

24 February 2021

Official Information Request 8140008023
(Please quote this in any correspondence)

S7(2)(a) Privacy

Dear S7(2)(a) Privacy

Local Government Official Information and Meetings Act 1987 (LGOIMA)

Re: Love Food Hate Waste Campaign

Thank you for your information request dated 2 February 2020, for information about the Love Food Hate Waste' campaign since 2016.

The specific details of your request and our response is below.

1. How much has Auckland Council spent on advertising for the 'Love Food Hate Waste' campaign since 2016?

Love Food Hate Waste is a programme that is managed through [WasteMINZ](#). All Love Food Hate Waste campaigns are distributed to councils across New Zealand to spread the word and share across their council-owned channels. Auckland Council supported the Love Food Hate Waste programme when it launched in 2016, but since then has utilised its own channels to promote the campaigns without any additional advertising spend.

A breakdown of the council's Love Food Hate Waste advertising spend in 2016 is included in Table 1 below. While no additional spend has gone towards advertising the programme since 2016, educational resources are distributed through the programme from time to time. These are paid for out of existing budgets, funded via the waste levy (therefore not ratepayer funded).

Table 1. Cost of Auckland Council's promotional campaigns to reduce waste minimisation and save money.

	Cost
2016 campaigns	
Digital – social media advertising	\$4,655.00
Competition – social media advertising	\$3,925.00
Event activation with the public on-site	\$24,431.00
2017-2020 campaigns	
Educational resources	Funded through existing budgets

Food scraps make up almost half the weight of the average Auckland household's rubbish. Wasted food costs the average household \$644 a year, or \$1.17 billion total across New Zealand. Together with Love Food Hate Waste, Aucklanders can reduce their waste and put their rubbish bins out less.

The Love Food Hate Waste programme meets strategic objectives in the council's Waste Management Minimisation Plan, which aims to achieve zero waste to landfill by 2040.

2. Furthermore, how much has the Council given away in grants for this initiative?

The Love Food Hate Waste programme is a national collaboration to educate and support households to reduce their food waste. This helps Kiwi households save money, avoid wasting resources and reduce methane emissions from organics going into landfill.

Auckland Council's contribution to the promotion campaigns and the grants is funded through the national waste levy (therefore not ratepayer funded), which is legislated to be used for waste minimisation initiatives and education.

The Auckland Council Love Food Hate Waste grant fund has awarded \$93,461.15 in four grant rounds since 2016 for local initiatives that help raise awareness of food waste issues and demonstrate practical solutions to overcome household food waste.

The decision by Auckland Council to release the information contained in this response was made by Parul Sood – General Manager Waste Solutions.

You have the right to seek an investigation and review of this response by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

If you have any further queries, please contact me on 09 301 0101 quoting official information request number 8140008023.

Yours sincerely



Samantha Sinclair
Senior Privacy & LGOIMA Business Partner
Governance Services