



BULLER
DISTRICT COUNCIL
Te Kaunihera O Kawatiri

Waste Management and Minimisation Plan 2024- 2030 Consultation Report

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Draft West Coast Waste Management and Minimisation Plan 2024-2030

Consultation Report

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The views expressed in this report are those of the respondents and do not necessarily reflect the position of the Buller District Council.

Respondents have self-selected to participate. Self-selecting respondents may have characteristics and opinions inconsistent with the general population.

The views expressed from the sample size are not statistically representative of the population in the Buller District.

1. Introduction

This report summarises the consultation results on the Draft West Coast Waste Management and Minimisation Plan 2024-2030 (WMMP). This survey was conducted primarily through Let's talk Buller from Monday, 18 November to Friday, 20 December 2025

The WMMP draft was created in partnership with the three West Coast Councils: Buller, Grey, and Westland District Council. Each Council consulted with its region independently, using the same consultation documents. This report reflects the submissions made to the Buller District Council from members of the Buller community.

The purpose of the consultation was to gather public feedback on the Draft West Coast Regional Waste Management and Minimisation Plan. A total of 30 submissions were received, 25 of which came through Let's talk Buller, and five were received in hard copy.

2. Background

The existing West Coast Regional Waste Management and Minimisation Plan (WMMP) was adopted in 2018 by the three District Councils on the West Coast. Continuing this approach, Buller, Grey and Westland District Councils have decided to proceed with a regional WMMP.

In preparation for the WMMP review, the three Councils undertook a West Coast Regional Waste Assessment 2024. This assessment describes the current situation regarding waste management in the region. Buller District Council adopted the Regional Waste Assessment at their August 2024 meeting.

In line with the Waste Minimisation Act 2008, the Medical Officer of Health was consulted and invited to provide feedback on the West Coast Regional Waste Assessment in 2024. The draft West Coast Regional Waste Minimisation and Management Plan 2024-2030 was prepared based on input from the Medical Officer of Health and guidance from Councillors and Council staff.

Buller District Council, Westland District Council, and Grey District Council have partnered to develop a new Regional West Coast Waste Management and Minimisation Plan 2024-2030 (WMMP). This plan identifies regional opportunities for waste management, develops waste infrastructure on a regional level, and boosts economies of scale.

The West Coast community from Karamea to Haast were invited to share their thought on where to focus our energy to improve waste management and minimisation on the West Coast to inform the final plan. All three District Councils will individually hold hearings for the submitters in their district.

Each Council will consider the community's feedback and, if required, make any changes to the draft WMMP. The changes will be collated and integrated into the final Waste Management and Minimisation Plan (WMMP), which will be adopted by all three Councils.

3. Legal obligations

Council is required to adopt a waste management and minimisation plan under the Waste Minimisation Act 2008 (WMA). This plan must be reviewed every six years and may be amended or revoked with the replacement of a substitute plan at the discretion of Council.

The WMA gives territory authorities the responsibility to promote efficient and effective waste management and minimisation plans.

This Act outlines what must be included in a waste management and minimisation plan. Including objectives, methods and how the implementation of the plan is to be funded.

The Local Government Act 2002 requires a special consultative procedure that includes the following:

1. Prepare and adopt a Statement of Proposal (SoP).
2. Make the SoP publicly available.
3. Inform the public how the community can present their views to Council.
4. Consult for at least one calendar month from the date the statement is issued on the draft plan.
5. Provide an opportunity for those who wish to present their views to Council.
6. Adopt the final WMMP.

Each of the three district councils has individually consulted on the draft WMMP and endorsed the draft WMMP 2024 for consultation.

4. Key findings

A total of 30 submissions were received, 25 of which came through Let's talk Buller, and five were received in hard copy. Twenty seven of the submitters indicated they read the Statement of Proposal.

The consultation reached 300 people and achieved an engagement rate.¹ of 10.8% (25). The submissions have provided Council with useful information regarding possible priorities for waste management and minimisation in Buller.

The findings indicate that the submitters are aware of many current issues surrounding waste management and minimisation. Key findings are summarised below:

- Sixty-five per cent of the submitters agreed with the proposed vision of the Regional Waste Minimisation and Management Plan.
- Respondents think that the focus areas Council should prioritise are:
 - Making diversion of waste easy
 - Support product recycling schemes
 - Communication and sharing of reduce, reuse and recycling activities.

¹ The engagement rate is the percentage of visitors who contributed to a project.

- Regarding the best channels to inform residents about waste management, submitters preferred to receive information from direct channels, like email newsletters and information enclosed in their rates. Social media posts, posters in public spaces, and articles in local and regional newspapers are also favoured ways to communicate.
- Respondents mentioned that education and information should be prioritised by Council in supporting residents to adopt ways to reduce, reuse and recycle. In particular, the submitters desire more education and communication regarding waste minimisation from Council.
- Regarding the development of policies, 46% of respondents think that a waste and resource recovery grant is the most important policy to improve waste minimisation.
- Submitters selected soft plastic packaging recycling, battery recycling, electrical products and refrigerants as the product stewardship schemes that they would use the most. (Battery recycling, electrical product recycling, and refrigerant recovery have already been implemented in the district). Several of the responses (5) said that more knowledge about the schemes and making them free would encourage residents to participate in the programmes (all the schemes are free of charge for users).
- It was mentioned in the qualitative questions that the Council should work directly with industries that create products and packaging that end up in landfills, so households are not responsible for disposing of packaging such as soft plastic. Therefore, submitters expressed an interest in Buller residents having access to soft plastic recycling.
- Submitters' preferred approach to keep waste out of landfills was to investigate alternatives to manage waste streams that contribute large volumes to landfills, such as organic waste. Recycling Recovery Schemes were also chosen as one of the most encouraging ways to keep waste out of landfill. Submitters expressed that they would like Council's waste facilities to have a reuse shop that diverts products from landfill.
- With regards to the importance of establishing a regional landfill that could serve the entire region, 51% of the respondents consider it to be either essential and/or very important, whereas 48% of the respondents consider it of little importance and/or not important at all.
- Several submitters (7) mentioned that establishing resilient landfills and waste facilities is an important factor for emergency preparedness, including keeping "dumps" away from sea and rivers.

4.1. What do these findings indicate for Buller?

These findings indicate that the community is aware of many of the current issues regarding waste management practices. They also suggest a necessary course of action for more support through the provision of collection and processing solutions, resources, and/or education to achieve improved outcomes.

According to the key outcomes, the waste management areas that Buller District Council should prioritise are:

- **Investigation and implementation of alternative options for diverting waste from landfills**, including organic and garden waste, C&D and other waste streams that occupy more volume in landfills.
- **Implementation and support of the Recycling Stewardship Programme**, including further promotion and knowledge of the free-of-charge schemes already in place in the district as listed below:
 - The Refrigerants Recovery Program has been in place since 2020 in partnership with Buller Electricity and Smart Environmental.
 - Small Batteries Recovery in place since 2021 in partnership with Mitre 10
 - Electrical Waste Recovery in place since 2021 in partnership with TechCollect and Smart Environmental.
 - The agrochemicals and containers recycling programme has been in place since 2022 in partnership with AgRecovery and Smart Environmental.
 - Polystyrene Recycling Programme in place since 2023 in partnership with EXPOL and Mitre 10.
 - Tyres Recycling Programme in place since 2024 in partnership with Tyrewise and Smart Environmental.
 - The Soft Plastic Recycling Scheme Programme is in discussions to be implemented.
- **Educating and communicating about waste management through multiple channels**, focusing on targeted options such as emails, newsletters, and information enclosed in rates.
- **Considering the option of setting up a waste community grant** to support community projects that promote waste reduction and minimisation.

5. Consultation design

The consultation was structured using themes such as reduce, reuse, and recycle throughout the questions. Each question gave respondents an opportunity to express which areas within these key elements were most important to them.

Questions within those themes included specific components of the draft plan, such as organic waste, recycling initiatives, tourism waste, recovery facilities and other important components outlined in the draft WMMP to generate direct involvement from respondents on the importance of the WMMP items.

The consultation was designed to gather as much information as possible in relation to the draft WMMP, and community education and attitudes towards recycling. One question specifically asked respondents what would most encourage them to recycle. This question

was designed to give insight into education and communication tools that can be implemented within Buller.

The submission form included eleven closed-ended questions² and six open-ended questions³. The open-ended questions enabled me to understand participant's motives and surface factors that would support behaviour change.

There was an opportunity to provide additional commentary on anything related to the WMMP at the end of the submission form. This provided respondents with a space for any comments that were not asked in any of the questions.

6. Consultation communication methodology

The WMMP's communication strategy to reach the Buller community used a mixed-method approach. This strategy was used to inform the community about the draft plan and encourage consultation participation.

- The submission form was available online through Let's Talk Buller and through hard/paper copies at various Council and Smart Environmental facilities in the Buller District.
- The consultation was promoted in a number of ways, including a media release, social media posts, a feature on Council's website, email, flyers and radio advertisement. External stakeholders and interested parties were directly emailed, and print advertisements were utilised in both local publications and the Connect newsletter, as well as printed posters around the district.
- Consultation documents and submission forms were available in print at Council's offices in Westport, the Reefton Visitor and Service Centre, the Sue Thomson Casey Memorial Library in Westport, the Karamea Information Centre and the Ngakawau Information Centre.

All promotions directed people to Let's Talk Buller, which was utilised to inform the community on a purpose-based platform, which was a gateway to more detailed background information.

7. Consultation reach

The Let's talk page received 300 total visits⁴ during the consultation period. This resulted in 231 aware visitors, 100 informed visitors, and 25 engaged visitors, resulting in an engagement rate of 10.8%.⁵ The traffic to the page tapered off toward the end of the consultation.

² A closed-ended question is any question for which a researcher provides research participants with options from which to choose a response. There are many types of closed-ended survey questions, such as multiple-choice questions, ranking survey questions, drop down surveys, or single-choice questions.

³ Open-ended questions do not have predefined answers. Respondents can answer any way they wish, providing insight that may not be gathered from a closed-ended question.

⁴ **Visits:** the number of unique visits by a browser. Each **Visit** creates a new session which lasts until there have been 30 minutes of inactivity. Visits from admins who have logged in are not counted.

⁵ An **aware visitor** has made at least one visit to your site or project. An **informed visitor** has clicked on something. An **engaged visitor** has contributed to a project using the tools provided.

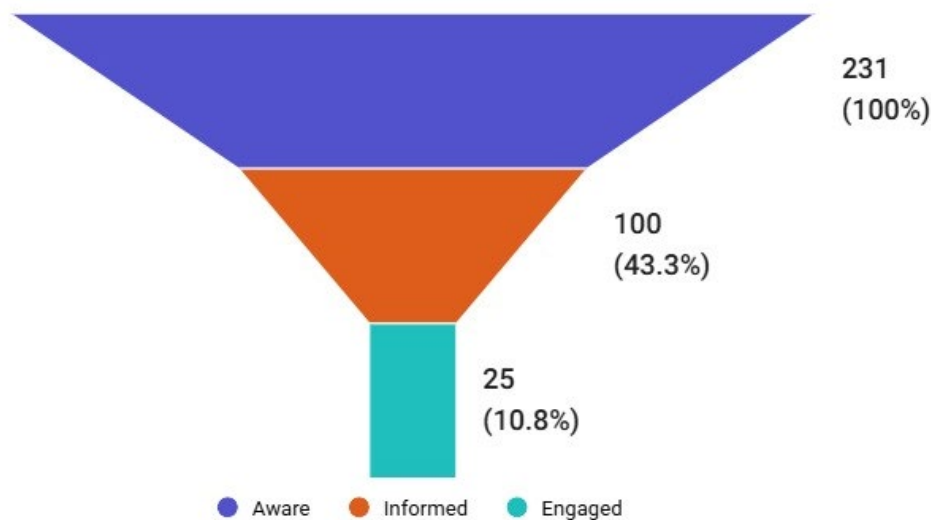


Figure 1: Engagement funnel WMMP consultation on Let's talk Buller 18 November – 20 December

Key channels to the page was through direct gateways like clicking on a link (164 of aware visits), followed by social (78 of aware visits) and referrals (20 of aware visits). Social created with 10 (12.8%) the biggest share of engaged visits.

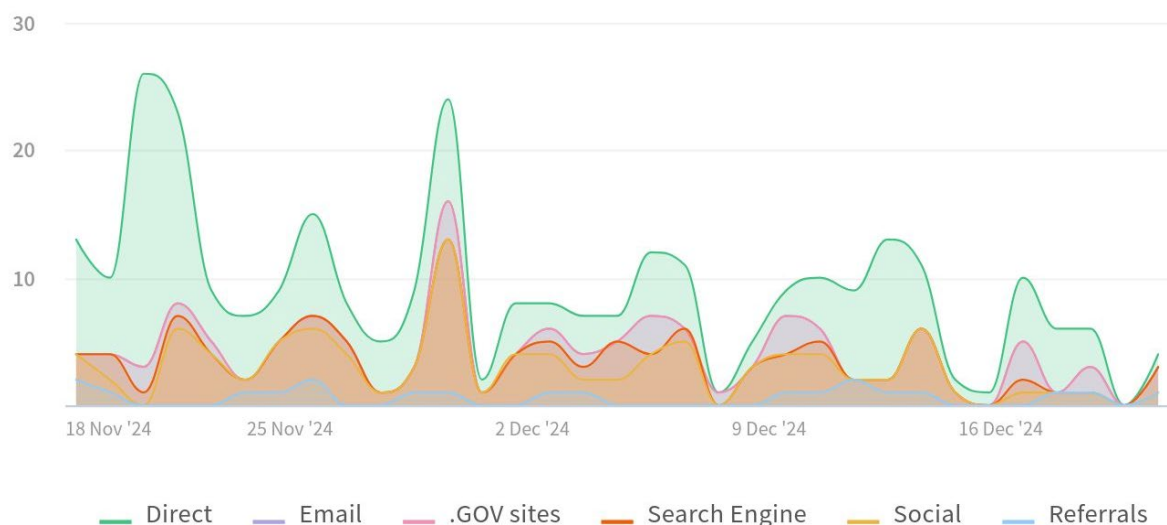


Figure 2: Visits by channel Let's talk Buller 18 November – 20 December 2024

8. Data analysis methodology

Quantitative and qualitative data were collected to provide meaningful insights into the topic.

Quantitative and qualitative data are complementary since numerical data only includes information about the 'what'. Qualitative data captures the deeper 'why', which reveals underlying reasons for the 'what' like behaviours, beliefs, values, habits or constraints. Surfacing the 'why' enables the researcher to draw meaningful conclusions to inform actions and recommendations.

Both data types are essential and work hand-in-hand to capture what is happening and dive deeper into underlying reasons.

8.1. Quantitative analysis

The quantitative analysis of the numerical data from closed questions involved identifying patterns, trends, and relationships between variables through mathematical calculations and statistical tests. The quantitative data analysis turns individual data sets into meaningful insights to drive informed decisions.

The quantitative data analysis was done through the analytical functions embedded in Buller District Council's community engagement platform Let's talk Buller.

8.2. Qualitative analysis

The qualitative analysis of responses from open-ended questions and written feedback was analysed using a thematic analysis approach.

This approach is rooted in the systematic framework introduced by Braun and Clarke in 2006, and it offers a structured method for identifying, analysing, and interpreting patterns of meaning within data.

The following outlines the specific phases of this methodology:

1. **Familiarisation with the data:** Analysts immersed themselves in the data through repeated reading to understand its content deeply.
2. **Generating initial codes:** A systematic coding process was executed across the entire dataset. This foundational step organised the data into distinct segments, labelling them to reflect critical insights.
3. **Searching for themes:** Initial codes were subsequently grouped into potential overarching themes and subthemes, providing broader patterns of meaning.
4. **Reviewing themes:** The themes were refined to ensure their relevance to the coded extracts and the broader dataset. Themes with substantial supporting data or which were more diverse were reconsidered.
5. **Defining and naming themes:** Each theme was meticulously refined to encapsulate its core, with further deliberation on potential sub-themes.
6. **Identifying frequency:** Tables illustrating the frequency of themes and subthemes have been included to demonstrate the significance of each theme. The tables focus on the critical themes revealed from the analysis.

It should be noted that not all percentages are shown to add up to 100 per cent. This is due to rounding or allowing multiple selections.

9. Data analysis

9.1. Vision

Sixty five percent of the submitters indicated they agree with the proposed vision "By 2030, our enabling systems are working well, and our behaviour is changing."

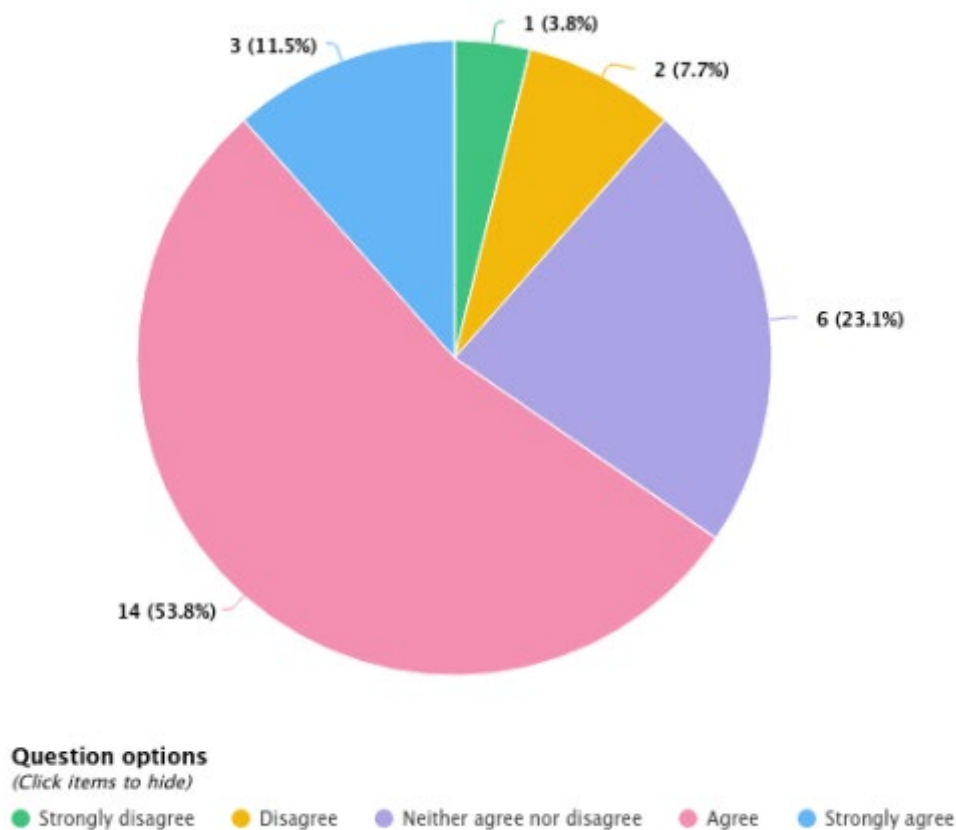


Figure 3 Do you agree with the proposed vision for the Waste Management and Minimisation Plan?

9.2. Our focus areas

The top three focus areas selected by respondents were making the diversion of waste easy to minimise the amount of rubbish going to landfill (22), supporting product recycling schemes (21), communication and sharing reduce, reuse and recycle activities with the community (20), and creation of partnerships to work with others to improve waste management. People could select multiple options to answer this question.

| What areas do you think your Council should prioritise? Select all apply | |
|---|----|
| Creation of partnerships to work with others to improve waste management. | 19 |
| Communication and sharing reduce, reuse and recycle activities with the community. | 20 |
| Develop a policy to support and enforce better waste management and minimisation. | 13 |
| Support product recycling schemes. | 21 |
| Making diversion of waste easy to minimise the amount of rubbish going to landfill. | 22 |
| Improve the emergency preparedness of the waste infrastructure and services. | 7 |

Table 1: Question 11

9.3. Creation of partnerships

“Advocate and facilitate sector groups (e.g. construction, agricultural, mining, dairy, tourism) to discuss problems and explore solutions” was the top chosen action (19) by submitters to work with others to improve waste management on the West Coast. This was closely followed by “Collaborate with central government, local government, and non-government organisations to assess solutions to reduce contamination and explore opportunities to improve waste management.” It was selected 18 times. Submitters were asked to choose those actions that were most important to them.

| Q12 There are several actions that can be taken to work with others to improve waste management on the West Coast. Select all apply | |
|---|----|
| Advocate and facilitate sector groups (e.g. construction, agricultural, mining, dairy, tourism) to discuss problems and explore solutions. | 19 |
| Utilise resources outside the region and connect with other regional sector groups (e.g. Tradie Breakfast) | 10 |
| Collaborate with central government, local government, and non-government organisations to assess solutions to reduce contamination and explore opportunities to improve waste management. | 18 |
| Investigate and facilitate regional collaboration with iwi, industry, businesses, and community groups by utilising already established activities, e.g., virtual/in-person networking events, etc. | 13 |

Table 2: Question 12

9.4. Communication and sharing information about reduce, reuse or recycle activities

When asked what areas they would like to understand more about, reuse was selected 15 times, reuse 13 times, and recycle 10 times.

In regards to communication channels to be informed about waste minimisation and management, submitters chose direct channels like Email newsletters and information enclosed in your rates invoice most frequently (each 13 times). This was followed by broader, less targeted channels like the Council’s social media pages and stories and information covered in local newspapers.

| Q14 (What would be the best way to inform you about waste minimisation and management?) Select all apply | |
|---|----|
| In-person events in your community (e.g. community meetings, drop-in sessions) | 4 |
| Council website | 7 |
| Email newsletters | 13 |
| Deliver information through a mobile app to your phone | 7 |
| Flyers distributed to your letterbox | 5 |
| Council’s social media pages | 10 |

| | |
|---|----|
| Council's YouTube channel | 4 |
| Posters in public spaces (e.g. notice boards, community centres, recreation centres, schools) | 10 |
| Flyers in cafes, coffee carts and other gathering places | 6 |
| The information enclosed in your rates invoice | 13 |
| Information displayed at Council's customer service centres | 4 |
| Radio advertisements and interviews on local radio stations | 5 |
| Stories and information covered in local newspapers | 10 |
| Advertisements in community newsletters | 8 |
| Updates published in the West Coast Messenger | 9 |
| Other (please specify) | 1 |

Table 3: Question 14

When asked how Council could support residents in adapting ways to reduce, reuse, or recycle, the top three themes were education (mentioned 6 times), followed by the Community Reuse Shop, Industry Initiative Partnerships, and Communication with an equal frequency of 4. The sentiment of the responses was evenly split 50/50, neutral and positive.

"Introduce a shop at the refuse centre to resale swap useful goods so that they do not go to the the dump." (Submitter response)

"Show me how my recycling is being handled and what happens to it once it goes into the recycling bin. I often feel complacent because I have a belief that the majority of my recycling doesn't actually get reused and ends up in a landfill. It would also be helpful to understand the role local councils have in reducing my waste. I see that responsibility more as belonging to product manufacturers who create the packaging around the products I purchase.." (Submitter response)

9.5. Development of policies

45.8% of submitters selected a policy that would enable a grant for waste and resource recovery facilities to be developed between Councils as the policy that is most important to them. A regional tourism levy to be implemented received 29.2%, and A solid waste bylaw to reduce recycling contamination by strengthening enforcement obtained 25%.

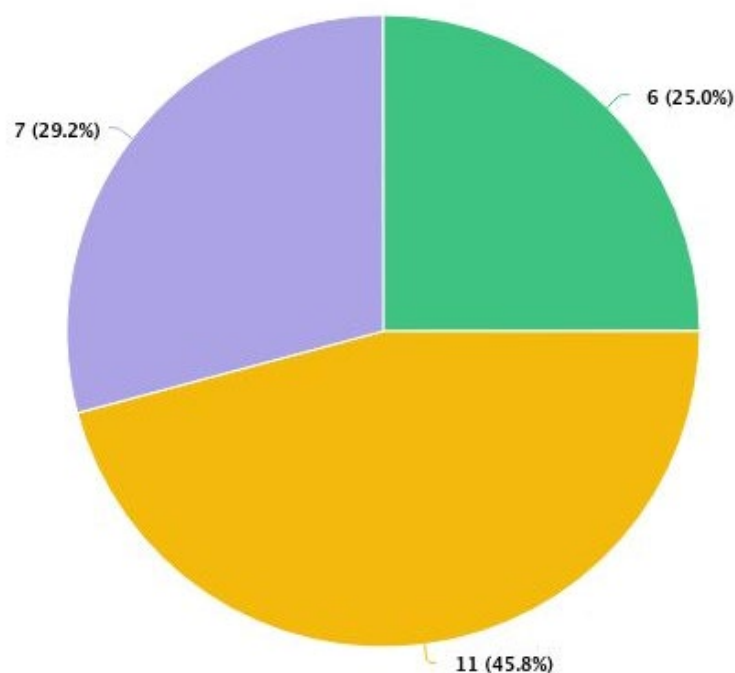


Figure 4 Which policy do you think is the most important to improve waste management and minimisation?

9.6. Product stewardship schemes

Soft plastic was the most frequently selected product stewardship scheme (24) asking respondents what schemes they would use. The four schemes that are already available: battery recycling, electrical product recycling, fridges and freezer return schemes and Agrichemicals and their containers were voted second, third, fourth and fifth.

| Which of these schemes would you use? Select all apply | |
|--|----|
| Soft plastic packaging recycling (any soft package wrapping) | 24 |
| Electrical product recycling | 22 |
| Battery recycling | 23 |
| Agrichemicals and their containers | 10 |
| Fridges and freezers | 21 |
| Farm plastics recycling | 7 |
| Other (please specify) | 5 |

Table 4: Question 17

Submitters most frequently highlighted that education, free-of-charge schemes, and accessible facilities would encourage them to use the schemes. 42.9% of the responses were positive, and 38.1% were neutral.

“Providing the services in central areas, not only at the transfer station or recycling centres.” (Submitters response)

“Information in newspapers, posters/ flyers in appropriate places.” (Submitters response)

9.7. Making diversion of waste from landfills easy

Submitters favourite proactive approaches to keep waste out of landfills, selecting the investigation of alternative options to manage waste streams most frequently. This matches the second most often chosen option to assess organic waste collection and processing.

| What actions are most important to you to keep waste out of landfills.). Select all apply | |
|---|----|
| Align services available at transfer stations across the region. | 13 |
| Investigate alternative options to manage waste streams/materials that take up most volume in the region's landfills and transfer stations. | 29 |
| Assess the region's best options for construction and demolition material recovery. | 16 |
| Assess the region's best organic waste collection and processing option in line with the central government's direction. | 22 |
| Investigate the volumes and impacts of waste from tourism to develop options for how to manage waste from tourism. | 9 |
| None of the above | 2 |

Table 5: Question 19

Recovery schemes were mentioned most as an encouraging factor to keep waste out of landfills, such as Opp -Shop, repair cafes, textile recycling schemes, and soft plastics) Industry Initiative Partnerships ranked second, highlighting the submitter's desire to reduce waste at the source.

“A more comprehensive repurposing system run at transfer stations, to the level of repairing items for resale.” (Submitters responses)

“More interest from product producers in creating a complete product lifecycle. Enforced by legislation.” (Submitter response)

Other encouraging factors mentioned were Community Reuse Shop, Free of charge, Organic waste diversion, Rubbish bins, Waste to energy, support community groups, safe disposal, education, reuse and easy to use. 66.7% of the responses had a positive sentiment.

9.8. Emergency preparedness

Asked how important you think it is to explore the feasibility of establishing a regional landfill that could service the entire region, Not important at all (24.1%), Absolutely essential (27.6%), and Very important (24.1%), each claimed approx. ¼ of the responses. Combined, 51.7% of the submitters assigned this a high importance. 6.9% assigned it little importance, and 17.2% rated it of average importance.

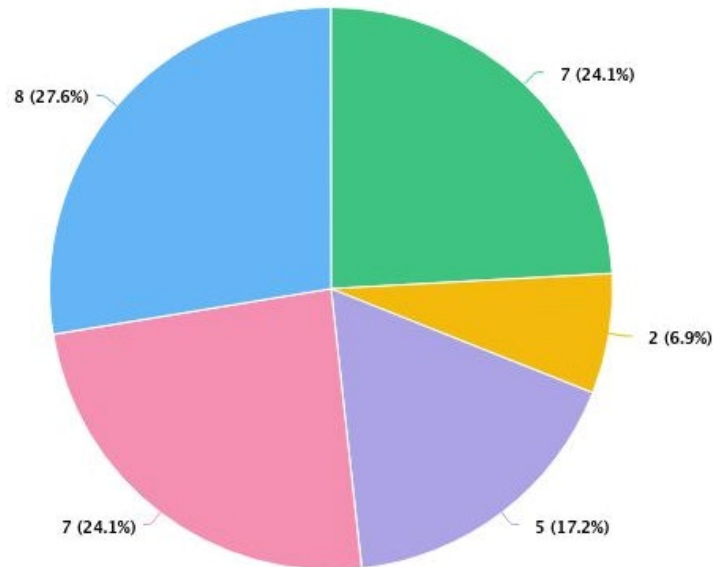


Figure 5: How important do you think is it to explore the feasibility of establishing a regional landfill that could service the entire region?

Establishing resilient landfills and facilities was mentioned most frequently (7 times) as an option to establishing resilient landfills and facilities.

“Keep the dumps away from where the sea will be in the future. Keep the dumps away from the rivers.” (Submitter response)

Developing a Waste Management Disaster Plan was mentioned equally often to a local landfill (each 3 times). Other suggestions included Home-based options, recovery facilities, localised solutions, community input, waste to energy, local rubbish processing, more research, material recovery after disaster and construction and demolition facilities.

9.9. General comments

Asked for district-specific comments a broad spectrum of suggestions were received with local rubbish processing and a Community Reuse Shop leading.

“Open some form of recycled goods shop as seen in other regions, this would add another stream of recycling, as well as add revenue. It would also show the public that there is an active and creative interest in the process.” (Submitter response)

Submitters also mentioned Simple recycling rules, fortnightly rubbish pick-ups, financial incentives, local glass processing, localised solutions, education, youth engagement, local landfills, free of charge, Industry Initiative Partnership, bylaws and organic waste collection.

Asked for any other feedback on the draft plan themes emerging in previous open-ended questions re-emerged, with education and communication coming through strongest.

“Communication and education are key.” (Submitter response)

The frequency of themes across all six open-ended questions reinforces the importance of education and communication to submitters. It also highlights respondents' desire for recovery schemes, industry initiatives and a community reuse shop.

Contribution tags

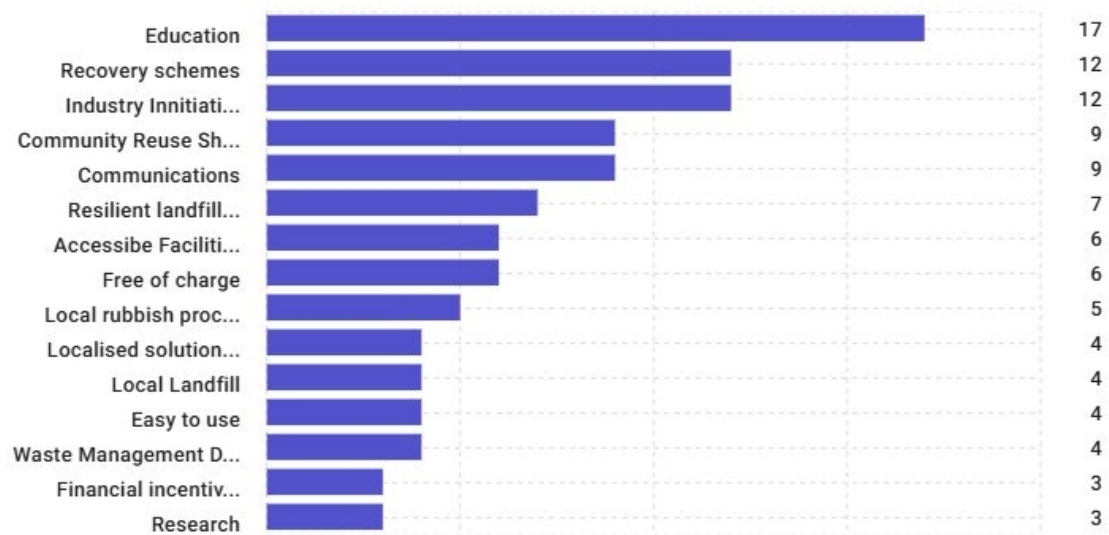


Figure 6: Frequency of themes across all six open-ended questions