

# PR and Marketing Management

## Public Relations and Marketing

Public Relations and Marketing				----- Period 1 to 12 -----		Projected Outturn 2018-19		Information Only		
2016 Full Year Actual	2017 Full Year Actual		Full Year Original Budget	Full Year Revised Budget	Actual to Date	Year To Date Adjustments	Calculated Projected Outturn	Variance to Revised Budget	Carry Forwards Reserve Actual	Other Reserves Actual
1,990	0	A1185 Casual Staff Salaries	0	0	0	0	0	0	0	0
15,814	4,073	A1199 las19 (Superann) Adjustment	0	0	47,838	0	47,838	47,838	0	0
132,039	149,587	A1601 Corporate Dir Salaries	191,950	191,950	0	0	0	(191,950)	0	0
13,941	15,462	A1602 Corporate Dir National Ins	19,530	19,530	0	0	0	(19,530)	0	0
19,301	22,715	A1603 Corporate Dir Superann	28,020	28,020	0	0	0	(28,020)	0	0
0	0	A1901 Managing Director Dir Salaries	0	0	194,752	0	194,752	194,752	0	0
0	0	A1902 Managing Director Dir Ni	0	0	20,351	0	20,351	20,351	0	0
0	0	A1903 Managing Director Dir Super	0	0	29,559	0	29,559	29,559	0	0
37,906	59,132	A5191 Agency Staff	0	0	9,359	0	9,359	9,359	0	0
0	0	A7118 Vacancies Credit	(7,690)	(7,690)	0	0	0	7,690	0	0
1,370	1,511	A7124 Insurance - Emps Liab/All Risk	1,560	1,560	1,552	0	1,552	(8)	0	0
1,050	940	A7136 Professional Subscriptions	1,050	1,050	940	0	940	(110)	0	0
2,322	2,282	A7139 Private Medical Scheme	2,100	2,100	2,287	0	2,287	187	0	0
(211)	(240)	A7143 Salary Sacrifice Annual Leave	0	0	(348)	0	(348)	(348)	0	0
4,382	250	A7161 Training	3,780	3,780	1,084	0	1,084	(2,696)	0	0
1,788	2,292	A7199 Recharge From Other Emp. Exp	1,590	1,590	1,596	0	1,596	6	0	0
231,692	258,004	Employee Related Expenditure	241,890	241,890	308,970	0	308,970	67,080	0	0
198	166	B3521 General Rates	140	140	139	0	139	(1)	0	0
1,116	984	B7272 Proportion Of Depot Expenses	1,040	1,040	1,044	0	1,044	4	0	0
1,314	1,150	Premises Related Expenditure	1,180	1,180	1,183	0	1,183	3	0	0
240	98	C5343 Use Of Pub Transp; Officers	150	150	292	0	292	142	0	0
1,384	1,304	C6311 Car Allowances;Officers	1,450	1,450	1,340	0	1,340	(110)	0	0
1,624	1,402	Transport Related Expenditure	1,600	1,600	1,632	0	1,632	32	0	0
75	2,470	D1421 Display Boards	1,500	1,500	0	0	0	(1,500)	0	0
0	10,556	D1474 Notice/Banner Boards R&M	0	0	0	0	0	0	0	0
4,074	5,179	D1561 Photography	4,000	4,000	2,609	0	2,609	(1,391)	0	0
0	15,974	D1562 Consultation	15,000	15,000	4,488	0	4,488	(10,512)	0	0
39,893	45,813	D1575 Publicity; Special Items	57,800	57,800	48,446	0	48,446	(9,354)	0	0
41	37	D1822 Contract Catering	100	100	3	0	3	(97)	0	0

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454	468	D3411	Books And Publications	430	430	629	0	629	199	0	0
295	247	D3415	Copy Machines - Mfd	290	290	176	0	176	(114)	0	0
86	41	D3416	Photocopier Paper	90	90	50	0	50	(40)	0	0
714	722	D3455	Printing Services Recharges	1,220	1,220	73	0	73	(1,147)	0	0
40	183	D3472	Stationery & Office Supplies	130	130	98	0	98	(32)	0	0
5,280	5,442	D5445	Computer Software Licence Cos	5,100	5,100	5,907	0	5,907	807	0	0
0	0	D5447	Computer Software; New Syste	0	0	416	0	416	416	0	0
113	70	D5467	Postage From Franking	120	120	34	0	34	(86)	0	0
91	369	D5482	Telecomms; Business Use	100	100	81	0	81	(19)	0	0
0	0	D5487	Telecomms; Mobile Phones	0	0	459	0	459	459	0	0
540	290	D7497	General Subscriptions	500	500	595	0	595	95	0	0
5,013	5,262	D9434	Licence Fees	8,500	8,500	8,022	0	8,022	(478)	0	0
120	102	D9449	Insurance; All Risks	110	110	110	0	110	0	0	0
29	0	D9483	Miscellaneous Expenses	0	0	1	0	1	1	0	0
661	183	D9492	Corporate Promotions	2,000	2,000	217	0	217	(1,783)	0	0
467	805	D9771	Contributions To It Renewal Fu	380	380	1,027	0	1,027	647	0	0
57,986	94,213	Supplies and Services		97,370	97,370	73,441	0	73,441	(23,929)	0	0
9,944	13,944	H1717	Public Offices Recharges	16,060	16,060	16,068	0	16,068	8	0	0
1,272	1,824	H2721	Audit Services Recharge	1,610	1,610	1,608	0	1,608	(2)	0	0
264	0	H2736	Debtors Section Recharge	0	0	0	0	0	0	0	0
3,276	4,068	H2745	Office Services Recharge	4,150	4,150	3,215	0	3,215	(935)	0	0
1,704	1,176	H2746	Accountancy Services Recharge	1,210	1,210	1,200	0	1,200	(10)	0	0
1,068	0	H2751	Legal Services Recharge	0	0	0	0	0	0	0	0
900	1,140	H2752	Paymaster - Salaries	880	880	876	0	876	(4)	0	0
2,112	1,872	H2753	Paymaster - Creditors	2,010	2,010	2,016	0	2,016	6	0	0
84	36	H2756	Paymaster - Insurance	80	80	84	0	84	4	0	0
3,036	4,596	H2766	Human Resources Recharge	4,520	4,520	3,905	0	3,905	(615)	0	0
2,703	6,456	H2801	Business Services Sup Recharg	5,520	5,520	5,520	0	5,520	0	0	0
13,440	15,456	H2802	Customer Tech Sup Recharge	14,080	14,080	14,076	0	14,076	(4)	0	0
5,652	4,920	H2803	Info Sys Sup Recharge	6,250	6,250	6,252	0	6,252	2	0	0
1,584	1,488	H2804	Customer Srvce Centre Rechar	1,980	1,980	1,980	0	1,980	0	0	0

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1,296	1,788	H2830	Office Cleaning Recharge	1,760	1,760	1,764	0	1,764	4	0	0
1,418	0	H3715	Performance Mngt Recharge	0	0	0	0	0	0	0	0
96	120	H3721	Transport Plan Recharge	100	100	28	0	28	(72)	0	0
672	1,188	H3741	Health & Safety Recharge	1,070	1,070	1,080	0	1,080	10	0	0
0	2,040	H3757	Business Improvements Rechar	2,050	2,050	2,052	0	2,052	2	0	0
50,521	62,112	Support Services		63,330	63,330	61,724	0	61,724	(1,606)	0	0
343,137	416,881	TOTAL EXPENDITURE		405,370	405,370	446,950	0	446,950	41,580	0	0
(5,200)	(3,280)	K4912	Advertising Charges	(6,700)	(6,700)	(5,840)	0	(5,840)	860	0	0
(5,200)	(3,280)	Income		(6,700)	(6,700)	(5,840)	0	(5,840)	860	0	0
(5,200)	(3,280)	TOTAL INCOME		(6,700)	(6,700)	(5,840)	0	(5,840)	860	0	0
337,937	413,601	Net (Income) / Expenditure		398,670	398,670	441,110	0	441,110	42,440	0	0