Te Komiti Nui o Ngāti Whakaue

COMMUNICATIONS RATE CARD

September 2022

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**Overview of potential costs**

Below is an example of potential costings and terms and conditions.

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| **Activity** | **Cost** |
| **News releases and TV coverage**  **Includes:** interviews, writing release, media distribution list, directing approach, directing images required, distributing, organising media interviews. | Flat rate $2000 each  TV coverage $3000 each (that we organise) – you only pay if we secure the piece. |
| **Opinion Piece**  This will be an important tactic to circulate to national media   * Includes research * Interviews if relevant * Developing angles and writing of the opinion piece * Distribution to media outlets and management of media enquiries | $3500 per piece |
| **Social media management – Facebook**  A full service would include:   * Developing a social media calender each month * Drafting and posting content * Social media monitoring and responses * A three monthly social media report   *It is recommended tiles are designed to keep on brand to highlight key communications objectives via social media* | Allow $2000 per month |
| **ZUI or LIVE stream kōrero**  Online Zui (Zoom hui) are a great way to engage and connect virtually with stakeholders. While kanohi ki te kanohi is generally the preferred option of connecting with stakeholders, ZUI adds another level of engagement.   * Includes organisation of ZUI * Organisation of speakers and potental manuhiri * Pātai development and facilitation of ZUI * Promotion on digital platforms * Online facilitation if required | $2500 per ZUI |
| **Photography**  Includes;  1 day of photography/drone footage to support visual elements (i.e. brand and website development, imagery for social media)  *Note: doesn’t include travel and accommodation costs if required* | Approx. $2000 |
| **Videography**  Includes;  1 day of Videography to support visual elements (i.e. brand and website development, video for social media)  *Note: doesn’t include travel and accommodation costs if required* | Approx. $3000 plus time for editing. |
| **Media Training Session**  A half to full day media training session to give you confidence to step into your key messages, live them, breathe them, own them!  Costing of this session will depend on the number of people and approach. Video’s will sent to support your ongoing development. | TBC  Approx $3500 for 1-2 people for a half day session. |
| **Influencers**  Each campaign require different requirements and can be explored further if this is agreed on as a tactic, allow 10 hours of identifying, engaging and managing the influencer + their fee (which could be up to $5k + social media mentions – all this needs to be negotiated and assessed for risk).  By using a well-recognised influencer, this gives instant recognition and will draw people into the conversation. | Aprox. $7000 depending on the Influencer |
| **Copy writing**   * Website updates * Documents * Blogs * Brochures | Hourly rate of $180-$200  *Urgent/crisis communications advice $295* |
| **Design**   * Website * Documents * Blogs * Brochures   ***Annual reports and large editorial projects quoted on a per project basis*** | Hourly rate of $200 per hour |
| **Atawhai hourly rates:**  Strategy and project management are generally completed on an hourly basis with an outline of costs articulated below.  Account Director – Natalie Hilterman $250  Design $200 Senior copywriters/Project Manager $180 Designers $180  Junior Copywriters $140 Urgent/crisis communications advice $295 |  |

*These costs don’t include GST or hard costs such as travel, couriers, photography.*

**Commercial Terms**

We invoice at the end of every month and invoices are payable 14th of the following month.

**Additional Partners**

We are well versed in working in collaborative ways, given this approach we already have existing connections with other organisations to support our clients promotional aspirations.

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| MediaR | A picture containing text, sign, clock, plate  Description automatically generated | We work with MediaR for all Media Management and purchasing. |
| Clarity Insight | Clarity Insight | We work with Clarity Insight if there are any specific Market Research components we need to explore for our clients. |

ATAWHAI CREATIVE STANDARD TERMS AND CONDITIONS

1. **QUOTATIONS**

The quotation shall be deemed to interpret the client’s instructions. Lack of clarity in the client’s instructions may result in additional charges to the client. Clients are accordingly advised to exercise due care and attention when supplying specifications for quotation and when checking quotations before any work proceeds.

The term quotation shall include estimates for the purpose of these conditions. All prices are estimated and quoted in New Zealand Currency and are exclusive of GST.

1. **ACCEPTANCE**

The quotation shall lapse unless accepted within 60 days from the day it is given. If you have given us instructions to complete the job, this is deemed acceptance of the quoted price.

1. **INVOICES & PAYMENT TERMS**

Atawhai Creative Communications Ltd will invoice the client on completion of the work which you have retained us to complete, unless the work is ongoing (past the end of any month) in which case Atawhai Creative will invoice the client on a monthly time taken basis. All goods and services supplied by Atawhai Creative to the client shall be paid in full 14 days after submission of the invoice unless otherwise agreed.

1. **GOODS AND SERVICES TAX**

The client shall pay Goods and Services Tax at the rate applying.

1. **ALTERATIONS**

Quotations shall be based on specifications supplied by the client prior to the time of quoting and any deviation from those specifications or any written or verbal directions by the client varying those specifications may result in additional charges to the client.

1. **DELAYED COPY**

Delayed copy from the client may result in a rescheduling of originally advised delivery and additional charges.

**7. CLIENT’S VERBAL INSTRUCTIONS**

Atawhai shall not be held liable for errors or omissions arising from an oversight or a misinterpretation of a client’s verbal instructions.

**8. PROOF APPROVAL**

Atawhai shall not be liable for errors in the finished work where a proof had been submitted to and approved by the client. All proofs, including proofs subsequent to amendments or alterations shall be charged to the client unless otherwise agreed.

**9. DELIVERY**

Unless otherwise agreed, pricing includes delivery to one local address. Costs associated with additional deliveries are chargeable to the client’s account.

**10. WEBSITES**

**a)** Prior to any website which the Company has created “going live” on the internet the Client must make payment for all work completed. Should payment not be made and in the event your website is already live and in relation to any work which we have undertaken to maintain or update that website then we reserve the right to shut down that website until such time as we receive full payment.

**b)** If the Client has retained the Company to host your website, the Company will charge monthly fees, and if the Client falls into arrears in relation to those monthly payments, the Company reserves the right to pull the website down and will not be liable for any consequences which might arise in the event of such a situation arising.

**c)** Work requested, outside of the scope of the estimate/ quote and the approved design, will be charged for. After going live, updates or changes the Client wishes to make to the website will also be chargeable.

**d)** Packaging and supplying website files for transfer or taking a website down will incur a cost and will be payable by the Client.

**11. MOBILE APPS**

Prior to any app which the Company has created being available for download, the Client must make payment for all work completed and app store fees relating to the project. Should payment not be made and in the event your app is already publicly available and in relation to any work which we have undertaken to maintain or update the app then we reserve the right to pull the app from all download sources until such time as we receive full payment.

**12. DIGITAL MARKETING**

The Client acknowledges that Atawhai incurs expenses and uses its expertise and intellectual property when it sets up online marketing campaigns for its clients. Prior to the start date of any pay-per-click advertising campaign based on social media or search engines, a monthly spending budget will be agreed upon. Atawhai will aim to match this budget and if spend is lower or higher in one month, it will be rectified in the following month’s spend and invoice. The Client acknowledges that while Atawhai has expertise in online marketing and search engine optimisation, the degree of success of online marketing and search engine optimisation is both subjective and dependent on factors that are outside of Atawhai Creative’s control. Accordingly, Atawhai is unable to guarantee the success of any online marketing or search engine optimisation undertaken on behalf of and/or for the Client.

**12. MISCELLANEOUS**

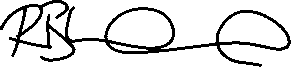
Governing law – these terms and conditions shall be construed in accordance with and be governed by the laws of New Zealand and the client submits to the non-exclusive jurisdiction of New Zealand Courts.

**BEFORE WE START... YOUR AUTOGRAPH PLEASE**

Please note that the prices in your proposal do not include GST and are valid for 30 days from the above date.

Approval means you accept our terms and conditions. Unless stated, this quote allows for one set of minor alterations from the client. Any extra requested alterations and materials over and above what has been included in this quote will be charged at our standard rates.

I accept this quote and I have read, understood, and accepted the terms and conditions above.



Signed……………………………………………………………….

Date: 15 February 2023