

3. MEDIA PUBLICITY UPDATE

Mr Wayne Ormandy, Strategy Advertising and Design, and Tracey Lyall and Corrie deVries, Glass Tower Consultants, attended the meeting and briefed members on the publicity campaign which had been undertaken in 2000 in relation to waste minimisation and the need for a regional landfill.

A review of the objectives of the campaign, details of what had been done and success indicators were discussed and it was reported that extremely good pick-up from the media had been experienced, that the resource kits provided were still being utilised and that excellent feedback had been received from schools.

In respect to any future campaigns it was indicated that consideration should be given to:

- The development of the material sent to schools.
- Improved protocols for signing off material from the nine councils involved.
- The need for budgets to be flexible.

The information was **received** and representatives from Glass Tower and Strategy thanked for their presentation and for the work they had undertaken and it was agreed that an item related to a future publicity and education campaign be placed on the agenda for consideration at the May meeting of the Subcommittee.