

Item 6 - HWP PI 6



WA ADVERTISING EQUIVALENCY - OPPORTUNITIES TO SEE AND HEAR

Commenced in this format 1st June 2009

Opportunity to see or hear	Quarter One (June)	Quarter Two (July-Sept.)	Quarter Three (Oct.-Dec.)	Quarter Four (Jan-March '10)*	TOTALS
Face to Face					
School workshops & plays	308	1072	2023	7828	11231
College presentations	16		230	15	261
Community Talks	25	150	170	80	425
Road Shows, Summer Fairs & Events	6775	46910	15649	3528	72862
Street Scene Forum			8	8	16
Cub Scouts & Brownie talks	22	20	55		97
World Environment Week & Other National Events	860	500	600		1960
Meetings	40	72	77		189
Open Days		327			327
Flat/Ward Walk-about Advice		45	102		147
Visit by "Waste Advisors"	181	458	277	426	1342
Nappuchino events		8			8
Nappy Stalls		107	6	15	128
Council - Reception TV	2250	8050	6750	2250	19300
Visitors to Council Reception promotions				4800	4800
Council Inductions		60	1		61
Christmas Treee Recycling Events				2300	2300
Radio Advertisments		1564200	15784200		17348400
Merchandise /Leaflets/Press Coverage/Other					
Direct mailing	169	3457	107998	53063	164687
Leaflets - Composter	586	884	501	25092	27063
Leaflets - Composting for all	209	331	182	30	752
Leaflets - Other WRAP composting		80			80
Leaflets - LFHW	775	4945	894	912	7526
Leaflets - LFHW Recipe Cards	90	7181	4196	955	12422
Leaflets - Nappy Information Pack A4	120	3156	8		3284
Leaflets - Nappy Cashback A5	108	3313	61	15	3497
Leaflets - HWRC	58	871	99	146	1174
Leaflets - Not Specified	391	650	4533	2520	8094
Leaflets - Kids A4	60	75	233	232	600
Leaflets - WEEE		5			5
Leaflets - Re-use	300	308	30		638
Leaflets - Recycle glass	134	125			259
Leaflets - Plastic	245	272	30		547
Leaflets - When it comes to waste know your options	10	27	312	47	396
Leaflets - Ever wondered how materials are recycled	56	66	310	47	479
Leaflets - What do you see....		1	42	8	51
Leaflets - Hazardous waste		3			3
Leaflet - Environmental Roadmap		36	187	190	413
Leaflet - Tips for Green Christmas 2009			3160		3160
Leaflet - New Green Waste (delivered with caddies)				6000	6000
Recycling Information Sheet		1		9	10
Reduce, Re-use, Recycle Booklet	35	3257	99	19	3410
Council & Staff Magazines	108350	133550	182550	201323	625773
Horizons		465009		465009	930018
Service Leaflets	83685	47590	2330	288	133893
Leaflet - Kitchen Caddy			150		150
Bin Hangers/Stickers	62	212	137685	63072	201031
Glass CD	1	1	2	4	8
Merchandise - Seeds	232	764	175	1611	2782
Merchandise - LFHW Clips	902	3155	1360	50	5467
Merchandise - LFHW Thermometers	441	428	175		1044
Merchandise - LFHW Spagetti measures	486	816	300		1602
Merchandise - LFHW Rice Scoops			324		324
LFHW franked on outgoing mail		18500	27500	30010	76010
Merchandise - Cotton/Jute Bags	473	3797	1028	525	5823
Merchandise - Pens	117	424	327	196	1064
Merchandise - Pencils	167	563	396	344	1470
Merchandise - Rulers	40	69	50	51	210
Merchandise - Bottle Opener	18	5	20		43
Merchandise - Fridge Magnet	15	105			120
Merchandise - Trolley coin keyring		100	37		137
Merchandise - Wheeled Bin Sharpener	11	53	5	10	79
Merchandise - Tyre Notebook		1	128		129
Merchandise - Butt boxes			108		108
Merchandise - Bookmarks		79			79
Merchandise - Non specified	395	395	80		870
Recycling Calendars Households & Flats	7	34000	73415		107422
Local Press "Free" Articles/Press Releases	417401	2567033	4465864	1923052	9373350
Local Press Bought Advertisments	170000	214024	374884	243000	1001908
Number of hits on Council/WA websites	10354	57907	116936	110473	295670
New web page/web update			2811	5	2816
Canopy Advert	1	10000			10001
Freighter Advert	40				40
Text messages to young people	150				150
Automated Voice Messages	100				100
Council/WA posters			4	43	47
Bus Stop Advertisments				10	10
Bin Posters				6	6
No Junk Mail - Sticker		56			56
Advent calandar			41		41
Christmas Posters			1235		1235
Surveys	219	764	5100	32000	38083
TOTALS	807490	5210423	21328043	3181617	30527573

* denotes incomplete figures for February 2010 & March 2010