

6. PUBLICITY CAMPAIGN UPDATE

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

The purpose of this report is to update this Committee on progress with the media/education campaign for solid waste management and minimisation in the Canterbury Region.

BACKGROUND

At the April meeting of the Canterbury Waste Sub Committee it was resolved:

1. That the Councils participating in the landfill project confirm their funding commitment to the Committee Secretary by 1 May 2000
2. That other councils wishing to participate in the campaign advise their requirements and funding commitment
3. That the Sub Committee consisting of Councillors Denis O'Rourke, Ron Wright, Mayor Noeline Allen and Mayor Janice Skurr be appointed to oversee the contract with Strategy with assistance from appropriate staff from the participating Councils

PARTICIPATING COUNCILS

The six Councils involved with the landfill project have confirmed in writing their participation in this campaign:

Hurunui District Council, Waimakariri District Council, Christchurch City Council, Banks Peninsula District Council, Selwyn District Council, Ashburton District Council.

In addition, Kaikoura District Council and Mackenzie District Council have confirmed in writing their participation in those parts of the campaign that will best meet their current needs.

Timaru District Council has confirmed they will not be participating in the campaign. Waimate District Council will decide 6 June.

PROGRESS WITH THE CAMPAIGN

Wayne Ormandy (Strategy Advertising and Design) and Tracey Lyall (Glass Tower Public Relations) will report verbally to the meeting to outline progress on the various components of the campaign which are summarised below.

- Media pack - containing information on various waste management and waste minimisation topics plus training on how to work with the media
- Household flyer - to be delivered to all households and businesses including local information for each participating Council
- Print media advertising - good news stories from Councils
- Public speakers kit – available to be used at local meetings eg Lions club

- School information pack - waste minimisation educational material
- Industry packs – waste minimisation information
- Web site for the campaign.

In addition, Tracey Lyall (Glass Tower Public Relations) has recommended and included a strategy to provide detailed information to key decision-makers in an easily accessible format. Providing easily accessible accurate information will help to avoid inaccurate public comment. This work will be included within the original budget and be an additional item to the above list.

ZERO WASTE NEW ZEALAND FUNDING

Julie Dickinson, Manager of Zero Waste New Zealand Trust, has confirmed funding for the media campaign of \$5,000 per annum for two years. This funding is provided on the condition that it is used to promote recycling or waste reduction and is kept completely separate from any involvement in the landfill issue in a format to be agreed with Zero Waste.

- Recommendation:**
1. That the information be received.
 2. That this Committee thanks Zero Waste New Zealand Trust for their contribution.

Chairman's

- Recommendation:** That the above recommendation be adopted.