

'Base Stats with Trendz' 2010 **Value Packed Package** **Proposal**

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Larry. N. Mitchell
Finance & Policy Analyst
(Local Government)

2010 'Base Stats' subscribers value packed package

Proposal

December 2009

Dear CEO/CFO

The package you have received with this letter details the special terms for the delivery of the 2010 **'Base Stats with Trendz'** reports. Note this dataset includes **'Outcomes/Results'** marketed separately.

The enclosed newsletter covers the reasons for your support of this initiative. Please read this carefully in reaching your purchasing decision.

The value, both the pricing and content of the package has been set in consideration of your Council's subscription to these reports. The package contains four datasets as detailed in the table below, plus my time to conduct your specified analysis.

In consideration of your support for the reports, a 2010 package special price of \$3,000 pa is proposed for the suite of reports ... as detailed in the table below. The table compares your total price to the posted market price of each component if purchased on normal trade terms.

Note **'Base Stats'** standard, customised and regional reports will supplied on CD (or via the measures web site if support warrants this).

Value Package contents

Product-Report title	2010 subscribers value package terms	Posted market price see www.kauriglen.co.nz/larry/marketing/index.htm
1. 'Base Stats with Trendz' 2010 ... Standard Group reports	Part of 2010 Package price ... \$3,000 pa	\$6,000 pa plus 'Outcomes-Results' \$3,500 pa
2. 'Base Stats with Trendz' 2010 ... Customised Group reports		
3. 'Base Stats with Trendz' 2010 ... Your Regions (bonus) Group reports		Not listed
4. Affordability Reports ... Rates, Debt and Remuneration		\$1,500 per copy
5. Consulting services	One consulting day support ... analysis and interpretation of your reports, staff training and 'Base Stats' products familiarisation.	Market rates

Details of report contents

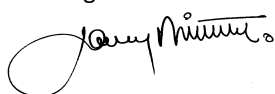
1. Your Council's **'Base Stats with Trendz'** reports of over 200 measures in **Standard group** report formats supplied on CD (or via the measures web site if support warrants this).
2. **'Base Stats with Trendz'** 2010 reports ... Your Council's reports of over 200 measures in **Customised group*** report formats supplied on CD (or via the measures website if support warrants this).
3. Bonus **'Base Stats with Trendz'** reports prepared as a customised **Regional group** (all TLA's within your region) supplied on CD (or via the measures web site if support warrants this).
4. **Affordability** reports (covering Rates, Debt and Remuneration tables).
5. Bonus provision of one consulting day assisting with analysis and interpretation of reports as specified by yourself.

The 10 Biggies presentation is 'highly recommended' see

www.kauriglen.co.nz/larry/presentations/lgs06The10BiggiesGenericPresFinal.zip

The package price is \$3,000 pa. To take up this offer please respond to my email confirming your order.

Kind regards



Larry Mitchell

* See your Council's own Customised group composition contained in this package.



'Base Stats with Trendz' Newsletter*

December 2009



A message from:

Larry. N. Mitchell and Associates ...
Finance & Policy Analyst (Local Government)

Kia Ora Folks

Firstly ... Compliments of the season to you all

2010 looks like being (another) challenging year. The attendees at the recent LG Fin 09 conference though were very buoyant.

It was heartening to hear of the many Councils who have taken up the challenge and are aiming at higher performance and business excellence goals. Which brings me to our **'Base Stats with Trendz'** reports. It seems no coincidence that most of the high performers-champions of the NZ local government sector are subscribers to these reports.

At the LG Fin 09 conference we discussed the value of these reports and contrasted their usefulness and value with the announced benchmarking initiative. The two should not be confused as they have very different uses and objectives. Here is a table that demonstrates these differences.

2010 'Base Stats with Trendz' reports ... contrasted with Benchmarking

Factor	2010 'Base Stats with Trendz' package	DIA Benchmarking proposal
Contrasting Purposes	Long term, financial and strategic planning support ... with an emphasis upon economic outcomes and financial datasets.	Not yet certain ... but likely, when agreed to be effectiveness and efficiency measures at the detailed (managerial) level.
Delivery date	The 2010 'Base Stats with Trendz' package is scheduled for delivery by late February 2010.	Recent reports indicate 2014! for the benchmarking initiative to be 'ready' for delivery. Another three to five years would be required to develop comparable 'Trendz' (longitudinal) data.
Time requirements for (busy) LG management in data collection and input	NIL. No data related tasks are required of Councils to produce the datasets and reports of the 'Base Stats with Trendz' reportage.	Likely to be 'significant'.
Cost	For the value added 2010 package of 'Base Stats with Trendz' reports ... \$3,000.	Yet to be declared. Council costs will be significant (OIA request pending).
Usefulness and value for money	25 to 30 regular Council subscribers to these reports many of them leaders in the fields of performance improvement in the sector testify to their value for money.	Yet to be determined.
Deliverables	Too numerous to detail see www.kauriglen.co for full particulars of the value added 2010 'Base Stats with Trendz' package deal.	Yet to be determined.

All enquiries to Larry at 09 422 0598 or 027 479 2328.

Kind regards

Larry Mitchell

* The 2010 **'Base Stats with Trendz'** Reports, incorporating the **'Outcomes-Results'** module, (www.kauriglen.co.nz/larry/basestats/index.htm) are a comprehensive set of New Zealand Local Government performance reports. A catalogue of all of the **'Base Stats'** products and datasets is at www.kauriglen.co.nz/larry/marketing/index.htm Should you require a hard copy of this catalogue then please contact Larry directly.



'Base Stats with Trendz' 2010

Value Packed Package

Order Form

Name of Council: _____

Authorising Officer: _____

Purchase Order Number: _____

I authorise the supply of the 2010 *'Base Stats with Trendz'* Package and a payment of \$3,000* comprising the four datasets and consulting support as detailed in the proposal document.

Signature: _____

Note: Larry will email you early 2010 – to follow up.

* Payment of \$3,000 excluding gst and modest delivery costs is payable upon receipt of the 'package' scheduled for late February 2010.



Your Council's Customised Group

To be advised



Affordability Reports Contents

- Debt per Capita
- Debt per Ratepayer
- Debt to Total Operating Expenditure
- Total Debt Schedule
- Rates per Capita
- Rates per Ratepayer
- Rates Per Capita to Household Income
- Total Rate Schedule
- Average Residential Rates Graph – Napier City
- Disposable Income
- Economic Growth (Regional)
- Building Consents (rolling 3 yr indicator)
- Property Land Value
- Property Capital Value
- Growth of Employee Numbers
- Average Wage per Employee
- Proportion of Wages to Council Operating Expenditure
- Proportion of Wages to Council Operating Revenue
- Proportion Management Salaries to Operating Expenditure
- Proportion Management Salaries to Operating Revenue
- Proportion Management Salaries to Wages
- Proportion CEO Salaries to Management Salaries
- Proportion CEO Salaries to Operating Revenue
- Councillor Remuneration to Operating Revenue

