

## Executive summary

This report reviews the Taranaki Regional Council's performance and achievements relating to its Public Information functions for the 2007/2008 year.

The Public Information programme involves advising, informing, educating and generally engaging with the community on Council business, to provide non-regulatory implementation of Council policies. The range of communications activities has continued to grow, particularly in areas such as transport and the Council's riparian programme. The increased usage of the Council's websites demonstrates their value for engaging with the community.

The environmental education programme focuses on the school sector to promote sustainable use of the region's natural resources. The programme is an important part of the Council's operational focus and its success is reflected by the number of requests for the Education Officer to present class visits or field trips.

The main Public Information activities for 2007/2008 year (2006/2007 in brackets) were:

- € Five issues of *Recount* were produced and distributed to over 1,000 key stakeholders, organisations and the media.
- € A riparian planting day, which was part the communications plan to promote an increase in riparian fencing and planting, attracted national television and print media coverage.
- € Thirty-eight (58) requests for information were received and provided on a range of environmental topics and Council activities.
- € The Council's partnership with Puke Ariki included the launch of the *Whenua* exhibition and publication (2006/2007 Annual Project) and the launch of the *60 Springs* environmental education programme (2007/2008 Annual Project).
- € The monthly average of visits to the Council's website was 29,963 (26,645) and 70,029 (59,690) for the Taranaki Regional Xplorer site.
- € The Taranaki Regional Council presented seventeen environmental awards to recognise environmental projects in categories of industry, agriculture and individual/school/ community groups.
- € The Council's Education Officer worked with 210 (198) classes involving 5,585 (5,553) students this year and a further 669 (1069) visitors to the Council's display areas.
- € During the year, 35 (37) units of work and 447 (732) additional resources were sent out to teachers covering topics such as the weather, rivers, coast, waste minimisation and recycling, sustainable land management, civil defence emergency management and trees.
- € The Council produced four issues of the S.I.T.E newsletter to schools and distributed over 750 copies of each issue.
- € Five teacher workshops were facilitated by the Council including *Visit the Rock Pools*, *Waste Minimisation and Recycling*, two sessions on *SHMAK (Stream Health Measurement and Assessment Kit)* and *Adopting a Stream*.



# Table of contents

<b>1.</b>	<b>Introduction</b>	<b>1</b>
1.1	Purpose	1
1.2	Background	1
1.2.1	Objective	1
1.2.2	Programme	1
<b>2.</b>	<b>Report on progress</b>	<b>2</b>
2.1	Information for the regional community	2
2.1.1	Recount newsletter and the media	2
2.1.2	General information on Council activities	3
2.1.3	Council websites and intranet	3
2.2	Puke Ariki partnership	5
2.3	Environmental awards programme	5
2.4	Targeted communications programmes	5
2.4.1	Promotion of riparian management	6
2.4.2	Communications activities for external organisations and groups	6
2.5	Information, awareness and education activities delivered across the Council	7
2.6	Environmental education in schools	8
2.6.1	S.I.T.E. newsletter to schools	8
2.6.2	Teacher development and environmental education resources	9
2.6.3	Direct support for teachers providing environmental learning experiences	10
2.6.4	Other projects	11
<b>3.</b>	<b>Conclusion</b>	<b>12</b>
3.1.1	Programmes and performance measures	12
<b>Appendix I</b>		
<b>2007/2008 Environmental Awards</b>		<b>14</b>



# 1. Introduction

## 1.1 Purpose

This report reviews the Taranaki Regional Council's performance and achievements on its Public Information functions for the 2007/2008 year.

## 1.2 Background

The Council's Public Information programme involves a range of communications activities to advise, inform, educate and generally engage with the community on Council business.

It provides a non-regulatory method of implementing a range of policies in the Council's resource management, biosecurity and other planning documents. The programme contributes towards sustainable resource management by raising public awareness and commitment to environmental management and developing appropriate knowledge, skills and attitudes in the resource users of the future.

The external activities of the Public Information programme are directed at three major groups:

### **The regional community**

The promotion of the role, policies and activities of the Council is directed at the wider public audience through newsletters, the media, websites, displays, information sheets and a partnership with Puke Ariki.

### **Resource users and special interest groups**

Programmes on specific activities are aimed at target groups, generally within industry or agriculture, to encourage sustainable environmental practices.

### **The formal education sector**

The Council's environmental education programme is directed at primary school children, as the resource users and decision-makers of the future. Some resources and support are provided to assist secondary school teachers with environmental education.

The Public Information Section also provides graphics, information and publication support to all sections of the Council. Work on a draft communications strategy and communications plan continued during the 2007/2008 year.

The Taranaki Regional Council's 2007/2008 *Annual Plan* outlined the Council's Public Information programme as follows:

### 1.2.1 Objective

The overall objective for public information activities, as contained in the Council's 2007/2008 *Annual Plan*, is to:

*"Promote community awareness and understanding of the Council's functions and activities, and make quality and timely information publicly available."*

### 1.2.2 Programme

In response to the above objective, the following performance measures for 2007/2008 were adopted by the Council in its 2007/2008 *Annual Plan*:

- € Publish and distribute regular editions of the *Recount* newsletter to over 1,000 stakeholders, maintain the Council's website and implement the Council's environmental awards programme.
- € Provide an ongoing resource management programme for school children and the wider community, including presenting at least 150 class visits or field trips, and hosting approximately 1,000 visitors to the Council.
- € Maintain an ongoing partnership with the Puke Ariki regional museum and library including the use of display and presentation material.

## 2. Report on progress

### 2.1 Information for the regional community

Information on Council activities is provided to the regional community in a variety of ways, including the regular publication and distribution of *Recount* newsletter, media releases, information sheets and publications, the Taranaki Regional Council's website and the Taranaki Regional Xplorer website.

#### 2.1.1 *Recount* newsletter and the media

The *Recount* newsletter is used to inform and consult with the regional community and is distributed to over 1,000 key stakeholders, organisations and the media. Five issues of *Recount* were produced during the 2007/2008 year, including an audited summary of the 2006/2007 *Annual Report*.

A total of 113 media releases were issued during the year. The highest monthly total was 20 during July 2007 – most relating to the tornado events of that month.

The Taranaki Emergency Management Office was activated on 5 July 2007 after a series of tornadoes caused widespread damage in the region. Two Public Information staff, along with staff from district councils, the Ministry of Social Development and a volunteer established the Public Information Management (PIM) team. The PIM team provided support for the Controller during the event, liaised with the media and ensured that relevant information was available to the public.

During the two weeks of the event and recovery 17 media releases were issued, interviews were arranged with local and national print, radio and television media, two media conferences were held and a community newsletter was distributed to affected residents in Oakura. The September issue of *Recount* included a seven-page feature on the tornado emergency.

Public Information staff were also involved with media and community liaison during the eight-month clean-up and monitoring following the Okato oil spill in October 2007.



National and local gardening media have also been targeted with a series of stories on the major refurbishment projects at the Council's two heritage gardens, Tupare and Hollard Gardens.

There were 277 (203) articles relating to Council business in the region's newspapers during the 2007/2008 year – 187 in the Taranaki Daily News and 90 in the region's community newspapers. Of these 232 (83.8%) provided positive coverage, 40 (14.4%) were neutral and 5 (1.8%) were negative.

## 2.1.2 General information on Council activities

A summary of the 2006/2007 Annual Report (as a *Recount* newsletter) was distributed with the region's four community newspapers (49,000) in October 2007. In March 2008, a brochure summarising the 2008/2009 Annual Plan was distributed with community newspapers (49,000).

During the year the Public Information section was involved in communications activities to implement the *Civil Defence Emergency Management Public Information Plan for Taranaki for 2005 - 2010*, along with Emergency Management staff. Activities included an advertising feature and poster displays at The Warehouse and supermarkets during Disaster Awareness Week in October 2007, maintenance of civil defence information on the council website and support for delivery of the "What's the Plan Stan?" teaching resource.

The Senior information Officer also liaised with the Ministry of Civil Defence and Emergency on public education activities and represented the Taranaki CDEM Group on the Ministry's National Public Education Reference Group.

In the 2007/2008 year, 38 requests for information were received from the teachers and school or tertiary students. Information was provided on a range of environmental topics and Council activities. Most requests were for further information about topics covered by the Council's Environmental Education Programme.

Further information was provided from the series of information sheets on Council activities, while more specific requests involved supplying material such as annual monitoring reports or more detailed information provided by other Council staff. The public and students now use the Council's website as the main source of information.

## 2.1.3 Council websites and intranet

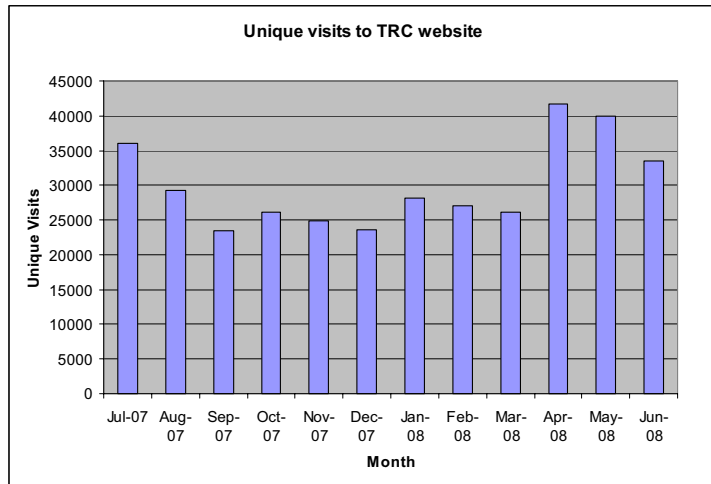
The main Council website, [www.trc.govt.nz](http://www.trc.govt.nz), experienced considerable growth in traffic during 2007/2008. The monthly average of 29,963 (26,645) unique visits was up around 12% on the previous year.



Posters were displayed around the region during Disaster Awareness Week.

The peak months were April 2008 (a record 41,661 unique visits) and May 2008 (39,942), with main interest in the website's live weather data as drought conditions were eased by two major rainfall events.

July 2007 was another busy month (36,057), with main interest in information about the tornado events of 4 and 5 July.



Visits to the Council website increased around 12% on the previous year.

The website is continually monitored and altered with the aim of increasing its usefulness to the public as well as to the Council. Significant developments during the year included:

- € The regular posting of agendas and minutes for meetings of the Council and its committees. Organisations such as media outlets seeking inclusion on the mailing list for agendas are now offered the alternative of email alerts when new agendas are posted on the website. A number have accepted.
- € The development of a web page devoted to Future Taranaki, charting progress towards achieving the set of Community Outcomes shared by the region's four local authorities.
- € The development of a page promoting a new free civil defence text alert service to mobile phones.
- € The development of a Public Notices page.
- € The development of temporary pages devoted to the processes of the Local Body Elections in October 2007. Results were posted by late afternoon on Election Day.
- € The development of a sub-site devoted to information about bus services in the region. This sub-site remains within the main website's architecture but can be accessed by using the web address [www.taranakibus.info](http://www.taranakibus.info).

The internet's importance as a communications medium for the Council was highlighted in April 2008 when public opinion was sought on the best times for planned new commuter bus services in New Plymouth. The survey was run on-line, with an electronic survey form on the Council's website, while paper questionnaires were also distributed via New Plymouth District Libraries. The on-line survey drew 87 usable responses, more than double the number of paper questionnaires returned.



[www.taranakibus.info](http://www.taranakibus.info)

The Council's intranet was also continually monitored and altered with the aim of increasing its usefulness to staff.

The intranet home page now has a number of additional links offering information on, for example, the locations of Council fuel suppliers and information on finding postcodes.

Intranet content has been expanded to include information on the Council's biodiversity responsibilities and operations, and advice on sustainability in the office.

The Council also maintains Taranaki Regional Xplorer in partnership with Stratford and South Taranaki district councils. It is a free public enquiry website with a broad range of geographic and local government information about the Taranaki region. Visits to the site averaged 70,029 (59,690) per month for the 2007/2008 year, peaking at 111,572 (69,964) in June 2008. There was a significant increase in the use of Regional Xplorer with the availability of new aerial photography in March 2008. The monthly average increased to 100,100 visits for the last four months of the year. The consistent use of the site to create map images is proving the usefulness of the resource.

## 2.2 Puke Ariki partnership

The *Whenua* exhibition and publication were sponsored as part of the 2006/2007 Annual Project and were launched on 28 February 2008.

The 2007/2008 Annual Project is the *60 Springs* environmental education programme which targets intermediate and secondary students in the region. A pilot programme with Devon Intermediate was launched in May 2008.



*Devon Intermediate students at the launch of the Puke Ariki 60 Springs environmental education programme.*

## 2.3 Environmental awards programme

The Council's 2007/2008 environmental awards programme recognised environmental projects in the categories of business/local authority (5), agriculture (5) and individual/school/community (7) groups. The public recognition of activities and projects that benefit the environment helps to increase awareness of environmental issues. The programme also helps promote positive attitudes and actions towards the environment, within the wider community.

In May 2008, seventeen environmental awards were presented. The award winners are listed in Appendix I.



*The Pukekura Park kiosk received an environmental award for energy efficiency and waste minimisation.*

The Council also provided a Sustainable Farming award in the 2008 Dairy Industry Awards.

## 2.4 Targeted communications programmes

The Council carries out a number of public information activities to support or promote Council programmes that are aimed at specific activities or sections of the community.

#### 2.4.1 Promotion of riparian management

A communications plan was developed during the 2007/2008 year to encourage farmers to increase implementation of riparian plans. The communications activities were aimed at the group of plan holders that are “willing to do the right thing” and can be more readily motivated to act to increase the level of fencing and planting.

The riparian communications plan aims to ensure the support and involvement of Fonterra Co-operative Group Ltd, Fonterra Shareholders Council members and Federated Farmers as key stakeholders in the riparian programme.

The main method for promoting riparian fencing and planting is through Council and Fonterra staff meeting directly with farmers to discuss the riparian programme. The plan also outlines a number of other communications activities for promoting riparian planting.

Media coverage of riparian management increased during the 2007/2008 year. This was facilitated by a series of media releases on a range of topics such as the benefits for farm management, riparian plant supply and the availability of contractors.

A planting day held in June attracted extensive national and local media coverage. Blue Read, Chairman Fonterra Shareholders Council and representatives of Fonterra, the Council and Federated Farmers highlighted the progress the riparian programme has made in the region and issued a challenge to farmers to increase implementation. Items appeared on TV1 and TV3 national news, the NZ Herald, rural magazines and local newspapers.



Chairman David MacLeod, with Blue Read, Chairman and Shona Glentworth, of the Fonterra Shareholders Council.

Fonterra again provided sponsorship of major prizes as incentives for plan holders to increase plant orders. The two major prizes of \$3,500 worth of riparian plants, preparation and maintenance, and a widescreen television and home theatre system were presented in June 2008. One hundred RD1 vouchers were provided as incentives for farmers that got their plant orders in early.

Council staff have also met with Fonterra Area Managers and provided information for them to promote riparian planting when they visit farmers.

#### 2.4.2 Communications activities for external organisations and groups

The *Didymo Communications Plan* for the 2007-2008 summer period was implemented by the Taranaki Regional Council on behalf of the Taranaki Regional Didymo Group. The programme was funded by MAF Biosecurity New Zealand (BNZ) and the Department of Conservation (DOC). A communications programme was developed to increase public knowledge of didymo, especially amongst freshwater users, and to encourage responsible freshwater hygiene practices.

The primary audiences for the ‘Check, Clean, Dry’ campaign were anglers, trampers, kayakers and whitebaiters. The recommended approach with these groups was face to face contact and onsite visits to clubs and meetings to discuss didymo, distribution of

communications material provided by BNZ and the demonstration of cleaning techniques at key events and locations.

During the year Public Information also assisted with communications strategies for some community groups that the Council is working closely with in areas such as biodiversity. This included working with the Rotokare Trust and the Eastern Taranaki Environment Trust.

## 2.5 Information, awareness and education activities delivered across the Council

The Public Information section provides communications advice, graphics and design support for a wide range of communications and education activities that are delivered by staff in other sections, across all Council activities.



*The didymo campaign took the "Check, Clean, Dry" message to the main freshwater users such as anglers.*

The range of methods used to communicate with the regional community or targeted audiences includes:

- € Information sheets
- € Newsletters
- € Booklets or guides
- € Posters and leaflets
- € Educational resources
- € Presentations
- € Websites
- € Workshops, field days, meetings
- € Sponsorship
- € Advertising
- € Media releases
- € Face-to-face contact
- € Video production
- € Television interviews.

The completion of the two-year trial of bus services and the changeover to a new operator at the end of the 2007/2008 year involved the Public Information section in a range of communications activities including media management, online surveys, brand design, vehicle signage, production of tickets and timetables, website development and radio and print advertising.



*The City Link brand was developed for the launch of the new bus service in July 2008.*

During the year Public Information staff provided support to other Council staff to run a number of field days, workshops and meetings across a range of Council activities. Events included a field trip to Caskey's property at Douglas to celebrate World Wetlands Day, the launch of the Herekawe Pathway, a series of seminars on carbon farming, a day of seminars on Taranaki volcano and a public awareness campaign on Argentine ants.

Sponsorship was also provided for a small number of community, educational or agricultural events that promoted actions that benefit the Taranaki environment. These included Seaweek 2008, the Science and Technology Fair for schools, the Youth Environment Forum and the Young Enterprise Scheme.



*Pest Management staff helped the public identify Argentine ants.*

## 2.6 Environmental education in schools

The Council's environmental education programme focuses on the school sector to promote sustainable use of the region's natural resources. The main objective of the programme is for primary school children to develop understanding, skills and attitudes that will then shape the behaviour of future resource users and communities.

There are many opportunities for environmental education to be taught in schools. The Council aims to foster the teaching of environmental education by identifying links to the curriculum and working with teachers who are committed to implementing programmes.

The Education Officer provides resources, training and support for teachers to implement environmental education programmes with their classes. The programme focuses on providing practical action-based learning experiences for students. The Council's website is also extensively used as a source of information and resources by both students and teachers.

### 2.6.1 S.I.T.E. newsletter to schools

The S.I.T.E. (Schools In The Environment) newsletter is sent to all schools in the region at the beginning of each term. Its main purpose is to promote environmental education within our region. Six hundred and fifty copies are issued each term to schools in the region, with each school's allocation matched to its roll. An additional 110 copies are sent to other interested parties in the region and beyond, to promote environmental education.

Each issue covers an environmental theme and over the past year environmental management, pest



*S.I.T.E. newsletter*

animals, pest plants and the coast have been the main themes.

Regular features included in S.I.T.E. are:

- € practical information on Council functions and environmental education, with links to the school curriculum
- € information on resources and services available from the Council
- € features on environmental initiatives in schools
- € a children's activity page for use in the classroom.

Feedback indicates that the newsletter is well received and is a very useful way to communicate with teachers and schools.

## 2.6.2 Teacher development and environmental education resources

For environmental education to be further integrated into teaching programmes throughout the region, the Council must encourage and support individual teachers to deliver suitable programmes themselves. The Council facilitates professional development seminars to help teachers develop their skills and knowledge and has a range of resources available to teachers.

### Professional Development seminars

The Education Officer facilitated five teacher training workshops during the 2006/2007 year. They were:

#### 1. Waste Minimisation and Recycling – 26 July 2007

Six schools were represented at this workshop which outlined how the Education Officer can assist teachers and schools to develop a waste minimisation and recycling programme. Feedback from the teachers indicated that highlights were guided tours of the Colson Rd Landfill, the Transfer Station and the Recycling Centre.



*Teachers visited the New Plymouth Recycling Centre during a professional development session.*

#### 2. SHMAK (Stream Health Measurement Assessment Kit) – 1 November 2007

Three schools were represented at this "hands-on" workshop which was designed to provide secondary teachers with the skills and resources to extend year 13 students beyond the more widely used river study. Teachers had practical sessions using the SHMAK kit in the Patea River and the Council's biology laboratory.

#### 3. Visit the Rock Pools – 21 February 2008

Nine pre-school, primary, and intermediate and teachers took advantage of an exceedingly low tide and warm weather to explore the rock pools at each of the three tidal zones on Kawaroa Reef, New Plymouth. This course is always well supported by teachers and is invariably used as a springboard to a class or school rocky shore investigation.

#### 4. **Adopting a Stream – 16 May 2008**

This workshop was designed to assist teachers at Opunake High School with their programme of adoption of the Waiaua Stream for in-depth study and environmental action.

#### 5. **SHMAK (Stream Health Measurement Assessment Kit) – 3 June 2008**

This workshop was a special session designed to familiarize teachers at Puke Ariki with this invaluable teaching resource.

#### **Units of work**

The Council has a range of resources available to encourage the teaching of environmental education in schools. Resources are provided, on request, to teachers who are willing to teach an environmental education programme themselves. The Council has developed teaching units which are targeted at years 4 – 8, but can be adapted to all levels and contain curriculum objectives, information and class activities. Most units contain material for teachers to carry out a study or field trip with a class group.

Units of work that are available include: *Weather, Rivers, Coast, Waste Minimisation and Recycling, Sustainable Land Management, Civil Defence Emergency Management, Wetlands, SHMAK, The Sleeper Wakes and Trees*. The units provide teachers with a range of activities for a whole class or group, on a related sub-topic. In addition four mini units are also available covering: native fish, possums, pest plants and pest animals.

During the year 35 units of work were sent out to teachers. The Council also issued 447 other resources to assist teachers in their programmes. These included videos, posters, books, education kits, leaflets and pamphlets.

### **2.6.3 Direct support for teachers providing environmental learning experiences**

The Council has continued to encourage the growth of environmental education programmes in schools by providing assistance for teachers undertaking learning experiences both within and outside the classroom. Assistance is offered at any stage of the learning programme from the initial planning to the evaluation of the study itself.

The provision of support for teachers who require assistance is vital, as the trend towards schools being staffed with a greater proportion of inexperienced teachers continues. However, support is provided on the understanding that eventually teachers will gain the necessary confidence and skills to deliver the sessions themselves with less assistance from the Education Officer.

#### **Visits to schools**

The Education Officer also offers classroom visits on environmental topics that relate specifically to Council activities. These visits are provided on request and must be part of a broader study. The Education Officer provides technical knowledge, presentations, activities or experiments, with the emphasis on providing support for the teacher.



*A school visit is often followed up by a field trip.*

A brief overview of the Taranaki

environment is included in most lessons. Practical interactive activities are usually included and the main topics covered are weather, civil defence emergency management, recycling, the Taranaki coast, pest animals, trees and sustainable land management.

During the year the Education Officer visited 141 classes involving 3,773 students. He also attended 4 staff meetings during the year to promote the teaching of environmental education in schools, to support the teachers and to encourage them to take the programmes themselves.

### **Field trips**

Field trips offer students the opportunity to learn **about** the environment, **in** the environment and sometimes to carry out action **for** the environment.

The field trips often focus on river or coastal sites, and generally involve an introduction to environmental monitoring. In most cases the field trips follow up on a classroom visit by the Education Officer to introduce the topic and to ensure the children are prepared, to get the best possible value from the trip itself. Technical support and specialized equipment, such as nets, or laboratory equipment, are provided by the Council as they are not generally available in schools. A growing number of schools are now involving their children in riparian planting programmes using the expertise of the Council's Land Management Officers. The Education Officer accompanied 69 classes on field trips involving 1,812 children during the year.

### **Visits to the Taranaki Regional Council**

School visits to the Council's environmental education centre or the Taranaki Emergency Management Office are usually linked to work that is being taught at school. They involve either a lesson based on a Council unit of study or can be tailored to meet the group's needs. The biology laboratory and environmental display room provide a comprehensive learning experience, including native and introduced fish, and awareness of environmental issues. Other topics such as animal pest management or sustainable land management are sometimes included in the visit.

There were 669 visitors, mainly from schools, to the Council's aquarium and display areas during the year.

### **2.6.4 Other projects**

#### **Schools assisting with local riparian planting projects**

The 2007/2008 year saw an increasing number of schools become actively involved in the



*The Council Education officer hosting a class at the Taranaki Emergency Management office.*



*Students from Frankley Primary School identifying trees as part of a riparian study*

Council's riparian management programme. The initiative began in 2001 and to date 16 schools have been involved with more schools indicating they will join next year. The Education Officer first takes a lesson in the classroom where the children learn about riparian management and the protection of water quality in the region's rivers and streams. The follow-up session involves the school children assisting with riparian planting in their local area. The Council facilitates contact between the schools and the landowners.

#### **Sir Peter Blake Youth Environment Forum**

The fifth annual Sir Peter Blake Youth Environment Forum was held in April 2008. The Council selected the three representatives from year 12 and 13 students in the region by an environmental essay competition.

The five-day programme involved visits to places of interest, environmental talks from experts, group discussions and opportunities to share ideas and spend time with other like-minded young people. The highlight for many was the opportunity to be part of a group presentation held in parliament and attended by many VIPs including the Minister for the Environment. The delegates made a presentation to the Council on their experiences and learnings from attending the forum.



*Chairman David MacLeod with four of the winners of the environmental essay competition.*

### **3. Conclusion**

In conclusion, the Council has met its performance targets set out in the *2007/2008 Annual Plan* for its Public Information functions. The activities undertaken support the Council's slogan of "Working with people, caring for our environment", and further enhance the environmental awareness and attitudes of the Taranaki community.

#### **3.1.1 Programmes and performance measures**

1. Five issues of *Recount* were produced and distributed to over 1,000 key stakeholders, organisations and the media.
2. A riparian planting day, which was part of the communications plan to promote riparian fencing and planting, attracted national media coverage.
3. Thirty-eight requests for information were received and information was provided on a range of environmental topics and council activities.
4. Four issues of the S.I.T.E. newsletter were distributed during the year.
5. Five teacher workshops were facilitated by the Council including *Visit the Rock Pools*, *Waste Minimisation and Recycling*, two sessions on *Stream Health Assessment* and *Adopting a Stream*.
6. The Council's Education Officer worked with 210 classes involving 5,585 students this

year and a further 669 visitors to the Council's display areas.

7. Seventeen environmental awards were presented during the year.

## **Appendix I**

### **2007/2008 Environmental Awards**

The Council presented 17 awards in May 2008.

#### **Business/local authority**

- € **Furlong Motor Inn** – for energy efficiency and waste minimisation.
- € **Pukekura Park Tearooms** – for energy efficiency and waste minimisation.
- € **The Ugly Duck** – for energy efficiency and waste minimisation.
- € **Bella Vita Restaurant** – for energy efficiency and waste minimisation.
- € **Vector Kapuni** – for reducing the office environmental footprint.

#### **Agricultural**

- € **John and Barbara Sextus** – for commitment to protecting and improving biodiversity.
- € **Collier Farming Partnership** – for sustainable land management.
- € **Howe Family Trust** – for sustainable land management.
- € **Morrison Family Farm** – for riparian management and sustainable farming.
- € **Murray and Zoe Barrett** – for riparian management and sustainable farming.

#### **Individual/school/community group**

- € **Taranaki Arts Festival Trust and volunteers** – for integrating waste minimisation into public event management.
- € **Lynda Sutherland** – for biodiversity work and education.
- € **Taranaki Environmental Education Trust** – for promoting sustainability through environmental education.
- € **Gavin Shoebridge** – for innovation and efficient use of energy for transportation.
- € **Enviropower Inglewood High School** – for sustainability education and increasing energy efficiency.
- € **Midhurst School** – for implementing a school recycling and composting programme.
- € **St Josephs (Hawera) Primary School** – for environmental education and waste minimisation.