



2. MEDIA/PUBLICITY CAMPAIGN

The Committee considered a report on the proposed publicity campaign for solid waste management and minimisation in the Canterbury region.

The report provided background to the decisions by the Subcommittee, the campaign proposal, funding and timetable.

Representatives from Strategy Advertising and Design attended the meeting and outlined further the campaign which had been considered by the Publicity Subcommittee the preceding day.

The Committee **decided:**

1. That the councils participating in the landfill project confirm their funding commitment to the Committee Secretary by 1 May 2000.
2. That other councils wishing to participate in the campaign advise their requirements and their funding commitment.
3. That the Publicity Subcommittee consisting of Councillors Denis O'Rourke, Ron Wright, Mayor Noeline Allan and Mayor Janice Skurr be appointed to oversee the contract with Strategy Advertising and Design with assistance from appropriate staff from the participating councils.