

Litter control a top priority for WDC

WAITOMO mayor Brian Hanna is committed to cleaning up his district in 2014.

In an effort to instil community pride, the Waitomo District Council (WDC) is working on improving litter control and reducing illegal rubbish dumping.

The council aims to increase public awareness with a campaign highlighting the negative impacts litter and illegal rubbish dumping has on a town's image, and the cost to ratepayers of cleaning up the mess.

Mr Hanna says the campaign, which will include advertising in the *Waitomo News* and the council's *Waitomo Way* newsletter, will target different aspects of littering throughout the year from encouraging people to use street litter bins, recycling at the Waitomo Landfill and reporting fly tippers (illegal rubbish dumping).

"Firstly we want to address the problem of fly tipping because although it is not a major issue it happens from time to time and it is not a good look," says Mr Hanna.

"Not only is it illegal, it also costs ratepayers to clean it up so we want to remind the community that this does happen and we want it to stop.

"The public can help by reporting fly tipping if they see it happening and we also have ways of identifying the culprits through the rubbish itself."

Mr Hanna says other ways the council is committed to cleaning up the district is with street cleans after major events such as The Great NZ Muster and Christmas Parade and through the Youth Council who with help from volunteers cleaned up Te Kuiti's Mangaokewa Stream in December.

"Although we get some complaints about overflowing rubbish bins in town (Te Kuiti), I don't think introducing more bins is the answer," says Mr Hanna.

"This is where the community has to take responsibility for their own actions and make that extra effort by disposing of their rubbish properly and not just dropping it on the street.

"Overall, the goal of our campaign is to set a good public example and to create a positive town image that the whole community is proud of."

For more information on Waitomo waste management, visit the website - Waitomo.govt.nz

KEEP IT CLEAN: Waitomo mayor Brian Hanna is leading a campaign to keep the district clean in 2014.



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ENROL NOW TO STUDY IN TE KUITI IN 2014

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