

3. NATIONAL “REDUCE YOUR RUBBISH” CAMPAIGN

The Subcommittee considered a report from Tony Moore, Resource Analyst, Solid Waste, Christchurch City Council, briefing it on the national waste reduction promotional campaign to take place during the period April-June 2003.

The report noted that the Ministry for the Environment was collaborating with regional and local councils to develop a national marketing campaign to encourage householders to reduce their rubbish. The campaign would utilise television advertising together with advertising in magazines and supermarkets and a website.

The campaign followed on from the launch of the New Zealand Waste Strategy last year and the report provided details of a previous campaign undertaken in Auckland and the meeting between members of the Regional Waste Minimisation Working Party and Ket Bradshaw of the Ministry for the Environment on 20 February 2003.

The Subcommittee **resolved** that member councils be encouraged to use the nationwide campaign to the benefit of local communities and co-operate with the Ministry for the Environment and Environment Canterbury to link any suitable initiatives into this promotional campaign.