

CCS Promotions

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Can we use some of the funds for in-house promotion costs?

You can use **up to 10%** of your CCS allocation for promotion costs.

These costs can include newspaper advertising, on-line listings, producing posters and other external costs.

However, you cannot use these funds to cover council staff time or basic administrative costs – these are the responsibility of the council as per the contract between the council and Creative New Zealand.

In some instances it might be cheaper for the council to undertake design in-house e.g. design for newspaper layouts. In this instance it is acceptable for that cost to be deducted from the 10%.

We recommend that you set aside some time to discuss promotion of the scheme with your assessment committee.