would continue, ensuring brand consistency while enhancing communication efforts. The Messenger is widely available at various locations and outlets, including Reefton, making it more equitable and accessible for residents. We would still use local newsletters for targeted information to specific communities.

Advantages:

- **Cost savings:** Centralising all advertising has the potential to reduce overall costs by leveraging departmental advertising into a single, coordinated effort.
- **Timely and relevant information:** Publishing monthly ensures that information remains current, providing a more consistent flow of communication and allowing the Council to highlight relevant news and announcements.
- **Increased message scope:** This option offers departments greater flexibility in disseminating their information, allowing for a wider range of topics and updates to be shared with the community on a regular basis.

- **Equity and reach:** As with option 2 (5.2), the Messenger's extensive distribution ensures that Council messaging is more accessible to the entire Buller District, supporting equitable access to information.

Disadvantages:

- **Building community awareness:** It will take time for the community to recognise this new method as the primary source of Council updates. However, a well-executed communications plan can help mitigate this challenge.
- **Not suitable for urgent notices:** To meet statutory obligations for emergency notices, the Westport News will be used to meet regulatory requirements and ensure timely communication.
- **No home delivery north of Waimangaroa:** The Messenger is not delivered to houses north of Waimangaroa, unlike Connect, which goes to every household in the district. To mitigate this, information relevant to that area would be advertised in the Buller Bay Bulletin and Karamea Chronicle as well as marketing where Council news could be found.

6.0 Next steps

If Option 3 is adopted, the following steps will be undertaken:

- **Develop a communications plan:** A comprehensive plan will be created to launch the new monthly spread in Messenger, ensuring the community is aware of this change. This will include social media promotion, direct outreach, and leveraging existing channels like the Connect newsletter.
- **Design the template and framework:** The Communications team will create a consistent and visually appealing template for the monthly spread, ensuring it aligns with BDC branding and effectively presents the Council's messages and advertisements.
- **Coordination with departments:** Begin engaging with Council departments to align their advertising needs with the new monthly spread, ensuring that their information and updates are included promptly and coordinated.
- **Implementation timeline:** Establish a clear timeline for the first publication of the spread, ensuring the transition is smooth and that the community experiences minimal disruption in receiving Council updates.
- **Monitor and review:** Implement a system to monitor the reach and effectiveness of the new spread, gathering feedback from the community and departments to refine the approach if necessary.
- **Continued support for emergency notices:** Maintain use of the Westport News for statutory emergency notices and ensure departments are aware of the process for publishing time-sensitive information.

7.0 ATTACHMENTS

Attachment 1 - West Coast Messenger reach breakdown.

Attachment 2 – Email Westport news on reach.

Attachment 3 – Simpson Grierson legal advice.

8.0 CONSIDERATIONS

8.1 Communications

See 6.0 Develop a communications plan.

8.2 Strategic impact

This approach aligns with the Council's Long-Term Plan (LTP) and other strategic goals by enhancing equitable access to information across the district. The shift to a free and widely distributed print publication supports the LTP's focus on community engagement and transparency, ensuring that all residents, regardless of location or financial means, can access timely and relevant Council updates. Additionally, the move towards a centralised, consistent communication and engagement strategy aligns with our broader commitment to efficient resource use and improving public trust and involvement in decision-making processes

8.3 Significance assessment

No significant environmental, risk or financial matters are directly associated with this issue beyond the standard cost management considerations within existing budgets.

8.4 Values

This approach aligns with the Buller District Council's values by being **Community Driven**, ensuring equitable access to information across the district, promoting a **One Team** effort by streamlining communication across departments, being **Future Focused** through the use of sustainable, accessible communication methods, upholding **Integrity** by delivering consistent and transparent updates; and demonstrating **We Care** by making information accessible and available to all residents.

8.5 Policy/Legal considerations

Does this carry any legal implications for the Council? If so, what are those implications? If there are no implications, enter "There is no legal context, issue or implication relevant to this decision."
Simpson Grierson have advised that using a free weekly newspaper for public notices would satisfy the statutory requirement in the LOCOIMA and LGA Act.

8.6 Tangata whenua considerations

While the decision does not involve a significant decision about ancestral land, a body of water, or other elements of intrinsic value, it does promote greater equity by ensuring that Council information is more accessible to all residents, including Māori communities, through free and widely distributed channels.

8.7 Views of those affected

This decision does not require consultation with the community or stakeholders, as it is an operational decision focused on improving communication processes and print media reach.

8.8 Costs

Option 3 is the preferred option

Type	Option 1	Option 2	Option 3
Advertising	██████████	██████████	██████████
Connect	██████████	██████████	██████████
Total	██████████	██████████	██████████
<p>* approx. estimated costs</p> <p>** the cost for six one-page and six two-page spreads in the Messenger would be approximately ██████████. Additionally, supporting local newsletters would incur an estimated cost of \$██████████ and emergency advertisements in the Westport News would amount to \$██████████.</p>			

Initial design work for a template ██████████

8.9 Benefits

Option 3 provides significant benefits for both the Council and the community. For the Council, it offers a cost-effective and streamlined approach to advertising, allowing for better coordination across departments and ensuring timely communication of important updates. The monthly spread in the Messenger increases the reach and equity of Council information, making it accessible to all residents at no cost. This option ensures more consistent, reliable access to relevant news for the community, fostering better engagement and understanding of Council activities.

THE WEST COAST Messenger

The West Coast Messenger is an extremely popular weekly tabloid delivered Coastwide, Karamea to Haast.

Make your advertising dollar go further.

The largest regional and district coverage.

INSERT
BREAKDOWN



GREYMOUTH

TOTAL: 6494

Mainland Distribution Ltd
Greymouth Suburbs
Kumara Town
Camerons
Kaiata Dobson
Taylorville
Stillwater
Runanga
Dunollie
Rapahoe
Blackball
Kumara

4949

Mahia Fisher
Blackball RD 128
G Gage Runanga RD 132

DOC	10	Kumara Store	20
H Fowlds		Kumara Honesty Box	25
H Fowlds Nelson Creek RD 1	10	Otira Hotel	20
Nelson Creek	215	Arthurs Pass	25
Kumara RD	140	McDonalds	4
Grey Star Counter	100	Grey Hospital	25
Lake Brunner Motor Camp	10	Dixon House and Flats	30
Ahaura Foodmarket	80	Granger House	25
Ngahere Garage	5	Mobil	6
Runanga Topshop	10	Challenge Greymouth	10
Blackball General Store	5	Paroa Foodcentre	50
Mac's Store Runanga	30	Four Js	6
All But 1 Dobson	10	Rapahoe	49
Wrapped Circs	100	Leanne	100
Town Run	135	Office folded	30

HOKITIKA

TOTAL: 3083

Mainland Distribution Ltd
Hokitika Surrounds 1430
Ross 157

Reilly Burden 500
Hoki Town Run 110
Hokitika Guardian Office 100
Hoki i-Site 15
The Runaway Cafe 6
Kaniere Motors 25

Hokitika Townchip	6	Bruce Bay PDC	12
Helen Fuller Ross	35	Haast PDC	50
Ross Store	37	Johnston Motors Haast	10
John Clarkson Hari Hari	150	Haast Supermarket	50
Fox Glacier Community Centre	50	Mail Centre (Sth West)	30
Nodz On the Spot	10	Bushmans Centre	8
Franz Josef Mobil	20	Coasters Supermarket	20
Lonely Stag Store Whataroa	30	Four Square Stafford Street	20
Hari Hari Motors	75	Kokatahi	120
Lake Paringa	7		

BULLER

TOTAL: 4750

Mainland Distribution Ltd
Westport Suburbs 2624
Reefton 537
Murchison 210

BP2go Westport 90
Waimangaroa Store 70
Seddonville Hotel 20
Karamea 4 Square 80
Karamea Info Centre 5

Carol Higgs RD3 Karamea	175	Inangahua Junct Gen Store	45
Maruia Postal Centre	60	O'Conor Home Westport	40
A Cunningham		This That & Lotto	40
Ngakawau Store	30	Reefton Library	40
Charleston	40	Buller Reap	20
Ikamatua Store	60	Dennis Bookshop	25
M Fisher Reefton Delivery	130	Millhouse Dairy	30
Reefton Service Centre	36	New World Westport	20
RD1 & 2 Wrapped throw outs	340		
Roger McKay Postie	3		

TOTAL: 14,327