


6. SOLID WASTE EDUCATION AND COMMUNICATION STRATEGY



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The purpose of this report is to inform the Committee of the new Solid Waste Education and Communication Strategy.

BACKGROUND

Although there have been a number of successful solid waste educational campaigns and a number of high-quality solid waste publications and activities, the approach to solid waste education and communication to date has largely been ad hoc and were often reactive in nature.

SOLID WASTE EDUCATION AND COMMUNICATION STRATEGY

The Solid Waste Education and Communication Strategy was developed to help foster community change and aid in achieving the Council's waste minimisation goals. The Strategy (separately circulated) identifies goals and key messages, discusses barriers and motivators to behaviour changes, and outlines a Communication Action Plan for the next four years.

ACTION PLAN AND BUDGET

Main elements for the Action Plan which will be financed from the City Water and Waste budget are as follows:

Main element	2004/05	2005/06	2006/07	2007/08
General waste education and advertising	\$100,000	\$100,000	\$100,000	\$100,000
Business recycling	\$80,000	\$80,000	\$80,000	\$80,000
Composting - Domestic	\$30,500	\$30,500	\$30,500	\$30,500
Recycling - Events	\$10,000	\$10,000	\$10,000	\$10,000
Total	\$220,500	\$220,500	\$220,500	\$220,500

Note: All of the above funding is encapsulated in the draft 2004/05 budget.

Staff

Recommendation: That the Committee endorse the Solid Waste Education and Communication Strategy.

Chairman's

Recommendation: That the above recommendation be adopted.