

## 19. RECOVERED MATERIALS FOUNDATION - BUSINESS PLAN 2004/05

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The purpose of this report is to provide a brief summary of the Recovered Materials Foundation (RMF) and real recycling promotions team planning for the financial year 2004/05.

### BACKGROUND

#### Recovered Materials Foundation Business Plan 2004/05

The 2003/04 financial year saw some significant changes for the RMF. Staffing levels continued to increase as processing operations were refined and improved. A second reuse retail outlet (RetroShed) was established and the Council initiated RFI NUMBER 2003/04 - 58, to which the RMF provided the preferred response.

The RMF activities for the period July 2004 to June 2005 consist of two parts: the first focuses on the development of current RMF activities and operations, the second relates to the (RFI) proposal currently in front of the Council. The outcome of this process will have a significant impact on future planning.

Pending the outcome of the RFI process the primary focus for the RMF will be consolidating material processing operations, building on the successful reuse operations (SuperShed, RetroShed etc.) and adding value to processed materials through new technology and more focused market development.

Further details of the 2004/05 Business Plan are provided in Attachment 1.

#### Real Recycling Promotions Team Strategic Plan 2004/05

Kerbside recycling promotion and education in 2003/04 has been particularly successful in achieving its strategic goals and objectives. Those being:

- Increase awareness of kerbside recycling in general and to target specific groups
- To reward best practice in recycling and encourage others to follow
- Coordinate and communicate with other groups and agencies

The gold crate campaign and other programmes have been received very enthusiastically by the public and have afforded the opportunity to follow up with more targeted programmes in the coming year.

#### Objectives for 2004/05

1. Improve the understanding of the kerbside recycling programme.
2. To coordinate and communicate with other groups and agencies.

#### Possible (Major) Campaigns for 2004/05

1. Overarching 'Feel Good' Campaign

To further build on awareness and increase 'buy-in' for recycling. The key themes of this campaign are:

- What's in it for me?/What I do does make a difference
- What happens to the material that I put out for collection?/what happens if they are not put out?
- What do I do now?

2. Gold Recycler Newsletter

To build on the identified need for those committed recyclers who want to know more and want to be more involved. This group is seen as our key advocates to promote/encourage wider acceptance of recycling.

3. Research/Audit Activity

To validate other campaigns

Further details of the kerbside promotions teams activities are provided in Attachment 2.

**Chairman's  
Recommendation:** That the information be received.