

# Junk mail gets letterbox survey

by Kim Reed

Tired of fighting through the flood of junk in an effort to find your mail in the letterbox? Or do you love finding out about the latest sale?

North Shore City Council is hoping to find out the answers to these questions as 200 Shore households take part in a junk mail project beginning in August.

"Increasing volumes of unsolicited advertising material are flooding letterboxes all over the country," says Sarah Roberts,

project consultant for Envision New Zealand Ltd and co-ordinator of the project.

"Recycling offers a partial solution to the problem, but a large proportion of material still ends up in landfill, because much of it isn't recyclable or people dump it in their rubbish bags," says Roberts.

A domestic waste audit in 2002 conducted by North Shore City showed that more than a quarter (25.5%) of the waste found in household rubbish bags was paper and 10% of the paper was

junk mail.

Participants will complete a brief survey to find out about their attitude toward junk mail, whether it is read, recycled, and if they would consider using a "no junk mail" sticker.

Households are selected on the basis that a neighbouring property will also participate.

In order to compare the effect of a "no junk mail" sticker, a household will place a sticker on the letterbox and the neighbouring house will not.

Recycling boxes will be provided for junk mail, which will be collected, weighed and audited during the one-month trial.

In addition to individual households, there will be several locations where an entire street takes part in the project for a two-month period.

During the first month, selected residents will collect their junk mail and save all of it.

The following month, residents will place "no junk mail" stickers on their letterboxes to compare



PHOTO: KATE PALMER

**BIN FODDER:** A North Shore investigation will measure how much junk mail gets read and how much goes straight to landfill waste.

the results.

North Shore City waste prevention officer Danielle Kennedy is excited about the project.

"People are very vocal about junk mail – they either love it or they hate it.

"This study will provide us with detailed information about the volume of junk mail and what can be done to reduce the amount going to landfill," says Kennedy.

She says the project will benefit householders, advertisers and

councils in the Auckland region and nationwide.

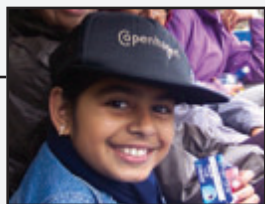
The study will identify companies that ignore "no junk mail" stickers and provide valuable information to advertisers about where their marketing dollars are best spent.

"And for the householder who is fed up with junk mail, we'll find out if a "no junk mail" sticker on their letterbox proves to be a simple way of reducing or eliminating junk mail altogether," she says.

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PHOTO: MARCUS STICKLEY



CARTOONIST: Tiana Mioceovich with her caricature of editor Peter White.



# The Editor's Pen

Welcome to the new-look *Te Waha Nui*.

This is the first of four editions we are producing over the next 10 weeks.

If you think that is a huge task for a group of journalism students then you're right – it is an innovative move and will test the qualities of the production team.

But with such a dedicated team I know we will succeed and make a mark on the rather staid New Zealand newspaper market, where in-depth investigations of issues often play second fiddle to the market needs of advertisers.

Inside is a remarkable insight into what it is really like for immigrants living in New Zealand who feel dislocated from their own culture and not part of ours.

Patrick Crewdson's story is a

rarely-seen view into the problems confronting new residents and the efforts they make to try to fit in.

Edward Gay reports on the ongoing national shame that is the Ahmed Zaoui case on page 3.

I am happy to introduce our three new columnists for this edition.

Dr Paul Moon is a leading academic and expert on treaty issues, and his opinions are thought-provoking and impeccably researched.

Sudesh Kissun has 13 years experience as a journalist on *The Fiji Times* and will cover issues affecting the Pacific region.

This is an area that is poorly covered by mainstream media and *Te Waha Nui* is dedicated to ensuring comprehensive coverage of our Pacific neighbours.

Patrick Crewdson is a gifted student journalist with a wealth of writing experience behind him and a par-

ticular liking for the political scene.

This edition also has the first of our features on the Auckland local elections.

Our comprehensive street poll gives glaring notice to Auckland's leaders that the public are not well-informed about personalities and issues and mostly do not care.

We will be following the campaign closely over the next three editions.

Tiana Mioceovich's wonderful cartoons are an added bonus for us and will feature prominently.

I think she has been very kind to me on this page!

I hope you find the paper entertaining and informative. We look forward to your feedback at wahanui@aut.ac.nz.

*Peter White*