

## 18. GARDEN CITY COMPOST AWARDS

RR 9851

|   |  |
|---|--|
| <b>Officer responsible</b><br>Waste Manager | <b>Author</b><br>Mike Stockwell, Waste Manager |
| Corporate Plan Output: Solid Waste          |  |

The purpose of this report is to inform the Committee about two awards received for the Council's compost product.

A highlight of the recent 1999 New Zealand Garden Industry Association annual conference at Taupo was the industry award ceremony where the competition was strong. Competitors included bedding plant specialists, ornamental tree and shrub growers, garden centre and DIY retailers, compost and potting mix manufacturers, chemical and fertiliser suppliers as well as research and development companies.

The conference was attended by our Compost Manager Gill Pontin and Sales and Marketing Manager Belinda Allen representing our Envy and Living Earth products. It is a credit to their efforts and the success of the Garden City products that they were recipients of a trophy and certificate naming the Garden City Composting/Living Earth Company Joint Venture the winner of the 1999 Major Product Launch in New Zealand, with the South Island launch of the Living Earth Brand, using locally sourced organic material.

The Team also won a Highly Commended for their Point of Sale Material, and the Award for the Best Audio Advertising using Rudd Klienpaste from the Maggie Barry Garden Show.

**Recommendation:** That the Committee recognise receipt of the above awards.

**Chairman's**

**Recommendation:** That the Committee congratulate the staff involved in gaining the awards.