

From: vdeluca@hn.ozemail.com.au
Subject: **Ratepayers' Money spent on "Spin" and Administration**
Date: 20 December 2013 8:44:58 PM
To: letters@manlydaily.com.au
Cc: deares@manlydaily.com.au

Dear Letters Editor

In relation to my below letter, please note, the figures quoted for GM, A/GM salaries was extracted from p160 of the 2012/2013 Annual Report and figures quotes for employees benefits and on costs from page 197 of the same Annual Report. The amount re Media and Marketing Unit, expenditure on the SRL Campaign is from the attached Memo from Council and the figure re Manly Daily advertising is in answer to a Question on Notice at the Council meeting of 17.12.13 - refer Agenda for that Council meeting.

Ratepayers' Money spent on "Spin" and Administration

I thank residents for their letters to the Daily in support of Cr Bob Giltinan and I voting against Mayor Michael Regan's and the General Manager, Rik Hart's move to increase Warringah Council rates by 26.25%.

Many correspondents have expressed concern about Council's expenditure on staff salaries & administration. Last year's Annual Report indicates Mr Hart was paid \$396,748.56 and his two Assistant GM's \$572,953.36. In a recent independent report on Competitive Information on Local Government, it was revealed that Council spends more on administration than most other Councils. I note expenditure on employees benefits and on costs amounted to \$57,607m last financial year.

The public's submissions about the rate rise were critical of Council's advertising and what was described as media "spin". Council expended \$1,715,634m on its media and marketing Unit and \$318,473.60 excluding GST on advertising in the *Manly Daily* in 2012-13. An additional \$56,892 of rate-payers' money was expended on the campaign regarding the Special Rate Variation.

If residents are unhappy with the 7 votes to two decision to increase their rates by 26.25% you can make a submission to the Independent Pricing and Regularity Authority which will decide whether the increase is granted by writing to it at ipart@ipart.nsw.gov.au or PO Box Q290, QVB POST OFFICE 1230.

Cr Vincent De Luca OAM
Warringah Councillor

Memo

General Manager

To: All Councillors

From: Rik Hart
General Manager

Date: 19 December 2013

Subject: Response to Questions Taken on Notice – Extraordinary Council Meeting – 10 December 2013 - Item 7.1 Special Rate Variation -

TRIM Link 2013/356731

I refer to a Questions Taken on Notice from Councillor De Luca at the Extraordinary Council Meeting 10 December 2013.

Question

Could I please be advised exactly how much Council spends on its media and marketing division?

What is the annual budget for it?

Response

The budget varies annually. In 2012/13 Council's operational spend on media and marketing was \$1,715,634. The budget for 2013/14 is \$1,681 929.

Question

What is the total cost of the telephone survey advertising and meetings conducted in relation to this proposal?

Response

The cost of the community engagement on the Special Rate Variation was \$56,892. Community engagement is a mandatory requirement for making an IPART submission.



Rik Hart
General Manager