

**Report on National Advertising Campaign May 2014**  
**“Prepare stock before transport for winter grazing or for gypsy day moves”**

**Purpose**

This report summarises the feedback from councils, farmers and motorists regarding the national radio advertising campaign funded by NSEWG.

**Summary of respondents** (full list attached as **Appendix 1**)

- 18 city or district councils (from Kaipara to Southland)
- six regional councils (from Northland to Southland)
- Automobile Association
- Federated Farmers of NZ
- NZ Police

**Advertising campaign**

The National Stock Effluent Working Group (NSEWG) funded a campaign of national radio advertisements in May 2014, encouraging farmers to prepare stock before sending them off to winter grazing or to new farms as part of “gypsy day” (1 June). The radio campaign was modeled on one initiated by the Northland Regional Stock Effluent Working Group in 2012, and subsequently copied and aired in 2013 in Waikato and the South Island. This year it was spread it to all of New Zealand, except Gisborne. The spots were on ‘Rock FM’, ‘Radio Live’ and ‘Live Sport’, between 5am to 8am and 3pm to 4pm, and on the ‘Farm Show’. They ran over two weeks: 4 to 8 May and 18 to 21 May.

Content of the advertisement was peer-reviewed by members of the NSEWG representing local authorities and farmers.

**Evaluation of campaign**

Feedback on the campaign was sought as follows:

- Email to members of the RCA Forum mid- June 2014 and follow-up late July 2014
- Email to all regional councils mid-June and a follow-up late July
- Email to members of the NSEWG, with specific requests to seek feedback from members

**Local authority feedback (17 respondents)**

Response was generally positive, with some useful observations:

- No problems were reported by eleven respondents
- Two reported spills during the period of the advertisements, and a third reported more problems than last year
- Three reported no change in behaviour, neither good nor bad (one noted “dumpings went on as usual”)
- One reported it was much better than last year
- One considered a different mix of radio stations would have been better
- One recommends a new in-transit site near Oxford
- Usage of the new in-transit site at Te Kuiti appears to be dropping, with anecdotal comments that truck drivers do not have time to turn off the road to use the site so effluent gets dumped along the road.

Other issues raised included problems with stock crossings and stock droving, and rubbish being dropped by vehicles exiting paddocks. These have been passed to the Research and Guidelines Group of the RCA Forum.

### **Regional council feedback**

There was general support for a nationwide initiative, with useful recommendations for the future:

- Three regional councils reported conducting their own advertising campaigns (one radio/ two newspapers), particularly highlighting the location of the in-transit sites. It was recommended that the advertisements in the future include such a reminder. Northland (which knew of the campaign) noted the benefits of the messages coming from two different sources. Taranaki recommended liaison with those regional councils who are undertaking their own advertising campaigns.
- Otago noted issues arising from the practice of weighing cattle returning from winter grazing while “full”, so as to gain maximum payment
- Southland provides support to Dairy NZ and Federated Farmers for their own internal initiatives, as some farmers do not like the council telling them what to do. No problems were experienced this year.
- Canterbury noted that 3 out of 12 complaints received during the year occurred during the advertisement period, and speculated this may reflect a wider public knowledge of the need to stand stock as a result of the campaign.

### **Other feedback**

Federated Farmers in Southland observed that what effluent did spill was washed away with rain, but some concerns had been expressed regarding Southland stock grazing in Central Otago. No other issues were reported by Federated Farmers.

The Automobile Association and NZ Police (CVIU) considered effluent spillages had not been a problem this year.

### **Recommendation**

NSEWG concludes that the advertising campaign had good results, and recommends that an advertising campaign be continued each May.

## **Appendix 1: List of respondents**

Automobile Association  
Dunedin City Council  
Environment Canterbury  
Federated Farmers of NZ  
Hamilton City Council  
Hastings DC  
Kaipara DC  
Nelson City Council  
New Plymouth DC  
NZ Police  
Northland Regional Council  
Otago Regional Council  
Rotorua DC  
South Taranaki DC  
South Waikato DC  
Southland DC  
Southland Regional Council  
Taranaki Regional Council  
Taranua DC  
Tasman DC  
Taupo DC  
Timaru DC  
Upper Hutt City Council  
Waikato Regional Council  
Waimakariri DC  
Waitomo DC  
Western Bay of Plenty DC