

01 OCT 2014

Reference: CER/991

Raven Cretney
fyi-request-2012-761e4ef0@requests.fyi.org.nz

Dear Raven

Re: Request under the Official Information Act 1982

Thank you for your Official Information Act 1982 (OIA) request received on 12 September 2014. You requested the following:

"the cost of the 'Future Christchurch' campaign – including the "Ever Evolving City" DVD, the shop in the Re:Start mall and the advertising and materials used"

Future Christchurch is a visual identity that was originally developed by the Christchurch City Council and has most recently been used by the Canterbury Earthquake Recovery Authority (CERA) and the Council to communicate with residents and the broader community about the vision and progress in the central city rebuild. As such, it is not a campaign but rather a theme that is applied to different communication activities as appropriate.

Future Christchurch has been used during the 2013/14 financial year as part of Central City Rebuild Public Information Campaigns. The cost of these (including advertising and printing) was \$351,000.00.

The amount spent by CERA on the Future Christchurch website during the 2013/14 financial year is \$9,066.00 and the cost of the Future Christchurch Showcase at Re:Start Mall is \$157,000.00.

These figures are publicly available, and have been reported in the Christchurch Press as part of a wider story. This can be viewed at the following link:

www.stuff.co.nz/national/10275158/Cera-forks-out-672k-for-info-campaigns

Additionally, from 9 July 2014 to 15 September 2014, updates to the Future Christchurch website have cost \$1,815.00.

The five part mini-documentary series, *Christchurch – The Ever Evolving City*, features Christchurch business owners, entrepreneurs and community groups. This cost around \$90,000.00 to produce. CERA released this figure alongside information about the documentary series on 4 September 2014. This can be viewed on the CERA website at the following link:

<http://cera.govt.nz/news/2014/peoples-stories-highlight-evolving-city-4-september-2014>

Costs associated with the documentary series, from 9 July 2014 to 15 September 2014, consist of production and packaging of 700 DVDs totalling \$6,927.44. Further promotion of the documentary has consisted of:

- Trailer edit of documentary - \$3,050.00
- Design of small rectangular online advertisement - \$500.00
- Online advertising (Facebook.com and Press.co.nz) - \$4,486.00
- Trailer showing pre-roll at cinemas for one week (750 screenings) - \$13,742.00

CERA's Facebook advertising reached 141,321 people. As a result of this, 19,588 users engaged with the clips on Facebook. Furthermore, as of 15 September 2014, the series has been viewed on Vimeo 10,261 times at the following link:

<http://vimeo.com/futurechristchurch/videos>

Feedback on the series has been very positive, which is reflected in the comments that can be viewed on the Future Christchurch website at the following link:

www.futurechristchurch.co.nz/my-story/videos.

Christchurch – The Ever Evolving City hard copy DVDs continue to be hand delivered by CERA staff to Christchurch rest homes, medical centres, hospitals, primary and secondary schools, universities, tourism groups, community groups, businesses, and transport facilities.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Official Information Act.

Yours sincerely



Roger Sutton
Chief Executive