

PORTFOLIO COMMITTEE NO. 7

PLANNING AND ENVIRONMENT

SUPPLEMENTARY QUESTIONS

Development of the Transport Oriented Development Program

Hearing date: Monday 20 May 2024

Questions to: Mr SAM NGAI, Mayor, Ku-ring-gai Council

“Demand better planning on housing” campaign

1. What is the total cost of newspaper advertising for this campaign?

The total cost is \$48,196.64 including GST (for three full page ads).

2. What is the total cost of bus stop advertising for this campaign?

The total cost of bus stop advertising for this campaign is \$3,749.50 including GST.

a. What is the total number of bus stops used on this campaign?

The total number of bus stops used on this campaign is 27.

3. Have any third-party marketing, advertising firms or consultants been engaged for this campaign?

No third-party marketing firms or consultants have been engaged to work on this campaign.

Nine Plus Advertising (owner of the Sydney Morning Herald) was booked through Leonards Advertising. The total cost in the response to question 1 above is inclusive of any fees charged by Leonards.

a. If so, which firms or individuals have been engaged and what is the total cost of this?

See above

4. In the committee hearing dated 20 May, you gave evidence that you could not divulge the details of 1, 2 and 3 above because of commercial in confidence. If this is still the case, can you please provide the advice provided to you on which this evidence was based?

Please refer to the attached emails from News Corp and NinePlus Advertising, requesting confidentiality for the cost of newspaper advertising.

ATTACHMENT TO 4.

From: Daniel Maloni
Sent: Tuesday, June 11, 2024 11:58:01 AM
To: Sally Williams
Subject: Re: Ku-ring-gai Council advertising costs

Hi Sally

We will decline to provide the costings for this advertising as the information is commercially sensitive.

Regards
Daniel

Daniel Maloni
Senior Business Manager



A 1 Denison St North Sydney NSW 2060

From: Matthys, Stephanie
Sent: Monday, June 10, 2024 9:21 AM
To: Virginia Leafe
Subject: Re: Ku-Ring-Gai Council | Advertising Opportunities

Hi Virginia,

I hope you had a lovely weekend!

The discounted rate we've finalised for you is confidential, as it's customised for each client. However, the casual rate of \$49,034.88 exc GST is publicly disclosed.

Also, since then we have agreed with your management to provide you with a higher discount from 1st July so final future rates have changed again.

STEPH MATTHYS

Sales Manager

NewsCorp Australia

newsCorpaustralian.com.au