

5. MEDIA/PUBLICITY UPDATE

Officer responsible Waste Manager	Author Zefanja Potgieter, DDI 371-1271
Corporate Plan Output: Regional waste initiatives	

The purpose of this report is for *Glass Tower* consultants to provide a verbal update during the meeting.

Strategy and *Glass Tower* consultants were contracted early in 2000 to do a publicity campaign in all districts in the region mainly waste minimisation with some information on refuse disposal. The campaign involved leaflets to all households, school packs and a competition, speaker packs etc. The cost of the project covered the 1999/2000 and 2000/01 financial years and amounted to a total of \$150,000 from participants in the regional landfill, plus further amounts from the other non-participating District Councils and a \$10,000 grant from Zero Waste New Zealand.

Chairman's Recommendation: That the information be received.