



AGENDA

Taranaki Solid Waste

Thursday 14 March 2024, 10.30am

Taranaki solid Waste Management Committee

14 March 2024 10:30 AM



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Whakataka te hau

Karakia to open and close meetings

Whakataka te hau ki te uru	Cease the winds from the west
Whakataka te hau ki te tonga	Cease the winds from the south
Kia mākinakina ki uta	Let the breeze blow over the land
Kia mātaratara ki tai	Let the breeze blow over the ocean
Kia hī ake ana te atakura	Let the red-tipped dawn come with a sharpened air
He tio, he huka, he hauhu	A touch of frost, a promise of glorious day
Tūturu o whiti whakamaua kia tina.	Let there be certainty
Tina!	Secure it!
Hui ē! Tāiki ē!	Draw together! Affirm!

Nau mai e ngā hua

Karakia for kai

Nau mai e ngā hua	Welcome the gifts of food
o te wao	from the sacred forests
o te ngakina	from the cultivated gardens
o te wai tai	from the sea
o te wai Māori	from the fresh waters
Nā Tāne	The food of Tāne
Nā Rongo	of Rongo
Nā Tangaroa	of Tangaroa
Nā Maru	of Maru
Ko Ranginui e tū iho nei	I acknowledge Ranginui above and Papatūānuku
Ko Papatūānuku e takoto ake nei	below
Tūturu o whiti whakamaua kia	Let there be certainty
tina	Secure it!
Tina! Hui e! Taiki e!	Draw together! Affirm!



Date: 14 March 2024

Subject: Confirmation of Minutes - 9 November 2023

Author: M Jones, Governance Administrator

Approved by: AJ Matthews, Director - Environment Quality

Document: 3252599

Recommendations

That the Taranaki Solid Waste Management Committee of the Taranaki Regional Council:

- a) takes as read and confirms the minutes and resolutions of the Taranaki Solid Waste Management Committee meeting held at Taranaki Regional Council, 47 Cloten Road Stratford on 9 November 2023
- b) notes that the unconfirmed minutes of the Taranaki Solid Waste Management Committee held at on Thursday 9 November 2023 at Taranaki Regional Council have been circulated to the New Plymouth District Council, Stratford District Council and South Taranaki District Council for receipt and information.

Appendices/Attachments

Document 3222164: [Taranaki Solid Waste Minutes – 9 November 2023](#)



Date: 9 November 2023, 10.30am
Venue: Taranaki Regional Council, 47 Cloten Road, Stratford
Document: 3222164

Present	D H McIntyre	Taranaki Regional Council (<i>Chairperson</i>)
	B Roach	South Taranaki District Council (<i>Deputy Chair</i>)
	M McKay	Stratford District Council (<i>zoom</i>)
Attending	A Matthews	Taranaki Regional Council
	R Leitao	New Plymouth District Council
	G Cotter	New Plymouth District Council
	J Cooper	Stratford District Council
	J Ingram	South Taranaki District Council
	T Hunt	South Taranaki District Council
	S Wilson	South Taranaki District Council
	M Deans	EnviroWaste
	L Jones	Taranaki Regional Council
M Jones	Taranaki Regional Council	

The Taranaki Solid Waste Management Committee opened with at karakia at 10.30am

Apologies: Were received and sustained from, M Chong – New Plymouth District Council
McIntyre/Roach

1. Confirmation of Minutes - 17 August 2023

Resolved

That the Taranaki Solid Waste Management Committee of the Taranaki Regional Council:

- a) took as read and confirmed the minutes and resolutions of the Taranaki Solid Waste Management Committee meeting held at Taranaki Regional Council, 47 Cloten Road, Stratford, on Thursday 17 August 2023 at 10.30am
- b) noted that the unconfirmed minutes of the Taranaki Solid Waste Management Committee held at the Taranaki Regional Council, 47 Cloten Road, Stratford on Thursday 17 August 2023 have been circulated to the New Plymouth District Council, Stratford District Council and South Taranaki District Council.

Roach/McIntyre

2. Regional Waste Minimisation Officer's Activity Report - October 2023

- 2.1 Miss G Cotter New Plymouth District Council, spoke to the memorandum updating the Committee on significant activities undertaken by the Regional Waste Minimisation Officer (RWMO), in collaboration with the district council officers of New Plymouth District Council, South Taranaki District Council and Stratford District Council.

Resolved

That the Taranaki Solid Waste Management Committee of the Taranaki Regional Council:

- a) received the memorandum *Regional waste minimisation Officer's Activity Report - October 2023*
- b) noted the activities of the Regional Waste Minimisation Officer and district councils.

McIntyre/Roach

3. Regional Waste Minimisation Education Plan 2023/2024

- 3.1 Miss G Cotter New Plymouth District Council, spoke to the memorandum to provide the committee with an update on the Regional Waste Minimisation Education Plan 2023/2024.

Resolved

That the Taranaki Solid Waste Management Committee of the Taranaki Regional Council:

- a) received the memorandum *Regional Waste Minimisation Education Plan 2023/2024*.

Roach/McIntyre

4. Waste Management and Minimisation Plan Consultation Summary

- 4.1 Miss G Cotter New Plymouth District Council, spoke to the memorandum to provide the committee with a summary of the Waste Management and Minimisation Plan Consultation Summary.

Resolved

That the Taranaki Solid Waste Management Committee of the Taranaki Regional Council:

- a) received the memorandum *Waste Management and Minimisation Plan Consultation Summary*.

McIntyre/Roach

There being no further business, Committee Chairperson, D H McIntyre declared the meeting of the Taranaki Solid Waste Management Committee closed at 11.35am

Taranaki Regional

Council Chairperson: _____

D H McIntyre (Chairperson)



Date: 14 March 2024

Subject: Recycling Behaviours Research Report

Author: G Cotter, Regional Waste Minimisation Officer - NPDC

Approved by: AJ Matthews, Director - Environment Quality

Document: 3252228

Purpose

1. The purpose of this memorandum is to present to the Committee the Recycling Behaviours Research Report.

Recommendations

That the Taranaki Solid Waste Management Committee:

- a. receives the memorandum *Recycling Behaviours Research Report*.

Discussion

2. Attached is the Recycling Behaviours Research Report.

Financial considerations—LTP/Annual Plan

3. This memorandum and the associated recommendations are consistent with the Council's adopted Long-Term Plan and estimates. Any financial information included in this memorandum has been prepared in accordance with generally accepted accounting practice.

Policy considerations

4. This memorandum and the associated recommendations are consistent with the policy documents and positions adopted by this Council under various legislative frameworks including, but not restricted to, the Local Government Act 2002, the Resource Management Act 1991 and the Local Government Official Information and Meetings Act 1987.

Iwi considerations

5. This memorandum and the associated recommendations are consistent with the Council's policy for the development of Māori capacity to contribute to decision-making processes (schedule 10 of the Local Government Act 2002) as outlined in the adopted Long-Term Plan and/or Annual Plan.

Community considerations

6. This memorandum and the associated recommendations have considered the views of the community, interested and affected parties and those views have been recognised in the preparation of this memorandum.

Legal considerations

7. This memorandum and the associated recommendations comply with the appropriate statutory requirements imposed upon the Council.

Appendices/Attachments

Document 3253711: [Recycling Behaviours Research Report](#)

SUMMARY OF RETHINKING RUBBISH AND RECYCLING 2020 REPORT BY WASTEMINZ AND HOW IT COMPARES TO THE 2022 REGIONAL BEHAVIOUR CHANGE SURVEY FOR TARANAKI

PURPOSE/ TE WHĀINGA

1. At the Taranaki Solid Waste Management Committee meeting on 9 November, the committee requested a report of national research on recycling behaviours, attitudes, and motivators.
2. This report addresses this request by providing a summary of the 2020 WasteMINZ Rethinking Rubbish and Recycling research report and compares the findings to the 2022 Regional Behaviour Change Survey.

RECOMMENDATION / NGĀ WHAIKUPU

That, having considered all matters raised in the report, the report be noted.

SIGNIFICANCE AND ENGAGEMENT / TOHUTOHU KAI WHAKAHAERE

3. This report is provided for information purposes only, and has been assessed as being of some importance.

EXECUTIVE SUMMARY

4. This report summarises and compares the findings of the 2020 WasteMINZ Rubbish and Recycling report and the 2022 Regional Behaviour Change survey. The focus of the report is to identify the trends in attitudes and behaviours between different demographic groups.
 5. The key findings from the WasteMINZ Rethinking Rubbish and Recycling report were:
 - a) Older women, particularly those aged 50+, exhibited higher commitment to recycling correctly.
 - b) Younger individuals, particularly men, demonstrated lower commitment.
 - c) Demographic differences were observed in attitudes towards recycling, with Māori expressing lower confidence in the recycling system but being receptive to positive messaging.
 - d) Regression analysis identified two primary attitudes influencing commitment to recycling: belief in the importance of recycling correctly and perception of recycling ease.
-

6. The relevant key findings from the Regional Behaviour Change Survey were:
 - a) Respondents reported a high level of commitment to recycling, with 40.1% of respondents rating themselves as very committed.
 - b) Women reported higher commitment to reducing waste beyond recycling.
 - c) Barriers to waste reduction included cost, lack of awareness about available services, and time constraints, with younger age groups facing time-related challenges.
 - d) Motivators for waste reduction included financial savings and access to information on sustainable alternatives.

BACKGROUND / WHAKAPAPA

Rethinking Rubbish And Recycling

7. In 2020, WasteMINZ published a research report which focused on exploring the public's knowledge, attitudes, behaviours, and motivations in regard to recycling, and provided opportunities and factors that act as levers or barriers to good recycling behaviour. WasteMINZ is the largest representative organisation comprised of members from across New Zealand working in the resource recovery, waste minimisation, and contaminated land sectors.

Background and methodology

8. The key research questions were:
 - a) What are the public's attitudes towards recycling? Do they have understanding and belief in the system?
 - b) What level of knowledge do they have about what can be recycled and how they need to prepare items for recycling?
 - c) How do both these attitudes and knowledge impact upon their recycling behaviour?
 - d) What information sources do the public use around recycling?
 - e) Which messages could be most effective to change their behaviour?
 9. The research was conducted as an online survey with 1741 respondents from around the country, all of whom receive a kerbside recycling collection. 3% of respondents (52 people) were from Taranaki.
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10. The research segmented respondents into one of six categories that represented their level of commitment to recycling correctly (Figure 1), based on their answers to the survey questions.



Figure 1- Commitment Segments

Summary of commitment groups

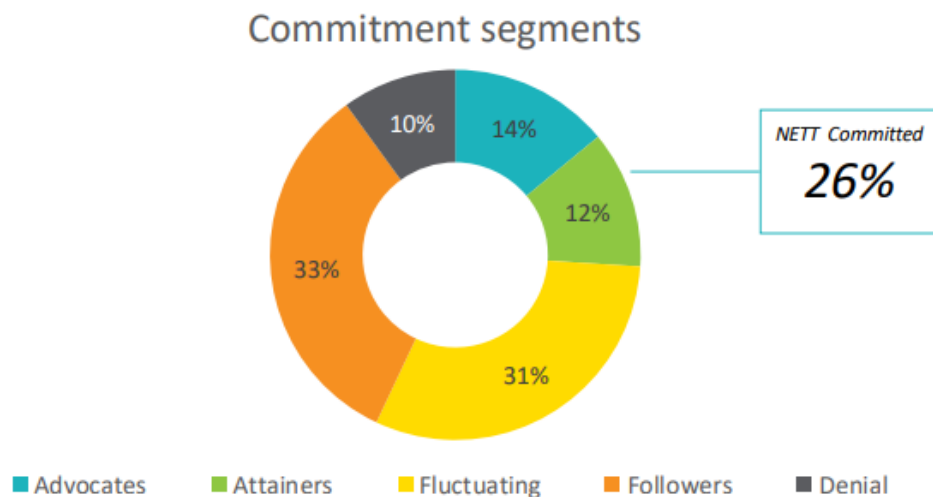


Figure 2- Distribution of commitment segments

Advocates and Attainers

11. Only 26% of the total respondents were categorised as Advocates and Attainers. This group are committed to performing the desired behaviours

relating to recycling. They want to do the right thing and are receptive to new information and messaging, particularly from council sources.

12. Advocates and Attainers are more likely to:
 - a) Be older women (50+) (this is particularly true for Advocates)
 - b) Have a lower household income
 - c) Have higher confidence in their recycling ability
 - d) Live in households with children (this is particularly true for Attainers)
13. The remaining 74% of respondents are grouped into the lower three categories (Figure 2). Less than 1% of respondents are in the 'difficult' segment and consequently the analysis focused on the five remaining segments of Advocates, Attainers, Fluctuators, Followers, and Deniers.

Fluctuators and followers

14. Fluctuators and Followers are heavily influenced by social norms and those around them, so are easier to move up the ladder of good recycling behaviours when their community is committed. They often hold attitudes which act as barriers to recycling 'perfectly'. This includes the idea that recycling is difficult, confusing, and time-consuming.
15. Followers are more likely to:
 - a) Be younger women (aged under 50)
 - b) Be men
 - c) Have lower confidence in their recycling ability
16. There was not statistically significant demographic difference for the Fluctuators group, meaning that age, ethnicity, family size, household income, and location are not direct influences, and anyone could be included in this group.

Deniers

17. Deniers typically refuse to acknowledge that the behaviour is something to be taken seriously. They are less likely to be positively influenced by messaging, and less likely to pay attention to it. Deniers also feel less personal responsibility for their recycling. As a group, they are less aware of the consequences of contamination, and take a more permissive attitude to what they do recycle. They are more likely to believe that post-collection, their recycling will be cleaned and sorted for them.
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18. Deniers are more likely to:
- a) Be older men (aged 50+)
 - b) Be NZ European / Pākehā
 - c) Have low confidence in their recycling ability.

Demographics

19. The research has found that different ethnic groups hold different attitudes and behaviours towards recycling. Findings from the research suggests that Māori have lower confidence in the recycling system than average and are less likely to be confident that their recyclables are getting recycled; however, are more receptive to positive and instructional messages. Pacific people and Asian respondents were found to require more support to prepare recycling correctly, and were more likely to put items straight in the recycling when they are unsure whether an item is recyclable or not, resulting in possible contamination.

Attitudes which influence commitment to recycling correctly

20. A regression analysis was conducted to look at the relationship between respondents' attitudes around recycling and their commitment to recycling correctly. The analysis revealed two primary attitudes which influence commitment to recycling correctly.
21. The primary attitudes were "I believe it's worth taking the time to recycle right" and "I find recycling easy". These attitudes are more likely than average to be held by:
- a) Women
 - b) Those aged over 50
 - c) Those confident in their recycling ability
 - d) Advocates, Attainers, and Fluctuators.
22. The groups that are less likely than average to believe in the primary attitudes are:
- a) Men
 - b) Those aged under 50 (particularly 18-29)
 - c) Those not confident in their recycling ability
-

- d) Deniers
- e) Families with pre-school children

Responses to information sources and preferred ways of accessing information

23. Respondents were asked to select how they might most usefully access information about recycling (Figure 3). The research found that older people favoured tangible labelling as most useful, while those under 50 identified they would find digital information most useful.

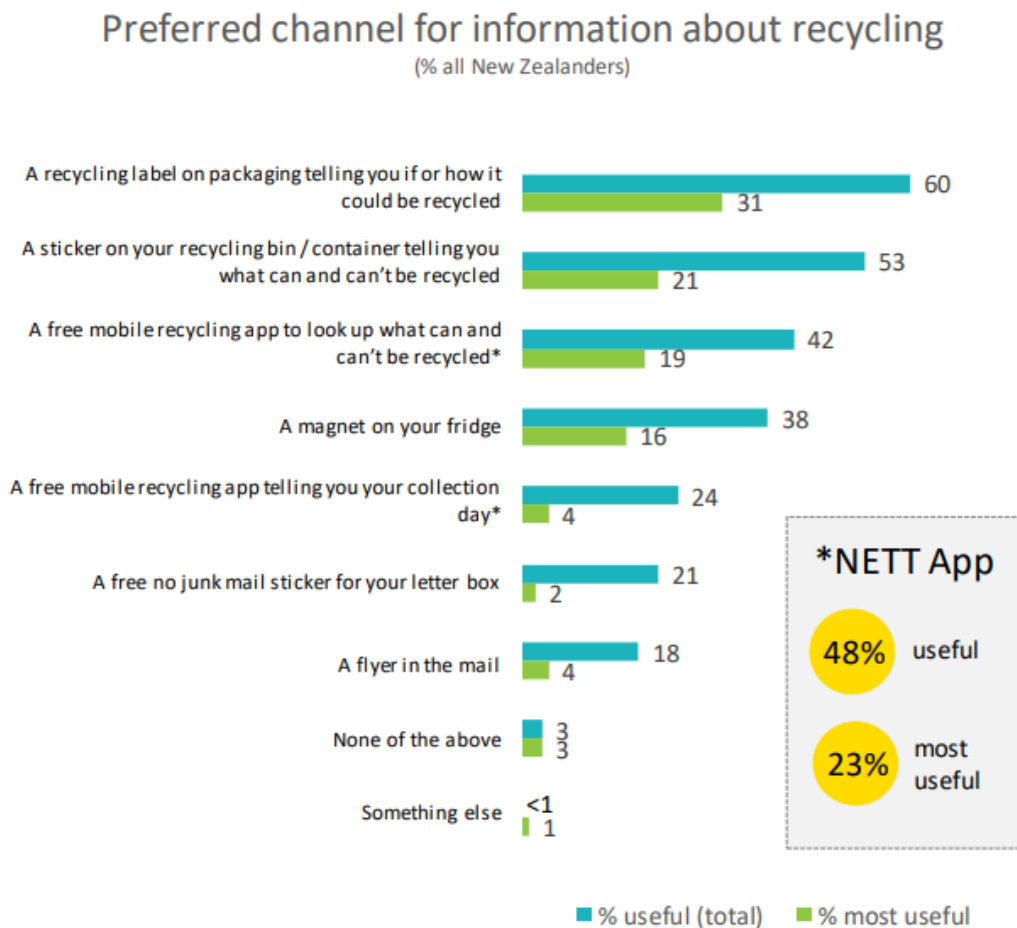


Figure 3 – Preferred information channels

REGIONAL BEHAVIOUR CHANGE MONITORING SURVEY

24. In 2022, the three district councils contracted a Behaviour Change survey for Taranaki to monitor the efficacy of the councils' behaviour change campaigns, tools, and services. The results of the survey have previously been reported to the committee at its August 2022 meeting.

25. This report compares the findings of Rethinking Rubbish and Recycling report to those of the regional survey to identify the similarities and differences between national data and Taranaki data. This summary will only focus on the "commitment to recycling" and the "committed to doing more than recycling to reduce waste" data, not the entire survey as the remainder of the survey mainly focused on use of council services.
26. The survey was completed by 1175 respondents, either online or by hardcopy from community libraries and pop-up events. The distribution by district is presented in Table 1. The survey utilised self-reporting which is different from the WasteMINZ research where respondents were grouped based on their answers to prompting questions.

Where individual respondents lived	Survey Respondents (n)	2018 Census population (N)	Margin of error (at 95%) of the sample size ¹
New Plymouth District	782	80,679	±3.49%
Stratford District	64	9,474	±12.21%
South Taranaki District	223	27,534	±6.54%
Taranaki Region	1,175	117, 561	±2.84%

Table 1- Margin of error by district for individual respondents

Demographic data

27. The regional survey achieved a spread of ages (Figure 4), with the majority of respondents being 30-49. However only 1.9 percent of respondents were under 20 years (the eligible age was 15 and over), while the WasteMINZ research required respondents to be 18 and over.

¹ <https://www.calculator.net/sample-size-calculator.html?type=2&cl2=95&ss2=223&pc2=50&ps2=27534&x=52&y=13#findci>

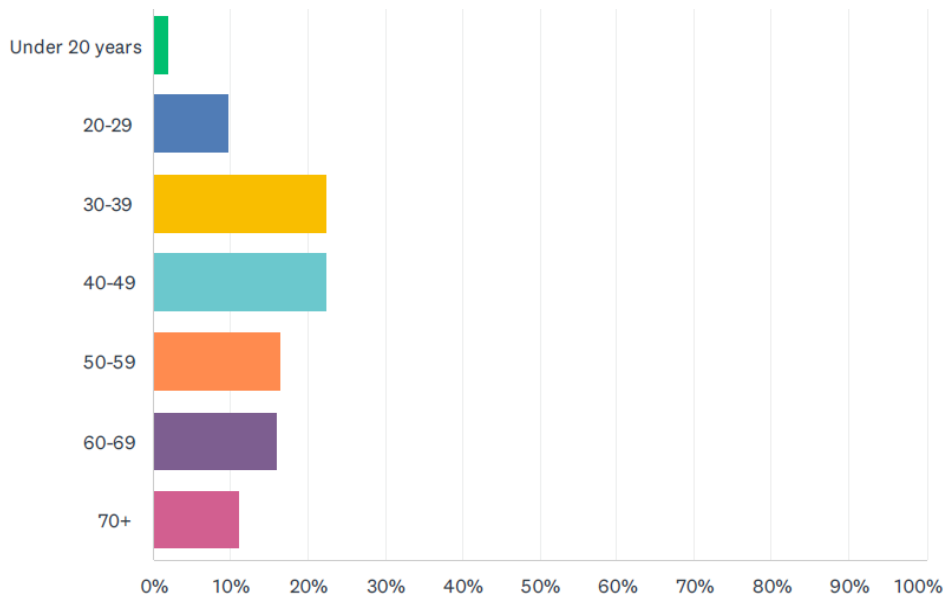


Figure 4 Age distribution of respondents

28. The regional survey collected ethnicity and gender data but the data was heavily skewed with 90.7 percent of respondents identifying as European and 67.9 percent of respondents identifying as female. Only 13 percent identified as Māori, and only 5.2 percent as either Pacific peoples or Asian. Respondents were able to select more than one ethnic group which is why the total is over 100 percent.

Committed to recycling

- 29. Respondents were asked 'how committed are you to recycling?' using a five point scale ranging from not committed to extremely committed.
- 30. 40.1% of respondents rated themselves as very committed to recycling. Respondents aged 70 years of age and over rated higher levels of commitment to recycling than those aged under 30 years of age and those aged 30-49 years. This result is consistent with the WasteMINZ research that people over the age of 50 are often more committed to recycling properly.
- 31. There were no statistically significant difference regarding commitment to recycling by gender or where people lived. The WasteMINZ report found that women were more committed to recycling properly than men, however, the regional survey had a smaller percentage of male respondents which is likely affecting this result.

Committed to doing more than recycling to reduce waste

- 32. Respondents were asked 'how committed are you to doing more than recycling to reduce waste'

33. The survey explained that doing 'more than recycling' means rethinking what you buy, reducing what you buy new, reusing, repairing, or repurposing items. 79.3% were either committed, very, or extremely committed compared with 20.7% who were either not or slightly committed. Females rated higher levels of commitment to doing more than recycling to reduce waste than male respondents. This result is consistent with the WasteMINZ research that women show more commitment to recycling.
34. There are no other statistically significant differences regarding doing more than recycling to reduce waste, in the sample by where respondents lived, age or household size.

Additional comments

35. Of the 165 respondents who provided additional comments to this question, 26 respondents felt they struggled to do more than recycling due to the cost of eco-friendly products, cost of having a big family and being time poor. Another 30 respondents felt the problem lay with manufacturing and there needed to be mandatory regulations to reduce packaging and make products that are able to be repaired.
36. Shifting the responsibility of reducing waste to manufacturers was a common response from the lower three groups (Fluctuators, Followers, Deniers) in the WasteMINZ research, particularly by the Deniers group.

Barriers to reducing waste

37. Respondents were asked what stops them for doing things to reduce waste. The most mentioned barriers to reducing waste were:
 - a) Being unsure of services available
 - b) Higher cost to buy products that are low waste or 'green'
 - c) Having family or flatmates who did not separate waste correctly
 - d) Not having enough time to recycle
 - e) Finding space to store recycling
 38. Not having enough time to recycle was more likely to be a barrier for respondents who were under 30 years of age (16.0%) or aged 30 to 49 years of age (18.9%). In comparison, only 8.2% of those respondents aged 50-69 years of age and 1.8% of those respondents aged 70 years and over identified as not having enough time to recycle as a barrier to reduce waste. This finding is consistent with the WasteMINZ research that found people over the age of 50 are more likely to take the time to recycle correctly.
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Motivators to reduce waste

39. Respondents were asked what would motivate them to reduce waste. The majority (62.8%) of respondents stated their key motivator would be if 'reducing waste would save me money'. This motivator was strongest in respondents aged under 30 years of age at 83.6%.
40. Nearly half (42.8%) stated 'learning what is currently available and possible for reducing waste' would motivate them to reduce waste. About a quarter of respondents stated they would like advice on where to buy compostable, recyclable, and eco-friendly products (28.4%) or advice on the bin systems and signage to make waste separation within my home easier (24.1%). Getting advice on bins systems and signage was strongest in large households (5 of more people) at 29.0% and lowest in one-person households at 19.4%.

How Research And Survey Data Will Inform Future Work

41. Research has shown that there are similarities in demographic specific attitudes, motivations, and preferences surround recycling and waste minimisation. The information gathered in these surveys will inform communication planning for the roll out of future campaigns.
42. The district councils are due to repeat the Behaviour Change Regional Monitoring Survey in late 2024. The updated data will help the councils' to continue to tailor their work to the community's needs.

CLIMATE CHANGE IMPACT AND CONSIDERATIONS / HURINGA ĀHUARANGI

43. Waste emissions are one of the key emission reduction sources identified nationally. The region's work to reduce waste and focus on circular economy will result in reducing emissions from waste. All Waste Management and Minimisation Plans in the region include emission reduction targets.

REFORM IMPLICATIONS

44. The Future for Local Government Review highlighted the shared service opportunities across local government. Waste and resource recovery activities within Taranaki already have a high degree of sharing resources, approaches, services and infrastructure.

NEXT STEPS / HĪKOI I MURI MAI

45. The Waste Management and Minimisation Plan determines all waste minimisation activities from 2023- 2029. All activities are planned with consideration to behaviour change best practice and relevant research about waste minimisation communication and engagement approaches.
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FINANCIAL AND RESOURCING IMPLICATIONS / NGĀ HĪRANGA Ā-PŪTEA, Ā-RAUEMI

46. There are no financial or resourcing implications arising from this report. All waste minimisation activities are funding through the national waste levy funding or through council long term plan process.

IMPLICATIONS ASSESSMENT / HĪRANGA AROMATAWAI

47. This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:
- Council staff have delegated authority for any decisions made;
 - Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
 - Council staff have considered how the matter will promote the social, economic, environmental, and cultural well-being of communities in the present and the future.
 - Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
 - Any decisions made are consistent with the Council's plans and policies; and
 - No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

Report Details

Prepared By:	Graceyn Cotter (Regional Waste Minimisation Officer)
Team:	Sustainability and Behaviour Change
Approved By:	Amy Brasch
Ward/Community:	Region Wide
Date:	6 March 2024
File Reference:	ECM9203448

-----*End of Report*-----



Date: 14 March 2024

Subject: **Regional Waste Minimisation Officers Activity Report - March 2024**

Author: G Cotter, Regional Waste Minimisation Officer - NPDC

Approved by: AJ Matthews, Director - Environment Quality

Document: 3249418

Purpose

1. The purpose of this memorandum is to provide an update to the Committee on significant activities undertaken by the Regional Waste Minimisation Officer (RWMO), in collaboration with the district council officers of NPDC, STDC and SDC.

Recommendations

That the Taranaki Solid Waste Management Committee:

- a. receives the memorandum *Regional Waste Minimisation Officer's Activity Report March 2024*
- b. notes the activities of the Regional Waste Minimisation Officer and district councils.

Discussion

2. Attached is the regional waste minimisation officers activity report March 2024.

Financial considerations—LTP/Annual Plan

3. This memorandum and the associated recommendations are consistent with the Council's adopted Long-Term Plan and estimates. Any financial information included in this memorandum has been prepared in accordance with generally accepted accounting practice.

Policy considerations

4. This memorandum and the associated recommendations are consistent with the policy documents and positions adopted by this Council under various legislative frameworks including, but not restricted to, the Local Government Act 2002, the Resource Management Act 1991 and the Local Government Official Information and Meetings Act 1987.

Iwi considerations

5. This memorandum and the associated recommendations are consistent with the Council's policy for the development of Māori capacity to contribute to decision-making processes (schedule 10 of the Local Government Act 2002) as outlined in the adopted Long-Term Plan and/or Annual Plan.

Community considerations

6. This memorandum and the associated recommendations have considered the views of the community, interested and affected parties and those views have been recognised in the preparation of this memorandum.

Legal considerations

7. This memorandum and the associated recommendations comply with the appropriate statutory requirements imposed upon the Council.

Appendices/Attachments

Document 3253712: [Regional Waste Minimisation Officers Activity Report March 2024](#)

REGIONAL WASTE MINIMISATION OFFICER'S ACTIVITY REPORT (DECEMBER 2023-MARCH 2024)

PURPOSE/ TE WHĀINGA

1. The purpose of this memorandum is to report on waste minimisation activities undertaken by the Council officers of New Plymouth District Council (NPDC), South Taranaki District Council (STDC) and Stratford District Council (SDC).
2. This report provides information on activities in the wider community and matters of potential interest to the Committee from December 2023 – March 2024.

RECOMMENDATION / NGĀ WHAIKUPU

That the Taranaki Solid Waste Management Committee:

Receives the memorandum and notes the activities reported by the Regional Waste Minimisation Officer and district councils.

SIGNIFICANCE AND ENGAGEMENT / TOHUTOHU KAI WHAKAHAERE

3. This report is provided for information purposes only, and has been assessed as being of some importance.

BACKGROUND / WHAKAPAPA

4. An activity report is a standard item presented to the Committee and provides information of recent and upcoming activities that may be of potential interest to the Committee.

*Waste-ed with Kate *STDC* *NPDC**

5. STDC and NPDC are hosting Kate Fenwick to present her popular Waste-ed workshops in March. The workshops aim to educate the public about reducing waste, what happens to rubbish once it leaves the kerbside in rubbish collection and how to manage waste more efficiently.

Kate Fenwick delivering a Waste-ed workshop (photo sourced from Waste-ed Kate website)



*Kaitiakitanga Back to School Day *NPDC**

6. The Kaitiakitanga Back to School Day was held at Brooklands Zoo during the school holidays and brought together different organisations to deliver free sustainability focused workshops. The objective of the event was to bring together multiple community organisations to collaborate and share sustainability messages with the community. The workshops were targeted at school aged children and adults. The organisations involved were:
- a) Garden to Table- Workshop on food preparation based on what was being sowed in the partnering workshop. Participants learnt to make basil pesto.
 - b) Sustainable Taranaki and Seed Savers- Participants learnt how to make upcycled seed sowing pots and planted basil.
 - c) Towards a Predator Free Taranaki- The facilitator from TRC ran a Pest Detective Game, teaching participants how to identify and control pests and predators around their homes, parks, and workplaces.
 - d) New Plymouth Bike Kitchen- The chairperson from the Bike Kitchen was teaching people how to perform bike maintenance
 - e) NPDC Sustainability Officers- Officers delivered water games and sustainability quizzes.
7. A total of 1,034 people attended the event, and all the workshop sessions were fully booked. The community provided verbal feedback to the officers that they were thrilled by the free event and the sustainability focus. Some visitors asked to sign up for Junction Tours and enquired if the Sustainability Officers were available to come and talk at various workplaces.

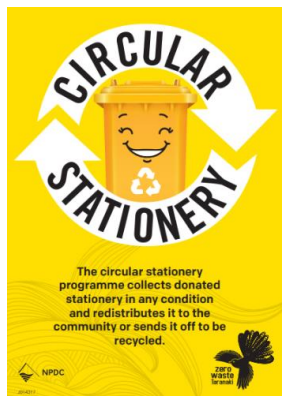




*Circular Stationery and On The House distribution night *NPDC**

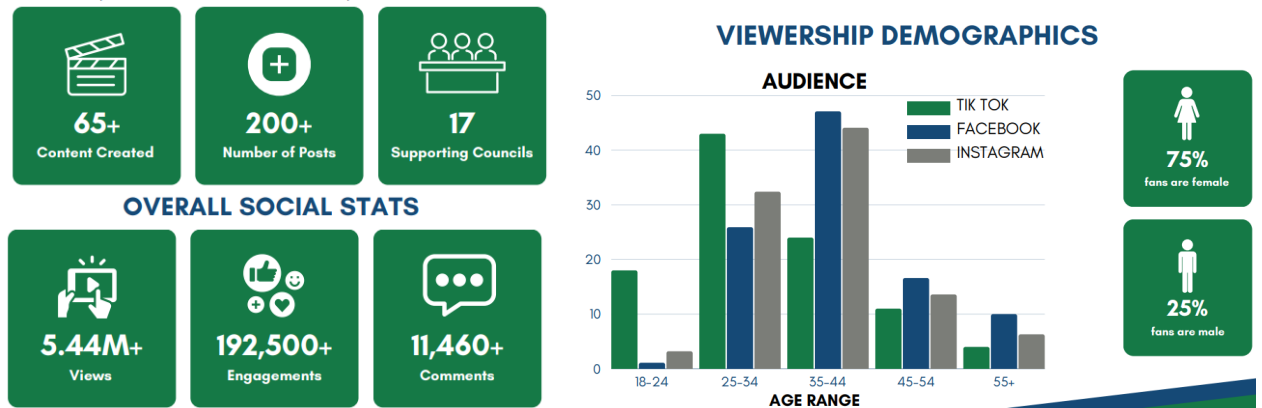
8. The Circular Stationery programme is an NPDC initiative that collected new and used stationery and sorted it to be either recycled or redistributed to the community. The pilot included seven collection bins around the New Plymouth District. Bins were located at:
9.
 - a) NPDC civic centre reception
 - b) TGM Design
 - c) The Junction Zero Waste Hub
 - d) Brooklands EnviroHub
 - e) Highlands Intermediate
 - f) Oakura Primary
 - g) Bell Block library
10. School locations were provided drop off bins for one week, while the public drop-off locations are still operating. The school collections were timed to align with the end of school term.
11. Over the initial four weeks of collections, the programme collected 146.89kgs of stationery with minimal promotion. A total of 70.27kgs or 1,845 items of useable stationery was redistributed.
12. The programme organiser partnered with On The House, a food rescue organisation, and arranged to distribute the stationery during two of their free-shop nights.

13. On the House did a Facebook post about the stationery night and the post received 369 interactions, 91 comments, 65 shares and reached over 11,000 people. The feedback was overwhelmingly positive. The Junction Zero Waste Hub also put out Facebook posts about the programme, and feedback that it was their highest engaged with post they had ever had, reaching over 4000 people.
14. Stationery supplies were handed out to 127 families over the two weeks. The community was incredibly grateful and expressed feedback to the volunteers on the night that the programme should continue. Since the pilot, many organisations and schools have reached out to become a collection point. On the House has agreed to continue supporting the programme and NPDC will be continuing to collect through-out the year and redistribute early next year.



*Kate Fenwick TikTok Campaign results *NPDC* *STDC**

15. In 2023, 'Waste-Ed with Kate' produced a collective of unique social media pieces with the support of NPDC and STDC, as well as 15 other councils around New Zealand. The aim was to develop a series of videos to address the common issues councils are facing with their kerbside recycling and to address the issues in a relatable way.
 16. The campaign was targeted at young audiences aged 18-34, being one of the most difficult age range of audiences to reach with educational messaging. The viewership demographics show that younger audiences are more engaged on TikTok than any other social media platform. Reaching male viewers is still a challenge, with Kate only managing to reach a 25% male viewership.
 17. Kate will be continuing the campaign and has already begun filming the next phase.
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*Organics hospitality trial *NPDC**

18. NPDC is working with Sustainable Taranaki to support businesses to divert organic material and compost food waste on-site. There are three hospitality businesses and two corporate businesses signed up for the trial. The participating businesses are:

- a) Café 487
- b) Butlers Reef
- c) Columbus Café
- d) Mitre 10 Mega New Plymouth
- e) Final participant TBC

19. A waste audit was completed at Café 487 as a pilot and data from that audit will be compared to future audits to measure diversion and the success of the project.

*Kerbside Standardisation *NPDC* *SDC* *STDC**

20. Council provided kerbside recycling collection services across Aotearoa New Zealand changed to a standardised system as of 1 February 2023. This nationwide initiative was led by Ministry for the Environment. Given the Taranaki Council’s existing recycling service, the change for our community was minor and only entailed aerosol cans no longer be accepted in the yellow-lidded recycling bin. New Plymouth residents receiving the kerbside collection service also had small changes to items accepted in the food scraps bin, with paper towel and tea bags no longer being accepted. The contractors bin auditor and drivers have been advised of the changes and are sticking bins as they find contamination to help educate the public.

21. The changes only apply to council provided services, not to private recycling collections for commercial business. However, council staff are advocating for waste service providers to align with the standardisation for consistency and simplicity for the public.
22. To communicate these changes to residents, the three district councils ran a collaborative campaign focused on what is accepted in the recycling bin (rather than what is not accepted). The collateral was shared with the community via a variety of communication channels, including: newspaper covers, billboards, social media, brightsigns, internal notices in the office, staff screensaver, and community libraries.
23. Contamination in recycling bins will be monitored to identify effectiveness of the nationwide



Mid-week front cover and newspaper article

*Product Stewardship Scheme for Tyres *NPDC* *STDC* *SDC**

24. In 2020, the Government announced six products to be declared “priority products” for the establishment of regulated product stewardship schemes under the Waste Minimisation Act 2008. Tyres are one of the priority products and from 1 March 2024, a tyre stewardship fee will be charged on all new tyres sold, loose or on a vehicle. The fee has been set at \$6.65 (excl. GST) for a standard passenger tyre but will vary depending on the type of tyre.

25. From 1 September 2024, there will no longer be any disposal fees on end-of-life tyres and up to five tyres can be dropped off for free at public collection locations or at accepting garages. The New Plymouth, Okato, Waitara, Inglewood, and Hāwera transfer stations will be registered collection locations.
26. Treadlite is a NZ-based tyre recycling company that turns tyres at end-of-life into other products. They have established a tyre collection and processing operation for businesses within Taranaki. Their facility is located at The Sorting Depot in New Plymouth and have already started collecting tyres locally in anticipation of the product stewardship scheme coming into effect.

*Waste Levy Fund *SDC**

27. Stratford District Council's Waste Levy Fund for waste minimisation initiatives received eight eligible applications during the funding round in November 2023. Five of the eight submissions were approved at the Waste Levy Advisory Group in early February 2024. A total of \$18,000 was awarded to the community and the Advisory Group approved the continuation of the Fund for an additional two years.



*Changes to regional waste services contractor *NPDC* *SDC* *STDC**

28. As of 1 October 2024, Waste Management New Zealand will be the new contractor for kerbside collections and transfer station operations within Taranaki. Collection days for New Plymouth and Stratford residents will remain the same. A review of the state of kerbside bins and other waste infrastructure relating to these operations is currently underway.
 29. Following public consultation of the Waste Management and Minimisation Plan and a decision by Council, South Taranaki District Council will be introducing significant changes to their kerbside collections. The changes include the introduction of a weekly food scraps collection and switching from weekly to fortnightly collection for landfill and recycling. The 120-litre landfill bin will be replaced with a 140-litre bin and the 140-litre recycling bin will be replaced by a 240-litre bin. These collection frequencies and bin sizes is similar to the bin sizes offered in New Plymouth so creates more regional consistency. Some residents will also have a change of collection day. STDC will be rolling out a communication plan to support these changes and ensure a smooth transition.
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Material Recovery Facility contamination data for July 2023 - January 2024

30. The percentage of non-recyclable items collected as part of the Council recycling services decreased between August to December 2023, but has increased to 20.31% for January 2024 (Figure 1). The most recent truck audits were completed in December for NPDC and SDC and showed that 19% of the NPDC load was contaminated, while the SDC truck only had 2.45% contamination.

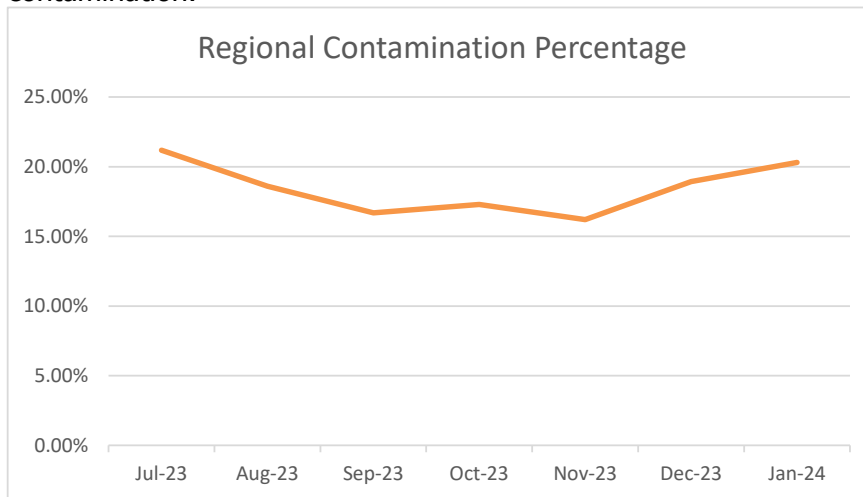


Figure 1 Regional contamination percentage July 2023 - January 2024

CLIMATE CHANGE IMPACT AND CONSIDERATIONS / HURINGA ĀHUARANGI

31. Waste emissions are one of the key emission reduction sources identified nationally. The region’s work to reduce waste and focus on circular economy will result in reducing emissions from waste. All Waste Management and Minimisation Plans in the region include emission reduction targets.

REFORM IMPLICATIONS

32. The Future for Local Government Review highlighted the shared service opportunities across local government. Waste and resource recovery activities within Taranaki already have a high degree of sharing resources, approaches, services and infrastructure.

NEXT STEPS / HĪKOI I MURI MAI

33. The Waste Management and Minimisation Plan determines all waste minimisation activities from 2023- 2029. The report will continue to provide updates to the committee on progress towards the actions in the plan.

FINANCIAL AND RESOURCING IMPLICATIONS / NGĀ HĪRAUNGA Ā-PŪTEA, Ā-RAUEMI

34. There are no financial or resourcing implications arising from this report. All waste minimisation activities are funding through the national waste levy funding or through council long term plan process.

IMPLICATIONS ASSESSMENT / HĪRANGA AROMATAWAI

35. This report confirms that the matter concerned has no particular implications and has been dealt with in accordance with the Local Government Act 2002. Specifically:

- Council staff have delegated authority for any decisions made;
- Council staff have identified and assessed all reasonably practicable options for addressing the matter and considered the views and preferences of any interested or affected persons (including Māori), in proportion to the significance of the matter;
- Council staff have considered how the matter will promote the social, economic, environmental, and cultural well-being of communities in the present and the future.
- Unless stated above, any decisions made can be addressed through current funding under the Long-Term Plan and Annual Plan;
- Any decisions made are consistent with the Council's plans and policies; and
- No decisions have been made that would alter significantly the intended level of service provision for any significant activity undertaken by or on behalf of the Council, or would transfer the ownership or control of a strategic asset to or from the Council.

Report Details

Prepared By: Graceyn Cotter
Team: Sustainability and Behaviour Change
Approved By: Amy Brasch
Ward/Community:
Date: 06/03/2024
File Reference: ECM9203491

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AGENDA AUTHORISATION

Agenda for the Taranaki Solid Waste Management Committee meeting held on Thursday 14 March 2024.

Confirmed:



6 Mar, 2024 4:09:25 PM GMT+13

A J Matthews

Director - Environment Quality

Approved:



8 Mar, 2024 10:50:33 AM GMT+13

S J Ruru

Chief Executive