


## 8. SOLID WASTE EDUCATION AND COMMUNICATION STRATEGY



The Committee received a report from Diane Shelander, Senior Resource Planner, City Water and Waste Unit informing it of the new Solid Waste Education and Communication Strategy.

The report noted that the strategy had been developed to foster community change and aid in achieving the Council's waste minimisation goals. It identified goals, key messages, discussed barriers and motivators to behaviour change, and outlined a Communication Action Plan for the next four years.

The Committee **decided** to endorse the Solid Waste Education and Communication Strategy.