

26 February 2008

MELBOURNE MARKETING CONTRACT REVIEW

Committee Marketing and Events

Presenter Cr Jetter

Consideration at Committee

1. As a result of consideration as an item of urgent business, the Marketing and Events Committee endorsed the recommendation below.

Referral Notice Process

2. A referral notice was lodged by Cr Jetter and therefore this matter is being referred to Council for its consideration.

Recommendation

3. That a report be prepared for the next meeting of the Marketing and Events Committee advising of the outcomes and performance indicators of the first six months of the Community Service Announcements focusing on the Docklands advertising, under the advertising contract with Channel 7;
 - 3.1. that no further Docklands advertisements be aired until such time as Council has confirmed the first six months' objectives have been achieved; and
 - 3.2. that no further filming be undertaken of advertisements under the Channel 7 Contract until the reports on performance are complete.