

Wednesday 12<sup>th</sup> December 2018

Stephen Harte  
Wellington City Council  
Box 2199  
Wellington

**Progress & Update Report: Q3 2018 (July, August and September).**

***The value of free postering returned to the community under Council's agreement with Phantom Billstickers during Q3 2018 was \$10,065.71 excluding GST.***

Dear Stephen,

We have the following to report.

**1. Bollard & Other Approved Locations**

There were no new poster bollards installed over the applicable quarter.

39 Bollard Refurbishments have been completed (as of 10th Dec) leaving four yet to be completed. These are scheduled to be completed by 18<sup>th</sup> Dec.

We've got some additional work to do on the steel tops to six of those refurbished and this is scheduled to happen Q1 2019.

We note that the six tri-stands need refurbishment also.

**2. Provision of "Free Advertising" Space**

Installed and Managed for Free by Phantom

During the Quarter Phantom Billstickers provided free access to poster bollards for the events and organisations listed and summarised below.

**Free Placement:**

Category	Event	Advertiser	Quantity	Size	Area in m2
Arts	After Hours - Synaesthesia	Wellington Museums Trust	9	A3	1.125
Arts	An American In Wellington	NZ School of Music	3	A1	1.5
Arts	Annie Crummer & Whitireia Music School	Whitireia Community Polytechnic	39	A3	4.875
Arts	Aroha String Quartet - Ode To The Moon	Haihong Liu	15	A3	1.875
Arts	Art Exhibition - Luca Rosseels	Luca Rosseels	32	A3	4
Arts	Asian Aotearoa Arts Hui	Lemuria Limited	7	A1	3.5
Arts	Asian Aotearoa Arts Hui	Lemuria Limited	91	A3	11.375
Arts	Bass Showcase	Naomi Bruce	28	A3	3.5
Arts	Beethoven & Brahms	NZSO	5	A1	2.5
Arts	Beethoven & Brahms	NZSO	2	Max	2.428
Arts	BILL BAILEY	Adrian Bohm Presents	5	A1	2.5
Arts	Blonde Poison	Circa Theatre	30	A3	3.75
Arts	BORODIN QUARTET	Chamber Music NZ	5	A1	2.5

Arts	Breaking Up Is Hard To Do	Wellington Repertory Theatre	30	A3	3.75
Arts	Classic Hits	NZSO	5	A1	2.5
Arts	Classic Hits	NZSO	2	Max	2.428
Arts	Discharge Is Rotten To The Core	Eleanor Strathern	36	A1	18
Arts	Discharge Is Rotten To The Core	Eleanor Strathern	110	A3	13.75
Arts	Drag Show	Alexander Kachfi	25	A3	3.125
Arts	DYNAMO	TEG Dainty	16	Max	19.424
Arts	Fashionista Revolution	Suzanne Tamaki	25	A3	3.125
Arts	Festival of Architecture	NZ Institute of Architects	11	A3	1.375
Arts	Footnote	Footnote Dance	18	A1	9
Arts	German Film Festival	Goethe Institute NZ	39	A3	4.875
Arts	Hopelessly Devoted To You	Kelly O'Shea	25	A3	3.125
Arts	Kodatone	BATS Holdings	25	A3	3.125
Arts	KORORAREKA	Red Leap Theatre	2	A1	1
Arts	La Boheme	NZ Opera	37	Max	44.918
Arts	Latin America & Spanish Film Fest	Latin America and Spain Film Festival	12	A3	1.5
Arts	Live Laughs Lower Hutt	Humorous Arts Trust	4	Max	4.856
Arts	London Symphony	Orchestra Wellington	4	A1	2
Arts	London Symphony	Orchestra Wellington	30	A3	3.75
Arts	Mating In Captivity	Eleanor Strathern	13	A1	6.5
Arts	Miss Mister Burlesque Aotearoa	Adrienne Lindsay	34	A3	4.25
Arts	New Dogs New Tricks	BATS Holdings	10	A3	1.25
Arts	New Dogs New Tricks	BATS Holdings	10	A3	1.25
Arts	No Holds Bard	Hannah Playhouse	35	A3	4.375
Arts	Open Late	City Gallery Wellington	54	A3	6.75
Arts	Open Late	City Gallery Wellington	66	A3	8.25
Arts	Othello	Jett Ranchhod	6	A1	3
Arts	Othello	Jett Ranchhod	31	A3	3.875
Arts	Preserve Exhibition	Jaspreet Dhaliwal	25	A3	3.125
Arts	Requiem	Orchestra Wellington	32	A3	4
Arts	Requiem	Orchestra Wellington	3	A1	1.5
Arts	Sci Fi Sundays - Space Place & Aro Video	Wellington Museums Trust	9	A3	1.125
Arts	Seed at Bats Theatre	BATS Holdings	30	A3	3.75
Arts	Smidge Of Pidge	A Smidge of Pidge	4	A1	2
Arts	Smidge Of Pidge	A Smidge of Pidge	12	A3	1.5
Arts	Songs For Nobodies	Circa Theatre	1	Max	1.214
Arts	Stagecraft	Stagecraft Theatre	6	A1	3
Arts	Stavinsky & Rachmaninov	NZSO	5	A1	2.5
Arts	Stavinsky & Rachmaninov	NZSO	2	Max	2.428
Arts	Strength & Grace	Royal NZ Ballet	1	A1	0.5
Arts	Te Whare Hera Artist Resident	Massey University	7	A1	3.5
Arts	The Bone Thief	James Cain	25	A3	3.125
Arts	THE DINNER - Circa Theatre	Ben Emerson	15	A1	7.5
Arts	Troilus and Cressida - Lonely Shakespeare	Minto Fung	6	A3	0.75
Arts	Turn Points	NZ String Quartet	6	A1	3
Arts	ZEFIRO	Chamber Music NZ	5	A1	2.5
Band	AKCEPT Gig	Tim Salter	25	A3	3.125
Band	ALBION PLACE	Albion Place	29	A3	3.625
Band	All Seeing Hand - Lizard Brain Film	Alphabethead	10	A1	5
Band	All Seeing Hand - Lizard Brain Film	Alphabethead	50	A3	6.25
Band	Aro Jam!	Ruby Solly	25	A3	3.125
Band	CHILDISH GAMBINO	The Mushroom Group	36	A1	18

Band	Chris William Out Of Site	Chris William	5	A1	2.5
Band	Chris William Out Of Site	Chris William	24	A3	3
Band	Corona Winter Tour	Loop Media	3	A3	0.375
Band	Corona Winter Tour	Loop Media	2	Max	2.428
Band	Death Ray Records is Turning 5 Years Old	Black Coffee Newtown	25	A3	3.125
Band	Death Ray Records is Turning 5 Years Old	Black Coffee Newtown	2	Max	2.428
Band	DonF	Live Nation	39	A3	4.875
Band	DOONS at Caroline	Elliot Harris	82	A3	10.25
Band	Eb & Sparrow	Wellington Museums Trust	9	A3	1.125
Band	EIGHT EYED ORCHID @ Valhalla	Brad Jenkins	34	A3	4.25
Band	FAT FREDDY'S DROP	Brent Eccles Entertainment	22	A1	11
Band	FAT FREDDY'S DROP	Brent Eccles Entertainment	20	Max	24.28
Band	Friday the 13th Slappers Night	Conor Coleman	25	A3	3.125
Band	HA THE UNCLEAR	Ha The Unclear	6	A1	3
Band	HELL FOR LEATHER	MOON venue	30	A3	3.75
Band	JOSIE MOON	DRM NZ	14	A3	1.75
Band	LATINAOTEAROA	Latinaotearoa	9	A3	1.125
Band	LATINAOTEAROA	Latinaotearoa	3	Max	3.642
Band	MICHAEL DUNSTAN @ Meow	Michael Dunstan	25	A3	3.125
Band	MJ Tour	A & J Holding NZ	8	A1	4
Band	MJ Tour	A & J Holding NZ	118	A3	14.75
Band	OTIUM TOUR	Stone Cold Records	1	A1	0.5
Band	Peter Jefferies & Darryl Baser at Moon	Darryl Baser	40	A3	5
Band	PHIL COLLINS	TEG Dainty	18	Max	21.852
Band	RED HOT SUMMER	Brent Eccles Entertainment	36	A1	18
Band	RHIAN SHEEHAN	Loop Media	34	A3	4.25
Band	RHIAN SHEEHAN	Loop Media	4	Max	4.856
Band	Ruel	Live Nation	19	A3	2.375
Band	Snakes & Ladders @ Black Coffee	Black Coffee Newtown	50	A3	6.25
Band	Solo Ono at Moon	Frank Eggleton	30	A3	3.75
Band	STEVE GUNN @ Meow	Banished Music	9	A1	4.5
Band	STEVE GUNN @ Meow	Banished Music	23	A3	2.875
Band	STRANGELY AROUSING	Stone Cold Records	11	A1	5.5
Band	SWIDT	Brent Eccles Entertainment	13	A1	6.5
Band	TAMI NEILSON	Brent Eccles Entertainment	35	A1	17.5
Band	The All Seeing Hand @ Meow	Alphabethead	7	A1	3.5
Band	The All Seeing Hand @ Meow	Alphabethead	82	A3	10.25
Band	THE CHILLS	Banished Music	17	A1	8.5
Band	THE TESKEY BROTHERS	Brent Eccles Entertainment	14	A1	7
Band	TRINITY ROOTS	Loop Media	2	Max	2.428
Band	Tullara and Tessa Devine	Tullara Connors	8	A3	1
Band	Tullara and Tessa Devine	Tullara Connors	25	A3	3.125
Band	Ultronauts, Dead Celeb, Battle For Endor	Malcolm Mckenzie	5	A1	2.5
Band	Ultronauts, Dead Celeb, Battle For Endor	Malcolm Mckenzie	30	A3	3.75
Band	Warhol	Pastel Embassy	7	A1	3.5
Band	Way Home - Black Coffee	Black Coffee Newtown	20	A3	2.5
Band	Way Home "Junkman's Choir"	Black Coffee Newtown	25	A3	3.125
Band	Wet Bandits at Moon	Wet Bandits	25	A3	3.125
Band	Womb at Space Place	Wellington Museums Trust	9	A3	1.125
Community	Awakening to Greatness Within	Bhavanaben	25	A3	3.125
Community	CHELSEA MANNING	Loop Media	34	A3	4.25
Community	CHELSEA MANNING	Loop Media	2	Max	2.428

Community	City Talks August	NZ Institute of Architects	5	A1	2.5
Community	DAY OF SILENCE	Inside Out	28	A3	3.5
Community	DAY OF SILENCE	Inside Out	50	A3	6.25
Community	Eat Kind	SAFE	5	A3	0.625
Community	Fair Trade Fortnight	Fair Trade City Wellington	34	A3	4.25
Community	Feeling OLD & TIRED? HepC Butterfly	HepC Action	12	Max	14.568
Community	Festival for the Future	Festival For The Future	30	A3	3.75
Community	Gender Minorities Aotearoa	Gender Minorities Aotearoa	25	A3	3.125
Community	Hikoi of a Poisoned Nation (anti 1080 March)	Amanda Cowlrick	13	A1	6.5
Community	Masih Alinejad	Renee Gerlich	60	A3	7.5
Community	MESH	Lucy Reid	25	A3	3.125
Community	National Poetry Day Poems	Phantom	20	Max	24.28
Community	Neon Night Walk	Fordward Thinking	1	A1	0.5
Community	NPD Poems	Phantom	20	Max	24.28
Community	NPD Unleash The Power	Phantom	14	Max	16.996
Community	Poetry At The Fringe	Kwanzaa The African Shop	75	A3	9.375
Community	Poetry At The Fringe	Kwanzaa The African Shop	75	A3	9.375
Community	Porirua City Council	Strategy Advertising	3	Max	3.642
Community	Project Fashion	Kate Spencer	30	A3	3.75
Community	Regenerate Magazine Issue 7	Regenerate Magazine	12	A3	1.5
Community	Regenerate Magazine issue 8	Regenerate Magazine	18	A3	2.25
Community	Richter City Roller Derby	Richter City Roller Derby	2	A1	1
Community	Richter City Roller Derby	Richter City Roller Derby	2	A1	1
Community	Soap For Society	The Residents	3	A1	1.5
Community	Soap For Society	The Residents	30	A3	3.75
Community	Struggling Cities	Embassy of Japan in NZ	57	A3	7.125
Community	The Housing Crisis - St Peters Church	St Peters Church	9	A3	1.125
Community	Zeal Hutt Event	Zeal	15	A3	1.875

## Notes:

We received public complaint about two of the campaigns;

1. Renee Gerlich's Suffrage campaign attracted complaints that it was Transphobic and potentially harmful. Upon examination we accepted the complaints and agreed to stop postering for her. Renee is currently pursuing a case of discrimination against us through the Human Rights Commission.
2. The Hikoi of a Poisoned Nation (anti 1080 March) poster campaign attracted criticism on social media directed at Council and ourselves. The complaints came too late to withdraw the campaign.

## Free Placement Summary:

Over the quarter Phantom Billstickers placed

1180 posters free for "Arts" totalling 277.57 metres squared.

1279 posters free for "Bands" totalling 306.16 metres squared.

734 posters free for "Community" totalling 178.82 metres squared.

In total we placed 3193 posters for free totalling 762.56 metres squared.

Space provided by the contract is 5,202.34 metres squared (400.18 metres per week multiplied by 13 weeks) so the percentage of free placement is 15% against a target of 10%

## 2.1. Illegal Postering Response

Robin, Sue and Myele met the new WCC CitySafe Team on 26<sup>th</sup> July so there is engagement and progress there. Stop Tags is now functioning (though clunky).

### 3. Valuing Provision of Free Advertising Space

The Charges for poster placement throughout the period covered by this report were:

\$1.65 per A3 (297mm x 420mm) = .125 square metres per poster

\$6.60 per A1 (594mm x 841mm) = .50 square metres per poster

\$16.00 per Max (920mm x 1320mm) = 1.21 square metres per poster

Average total per square metre: \$13.20 per square metre

3,193 posters were placed for free totalling

762.55 square metres and at the rate of

\$13.20 per square metre this delivers value of

\$10,065.71 excluding GST.

### 4. Contract Management:

#### 4.1. Promotion of Free Postering for Community Groups

During the period we have continued to promote the Free Poster Placement we make available to community groups, artists and local bands to ensure access to all and reduce the need for wild posting. We placed 500 A3 *YOUR POSTER HERE* street posters during July promoting the free poster provisions to the community. See the last page of this report to see artwork

#### 4.2. Audit

Most recent Audit Report was submitted 6 July.

I trust that we are all in accordance with our agreement, do not hesitate to contact me if you have any queries or concerns.

Yours faithfully,

Jamey Holloway  
Managing Partner  
Phantom Bill Stickers Ltd

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YOUR POSTER HERE street poster artwork: 500 x A3 placed during July 2018

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POSTER  
HERE**

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