



#### 4. PUBLICITY CAMPAIGN UPDATE

The Subcommittee received a report providing an update on progress with the media/education campaign for solid waste management and minimisation in the Canterbury region.

All six councils involved in the landfill project are participating in this campaign and in addition the Kaikoura, Mackenzie and Waimate District Councils have confirmed participation in those parts of the campaign that are appropriate to their needs.

Mr Wayne Ormandy (Strategy Advertising and Design) and Tracey Lyall (Glass Tower Public Relations) reported verbally to the meeting on progress on the various components of the campaign.

In addition the opportunity was taken to discuss the support that should be provided to the local authority in whose area the preferred site for the regional landfill was finally identified.

The report noted that funding of some \$5,000 per annum for two years had been received from Zero Waste New Zealand Trust to be used for the promotion of recycling or waste reduction.

The Subcommittee **received** the information and **decided**:

1. That Zero Waste New Zealand Trust be thanked for their contribution.
2. That a subcommittee consisting of Mayor Janice Skurr and Mayor Noeline Allan and Councillors Gerald Herbert and Bill Woods be appointed to consider the issue of what support would be appropriate to the host local authority for the selected site for the regional landfill and to report back to the Subcommittee with recommendations.