



### **3. MEDIA/PUBLICITY CAMPAIGN**

The Subcommittee has approved the funding of a media campaign for solid waste management and minimisation in the Canterbury Region. The six member local authorities of the landfill project have been requested to contribute a total of \$75,000 for the 1999/2000 and 2000/01 financial years. The campaign has the following aims:

1. To communicate to the Canterbury community “the big picture” of waste management ie current waste management practices and volumes, waste minimisation/zero waste vision, and ways to achieve this goal.
2. To provide the Canterbury community with the opportunity and knowledge to make informed decisions about waste management.

This programme has been approved under officer delegated authority and will be funded from the Waste Management Unit’s existing budget.