

4. MEDIA/PUBLICITY CAMPAIGN

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| Officer responsible Waste Manager | Author Christine Byrch |
| Corporate Plan Output: Solid Waste Disposal | |

The purpose of this report is to introduce the proposed campaign for solid waste management and minimisation in the Canterbury Region and to gain funding to proceed.

BACKGROUND

A report was presented to the March meeting of the Canterbury Waste Subcommittee to gain approval and funding to proceed with a media campaign for solid waste management and minimisation in the Canterbury Region. This meeting resolved:

- That the media campaign is approved to proceed as proposed subject to funding being approved by the participating Councils for the 1999/2000 and 2000/2001 financial years.
- That the participating Councils allocate funding to local education campaigns to support the regional media campaign.
- That a sub-group of the Chairman, Councillor Denis O'Rourke, Mayor Janice Skurr, Mayor Noeline Allan and Councillor Ron Wright be appointed with power to act in appointing a consultant and report a draft programme back to the next meeting of the Subcommittee.
- That the funding for the media campaign be shared by the six territorial authorities contributing to the landfill project.

A brief was then sent to six Christchurch agencies requesting proposals for a media campaign:

- To communicate to the Canterbury community "the big picture" of solid waste management including the decision to dispose of waste to landfill rather than incineration.
- To encourage Canterbury residents to feel engaged or involved in contributing towards waste minimisation targets and the cost to society and the environment of not achieving the targets, and to share responsibility for the need for a new landfill in the interim.

THE CAMPAIGN

Campaign Proposal

On 31 March, the elected member working party will meet to select the successful agency. This agency will then be asked to develop and present their proposed campaign to the April meeting of the Canterbury Waste Subcommittee. The campaign is scheduled to commence early May and to continue into the next financial year.

Funding and Timetable

Councils will then be asked to commit to funding the campaign. Councils should inform the committee secretary of their decision by 1 May 2000. This will allow the following programme to be followed:

- 18 April Selected agency presents proposed campaign to Canterbury Waste Subcommittee
- 1 May Councils confirm funding
- Early May Campaign begins
- End of June Complete first phase of campaign
- Early July Review effectiveness of 1999/2000 financial year programme
- Late July Plan programme for 2000/2001 financial year

Councils will be asked to commit to funding the campaign according to the Canterbury Waste Subcommittee constituting agreement. This equates to the following amount per annum for the six Councils involved in the landfill project.

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| Christchurch City Council | \$56,550 | 75.7% | } Contribution per annum for two years, ie 1999/2000 and 2000/2001 |
| Waimakariri District Council | \$5,850 | 7.8% | |
| Hurunui District Council | \$2,025 | 2.4% | |
| Selwyn District Council | \$4,500 | 6.0% | |
| Ashburton District Council | \$4,500 | 6.0% | |
| Banks Peninsula District Council | \$1,575 | 2.1% | |
| TOTAL | \$75,000 | 100% | |

Councils not involved with the landfill project are also welcome and are invited to contribute to all or part of this campaign and are welcome to contribute to all or part of the Committee.

Managing the Campaign

The contract for the campaign will be managed by a sub-group of the Canterbury Waste Staff Group who will in turn report to the Subcommittee. The sub-group will be established depending on which Councils support the media campaign.

- Recommendation:**
1. That Councils participating in the landfill project confirm their funding commitment to the committee secretary by 1 May 2000.
 2. That other Councils who wish to participate in the campaign advise their requirements and funding commitment.
 3. That the Canterbury Waste Staff Group establish a sub-group to manage this contract.

Chairman's

- Recommendation:**
1. That Councils participating in the landfill project confirm their funding commitment to the Committee Secretary by 1 May.
 2. That other Councils wishing to participate in the campaign advise their requirements and their funding commitment.