The joint venture company at its meeting on 31 March 1999 adopted the name "Environment Canterbury Ltd" as the name for the joint venture company. The Canterbury Regional Council raised some concerns about the proposed name noting that some regional councils in other parts of New Zealand have adopted names which could result in confusion if the name Environment Canterbury Ltd is used. The meeting of the joint venture company on 11 June 1999 resolved to adopt the name Transwaste Canterbury Ltd.