

## 5. MEDIA/PUBLICITY CAMPAIGN

<b>Officer responsible</b> Waste Manager	<b>Author</b> Christine Byrch
Corporate Plan Output: Solid Waste Disposal	

The purpose of this report is to gain approval and funding to proceed with a media campaign for solid waste management and minimisation in the Canterbury Region.

### **BACKGROUND**

Work by the Canterbury Waste Subcommittee to develop a regional landfill has not surprisingly raised the profile of waste especially in districts with one of the proposed sites, and to a lesser extent in the wider Canterbury community. The responses to date have highlighted a need for a greater understanding of waste management and the role of local authorities in managing waste.

In particular, there is a need to:

- Publicise Waste Management Plans/waste minimisation goals
- Raise public understanding of issues surrounding waste
- Realise the difference between a landfill and a dump.

At the February meeting of the Canterbury Waste Subcommittee, it was resolved:

1. That the Subcommittee adopt in principle the proposal to establish an education programme relating to waste plans and other solid waste issues of the constituent Councils.
2. That a report on the options be submitted to the next meeting of the Subcommittee.

A proposal for such a campaign was requested. The following proposal has been developed following discussion with the Canterbury Waste Staff Group.

### **PROPOSED MEDIA CAMPAIGN**

#### **Proposed Campaign**

A regional media campaign is proposed with the following aims:

1. To communicate to the Canterbury community “the big picture” of waste management ie current waste management practices and volumes, waste minimisation/zero waste vision, and ways to achieve this goal.
2. To provide the Canterbury community with the opportunity and the knowledge to make informed decisions regarding waste management.

An advertising company will run the campaign on a day to day basis on contract to the Canterbury Waste Subcommittee, and will report to 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. The campaign will run over 2 years with a budget of \$75,000 for each financial year, and will most likely include regional radio, newspaper and television.

The media campaign will:

- Address issues that are generic to all local authorities in Canterbury
- Stress the availability of information regarding waste management
- Provide information on our waste management strategies and in particular waste minimisation.

### Timeframe

The proposed timeframe for the media campaign is:

- 13 March Resolution to proceed from the Canterbury Waste Subcommittee. Agree on make up of the Canterbury Waste staff group sub group that will manage this contract.
- During March Councillors will need to seek approval and funding from their own Councils for this programme.
- Mid March Develop brief and send it to advertising companies
- Mid April Advertising company selected and contract let subject to funding being approved.
- Late April Councils inform staff sub group whether and how much funding has been secured for this campaign.
- Early May Advertising campaign begins
- End of June Complete first phase of advertising campaign
- Early July Review effectiveness of 1999/2000 financial year programme
- Late July Plan programme for 2000/2001 financial year

### Funding

Local authorities will contribute to the overall cost of the media campaign from operational funds, according to the Canterbury Waste Subcommittee constituting agreement. This equates to the following amount per annum:

Christchurch City Council	\$49,515	66.0%	} Contribution per annum for two years, ie 1999/2000 and 2000/2001
Waimakariri District Council	\$5,062	6.8%	
Hurunui District Council	\$1,575	2.1%	
Selwyn District Council	\$3,945	5.3%	
Ashburton District Council	\$3,945	5.3%	
Banks Peninsula District Council	\$1,373	1.8%	
Kaikoura District Council	\$630	0.8%	
Waimate District Council	\$1,200	1.6%	
Mackenzie District Council	\$975	1.3%	
Timaru District Council	\$6,780	9.0%	
<b>Total</b>	<b>\$75,000</b>	<b>100%</b>	

Note that an application for funding has been made to Zero Waste New Zealand Ltd and if this is successful, these amounts will be reduced.

#### **LOCAL EDUCATION PROGRAMME**

It is most likely that the regional campaign will need to be supported by local education programmes, to respond to local issues and questions, and in particular to provide information on how local communities can minimise waste through reduction, reuse and recycling. This would be funded and managed by each local authority, although there is likely to be information and resources that can be shared. It is recommended that each local authority sets aside funding to expand existing programmes. The education programme should:

- Encourage local communities to take responsibility for and to minimise waste
- Respond to questions regarding local issues that arise through the media campaign.

#### **SUMMARY**

The Canterbury Waste Subcommittee has identified a need amongst the Canterbury community for a greater understanding of waste management and the role of local authorities in managing waste. A regional media campaign is proposed for waste issues generic to all local authorities in Canterbury and to provide the opportunity and the knowledge for the community to make informed decisions regarding waste management.

The campaign will run over two years, commencing in the current financial year, with a budget of \$75,000 per annum. The participating Councils will fund the campaign according to the agreed funding split.

This regional campaign will need to be supported by local education programmes, funded and managed separately by each local authority. Funding for this will be additional to each Council's share of the \$75,000.

- Recommendation:**
1. That the media campaign is approved to proceed as proposed subject to funding being approved by the participating Councils.
  2. That the participating Councils allocate funding to local education campaigns to support the regional media campaign for the 1999/2000 and 2000/2001 financial years.

#### **Chairman's**

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