

Report 03.110
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Committee Environment Committee
Author Councillor Irvine Yardley

WREA Update

1. Purpose

To inform the Committee about the Wellington Regional Environmental Agency (WREA) meeting held on 14 February 2003 at the Masterton District Council Office.

2. Discussion

This report provides a summary of the issues discussed at the meeting.

2.1 Waste Campaign

The main focus of the meeting was the upcoming “Reduce Your Rubbish” Campaign. A presentation on the campaign was given by Steve Menzies from the Ministry for the Environment. The campaign is a national initiative and is being funded by all Regional Councils throughout the country.

Preparation is now in full swing; a series of four advertisements are due to start screening on television from 13 April through to 8 June. All of the advertisements are targeted at the general householder.

There will be an official launch of the campaign in Wellington on 11 April, which I, as the Chair of WREA, will be attending, along with Marion Hobbs, Minister for the Environment. Greater Wellington and MfE are co-ordinating the launch.

Other aspects of the campaign include the Mayoral Challenge, Local and National newspaper coverage, bus shelter and supermarket advertising, and various displays throughout the Region.

2.2 Enviromart

Richard Moore from MegaVision was introduced to the WREA. Richard has taken over the Enviromart contract from Shaun Lewis. Richard is keen to work with business and to make the materials exchange work better. Richard believes it is important to support companies by helping with practical

solutions to their waste problems. He aims to raise the profile of waste minimisation and hopes to move it from the advertising sections of our media to the 'news' section. His business plan was also submitted to the agency.

3. Recommendations

It is recommended that the Committee:

- 1. receive the report; and*
- 2. note the contents.*

Report prepared by:

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Councillor