



## 2. MEDIA/PUBLICITY UPDATE

Mr Wayne Ormandy, Strategy Advertising, and Ms Corrie DeVeries, Glass Tower Consultants, attended and updated members on the media/education campaign for solid waste management and minimisation for the Canterbury region.

They advised that a household circular had now been distributed, advertisements were currently running and that an education pack was about to be sent to schools in the Canterbury area.

In order to encourage participation in this, prizes had been arranged and it was agreed a letter advising schools of the future delivery of the information packs should be sent direct within the next two to three days.

The campaign overall was expected to be undertaken within budget and it was noted that arrangements had already been made for support to the Hurunui District Council in whose area the current preferred site was being investigated.