



**Beautification  
Trust** Connecting and  
Empowering Communities

# Our Impact Ngaa Hua o te Tau

2023/24



# Inspire communities to love and respect the environment

OUR MISSION

## Connect and empower communities to learn, love and look after our environment

OUR VALUES

**Tiakitanga Help**

We nurture, restore and advocate for the environment.

**Hapori Community**

We collaborate, working together to empower our community.

**Ngaakau pono Integrity**

We act with trust and honesty.

**Manaakitanga Care**

We respect others, give support and show kindness.

**Auahatanga Can do**

We create, innovate and are proactive.

OUR KEY IMPACTS

Communities have pride and feel safe

The environment is healthier and cleaner

Communities are connected and empowered

### SUSTAINABLE DEVELOPMENT GOALS

The Beautification Trust contributes to six of the United Nations' 17 Sustainable Development Goals.



Teena koutou,

**Rooted in our values and unwavering commitment to our mission, the collective mahi of the Beautification Trust has been creating truly transformative outcomes for our environment and communities across South and East Auckland. For the past 23 years, we have loved being a part of your community, making a difference every day by...**

- Enabling tamariki and rangatahi to learn more about caring for the environment
- Caring for communities with murals and graffiti removal to create pride and safety
- Giving people practical solutions for diverting more of their waste from landfill
- Ensuring that communities are supported to help their local environment and reduce emissions
- Helping older generations be fulfilled by connecting and supporting communities

As you read through our annual highlights, we hope you feel the pride, encouragement, and inspiration that comes from knowing each of us has contributed to these achievements together.

Expansion of Community Programmes

This year marked significant growth as we extended our reach into new areas, reflecting our commitment to addressing diverse community needs. We launched several kai initiatives and thanks to these programmes, people know more about reducing food waste, have greater access to affordable fresh produce and are doing more to reduce their emissions by eating more meat-free meals. In other expansion areas, we supported local Shoreline Adaptation Plans, supported the kerbside food scraps rollout, and started preparing for our Bike Hub launch. These examples of new programmes were a testament to our adaptability and responsiveness to emerging community issues.

Increased Engagement

Our engagement with the community has been deeply impactful, reflecting our commitment to supporting the diverse populations we serve. Across our initiatives—including those with tamariki and rangatahi, pest free efforts, zero waste services, and various events and activations—we have witnessed a significant increase in participation and involvement. What's more, our community of volunteers continues to grow, and with it, the impact we can achieve. We've expanded opportunities for involvement, ensuring everyone who wants to contribute can find a role that suits their interests and skills. Our volunteers have truly embodied the spirit of whaanau and community, coming together to make a difference and strengthen the sense of community and belonging.

Growth and Funding Diversification

Our financial resilience has been bolstered by an 11% increase in income, driven by the growth of our revenue streams. As we neared two years of operating the Manurewa Community Recycling Centre and Reuse Store, we saw annual sales more than double. We've resecured a key contract for graffiti removal services with an extension, alongside securing several new contracts in other areas. This reflects the strong trust and confidence our partners place in us. These financial achievements enable us to reinvest in our community and be well-positioned for the financially constrained economic outlook.

Advocating and Strengthening Partnerships

Advocacy and partnerships have been at the heart of our mahi this year. We have intensified our climate action efforts within the Trust and our collaboration with partners. As a key partner in the newly formed Community Climate Action Network, we are driving collective action for a sustainable future. Our involvement in EcoFest highlighted our dedication to fostering partnerships with other like-minded organisations to promote sustainability across Taamaki Makaurau. Additionally, we actively engaged in climate policy advocacy at both local and central government levels to push for systemic change. Strengthening these partnerships was crucial to our success, and we remain committed to nurturing them as we move forward.

Enhancing Operational Efficiency

We have focused more on data insights, processes and operational efficiency to ensure we remain effective and responsive. This year, we introduced dashboards that provide real-time insights into our performance, helping us to make data-driven decisions. We've identified and created a pathway for improving HR systems which will allow us to support our growing team. We also took steps to refresh our Trust Deed with an increased commitment to Te Tiriti o Waitangi, addressing climate change and paving the way for our transition to full independence from Council Controlled Organisation (CCO) status. These changes position us for greater efficiencies, sustainable growth and long-term success.

Our stories and successes are only possible thanks to the support of many people, and we would like to extend our deepest gratitude to all of you. To our Trustees, staff, volunteers, funders, sponsors, and the numerous community organisations we partner with—your time, generosity, and financial support have been invaluable to our mission. We deeply appreciate your ongoing commitment and look forward to achieving even greater things together in the coming year.

Ngaa mihi,



Audrey Williams  
Board Chair



Daniel Barthow  
CEO

## Our Team

### Staff

- Amber Galea**  
Zero Waste Manager
- Carmen Ross**  
Recycling Centre Coordinator
- Carolyn Robinson**  
Volunteer Facilitator
- Collett Paniora**  
Recycling Centre Coordinator
- Dallas Storey**  
Graffiti Removal Specialist
- Daniel Barthow**  
CEO
- Daniel Te Hira**  
Graffiti Removal Specialist
- Danielle Coad**  
Administrator
- Erin Bowers**  
Community Coordinator
- Jess Pakura**  
Graffiti Removal Specialist
- Joanna Long**  
Recycling Centre Coordinator
- Josh Kemp**  
Graffiti Removal Specialist
- Lance Blow**  
Graffiti Removal Specialist
- Louise Beuvink**  
Marketing & Communications Manager
- Mikey Hartley-Muru**  
Graffiti Removal Specialist
- Naomi Fleming**  
Recycling Centre Coordinator
- Naomi Tjandra**  
Marketing & Communications Specialist
- Nina Peihopa**  
Recycling Centre Coordinator
- Pascal Bridger**  
Mural Artist & Graffiti Removal Specialist
- Penelope Thomas**  
Community Educator
- Rangi Matthews**  
Mural Artist & Graffiti Removal Specialist
- Rohit Sawhney**  
Community Activator
- Scott Henderson**  
Operations & Commercial Manager



Our staff team, board and some key volunteers had a blast at our team building day.

- Stacey Upjohn**  
Health & Safety/Boomer Shed Manager
- Stephen Brown**  
Recycling Centre Coordinator
- Sterling Ruwhiu**  
Community Programmes Manager
- Taiasina Tuifua**  
Graffiti Removal Specialist
- Teo Arani Taingahue-Wanoa-Taare**  
Graffiti Removal Specialist
- Zerick Martin**  
Graffiti Removal Specialist
- Charlotte Smail**  
Community Educator\*
- Christopher Morris**  
Graffiti Removal Specialist\*
- Imogen Halliday**  
Recycling Centre Coordinator\*
- Klayton Rogers**  
Graffiti Removal Specialist\*
- Laura Qin**  
Events & Marketing Assistant (fixed term)\*
- Lauren Cavanagh**  
Marketing & Communications Specialist\*
- Loleta Savaka-Ruwhiu**  
Zero Waste Lead\*
- Priya Shukla**  
Recycling Centre Coordinator\*
- Sione Hehepoto**  
Graffiti Removal Specialist\*

\*Left recently or during the 23/24 financial year.



Our staff team at the dress rehearsal for Eye on Nature Wearable Arts 2024.

### Volunteer Interns

- Akesa Johansson**  
Data Analytics
- Brinda Lad**  
Marketing & Communications
- Chelsea Mains**  
Environmental Science
- Nancy Zhou**  
Data Analytics
- Ngun Di Lai**  
Human Resources

### Volunteer Board

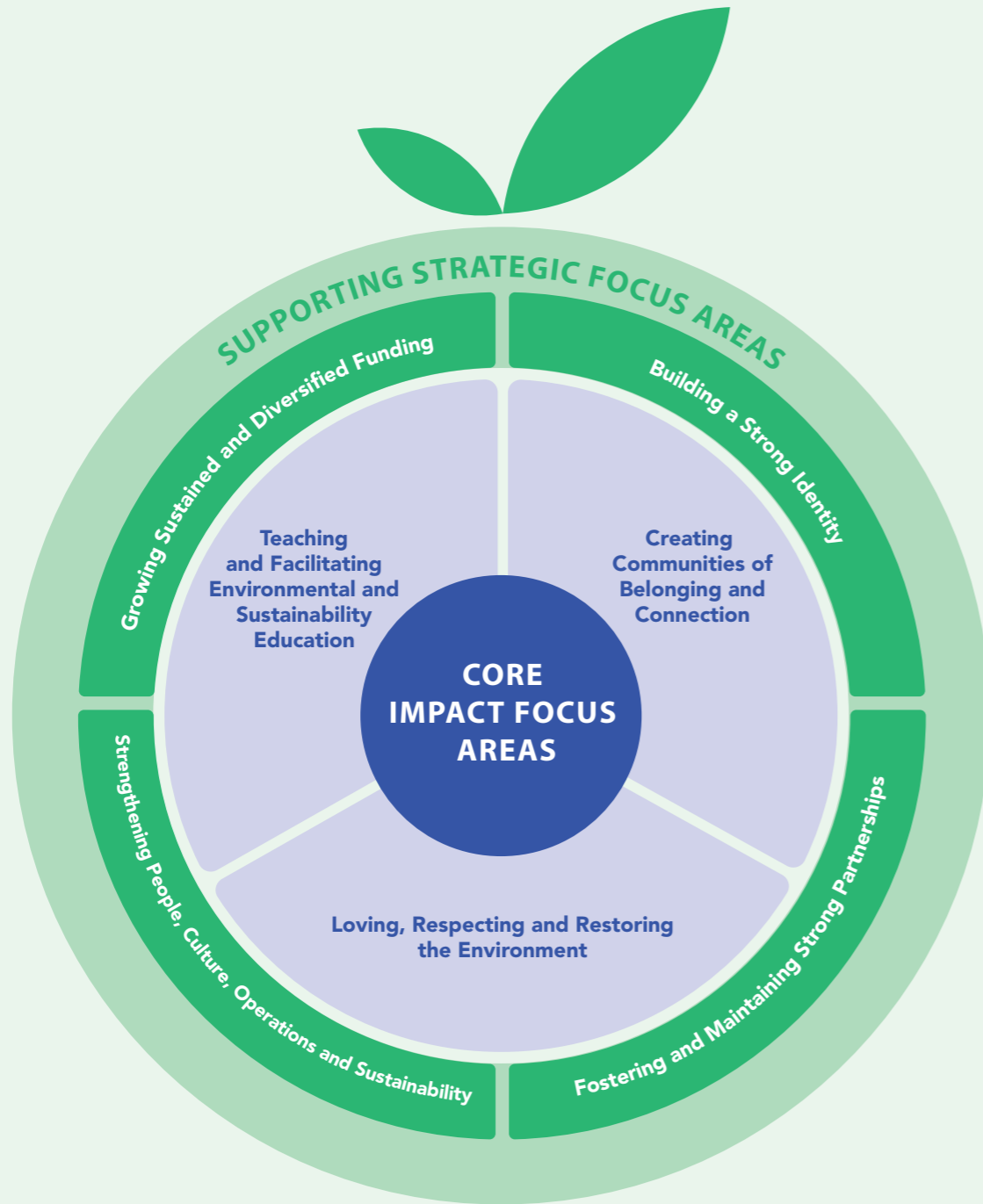
- Audrey Williams**  
Chair
- Ian Stuppel**  
Deputy Chair
- Solf Maifea**  
Treasurer
- Avril Hunt**  
Trustee
- Franco Noblejas**  
Trustee
- Holly Walmsley**  
Trustee
- Luella Linaker**  
Trustee
- Marshal Walia**  
Trustee
- Sei Brown**  
Trustee
- Barbara Carney**  
Secretary
- Christine Knock**  
Trustee Advisor

Plus thousands of volunteers who make our mahi possible!

Members of our staff team, board and Boomer Shed celebrated being finalists in four categories at the 2degrees Auckland Business Awards 2023, South & East.



# Strategic Priorities



Foodtogether Pop-Up Manurewa launches, offering fresh, seasonal and affordable produce.

The Beautification Trust's Te Tiriti o Waitangi policy established.

Eye on Nature Creative Arts Exhibition showcases artwork from kindergarten and primary school tamariki focused on the theme of 'Waste'.

Manurewa Community Recycling Centre celebrates first birthday.



Launch of Different Dinners pilot programme, empowering people to eat more meat-free dinners.

Eye on Nature School Days hosts over 1,200 tamariki for environmental education at the Auckland Botanic Gardens.

Launch of Fertify pilot programme offering free liquid fertiliser made from food scraps collected by Auckland Council.

The Beautification Trust officially moves away from operating as a controlled organisation of Auckland Council, becoming a fully independent charitable trust.

# 2023-2024 Highlights



AUG

The Beautification Trust signs on to the Climate Shift campaign, a call for urgent climate action by all political parties in the lead-up to the 2023 General Election.

SEP

The Beautification Trust named as finalists in four categories at the 2degrees Auckland Business Awards for South & East: Community Contribution, Employer of the Year, Innovation and People's Choice.

OCT



NOV

DEC

Waste team expands with appointment of Zero Waste Manager to senior leadership team.

JAN



FEB

MAR

EcoFest 2024 features over 300 events across Taamaki Makaurau.

APR

MAY

The Beautification Trust makes oral submission to parliament opposing the Fast-Track Approvals Bill, which threatens our natural environment and unique ecosystems in Aotearoa.

JUN

Tamariki and rangatahi dazzle the audience at the sold-out Eye on Nature Wearable Arts Fashion Show.

JUL



## Loving, Respecting And Restoring The Environment

Our urban and natural environment needs all the help it can get. Working together and empowering the community is essential to achieve this. The impact of climate change is significant, and we all recognise the journey we each should be taking towards more sustainable living. We are passionate about doing our part to create communities where the environment gets a fair deal, where waterways are clean, where we live lightly and where nature can thrive.

<h3>Community Engagement</h3> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>67</b> community projects supported</p> </div> <div style="text-align: center;">  <p><b>1,437</b> items loaned through the Community Tool Library</p> </div> </div>	<h3>Zero Waste</h3> <div style="text-align: center;">  <p><b>187,792 kg</b> of waste diverted from landfill through the Manurewa Community Recycling Centre</p> </div>
<div style="text-align: center;">  <p><b>\$14,025</b> funding awarded to community groups to run their own projects</p> </div>	<div style="text-align: center;">  <p><b>12,387</b> people engaged in Zero Waste Services and Programmes</p> </div>
<h3>Pest Free South Auckland</h3> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>223</b> pest traps set by us and distributed to community</p> </div> <div style="text-align: center;">  <p><b>53</b> pest trapping volunteers engaged</p> </div> </div>	<div style="text-align: center;">  <p><b>10,324</b> transactions at the Manurewa Community Recycling Centre</p> </div> <hr/> <div style="text-align: center;">  <p><b>1,394</b> online Waste, Recycling &amp; Rehoming Directory visits</p> </div>
<h3>Graffiti Removal and Prevention</h3> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>23,726</b> removals of illegal graffiti</p> </div> <div style="text-align: center;">  <p><b>17</b> murals completed</p> </div> </div>	<div style="text-align: center;">  <p><b>129</b> items repaired at Repair Cafés for the community</p> </div> <hr/> <div style="text-align: center;">  <p><b>1,200 litres</b> of Fertify liquid fertiliser made from food scraps distributed to the community</p> </div>



Team members Joanna and Stephen are all smiles at the Manurewa Community Recycling Centre.

### Manurewa Community Recycling Centre Celebrates Growth in Second Year

The Manurewa Community Recycling Centre has continued to thrive in its second year of operation, more than doubling the total amount of waste diverted from landfill. This achievement is thanks to the dedication of our recycling partners, who have repurposed large quantities of materials, along with the efforts of volunteers who repair and upcycle items for sale. The on-site Reuse Store has also played a key role in this success, with growing sales of second-hand goods helping to reduce waste and promote sustainable living. The quarterly \$5 Fill-a-bag clothing sales we host are particularly popular with the locals, with masses of quality, second-hand clothing being distributed through the community for an affordable price.

In November 2023, the Centre marked its first birthday with a whaanau-friendly community celebration. The event was a joyful occasion, featuring a free sausage sizzle and birthday cake for customers, as well as the Reuse Store's popular \$5 Fill-a-bag clothing sale. The event strengthened connections with our community and highlighted the Centre's role as South Auckland's zero waste hub. With its ongoing growth, the Manurewa Community Recycling Centre remains the centrepiece of our zero waste kaupapa.

### Repair Café Building Community and Reducing Waste

Since launching in 2022, our Manurewa Repair Café has become a much-loved event within the community. Held every three months in our Creator Space, the Repair Café offers a practical, hands-on way for people to extend the life of their belongings while reducing waste. With at least 30 items repaired at each event, skilled volunteers offer their expertise in areas such as sewing, electrics, woodwork, bike repair, and even jewellery restoration.

**"The Trust might have been born out of a desire to battle graffiti, but it has become so much more. It's grown to include an astonishing range of services, including the Community Recycling Centre, and shows no sign of slowing down. The Centre has stopped countless items from becoming landfill in today's throwaway society."**

**Angela Dalton**  
Auckland Councillor,  
Manurewa-Papakura Ward

The Repair Café has fostered a dedicated and close-knit community of volunteers who are passionate about supporting this kaupapa. Their ongoing commitment has helped develop a welcoming, supportive environment where everyone works together to keep valuable items in use, reducing the burden on both the environment and people's wallets. By keeping items out of landfill and encouraging repair over disposal, our Repair Cafés are a key part of our circular economy and zero waste efforts.

**We extend a big thank you to Repair Café Aotearoa New Zealand for their ongoing support in helping us deliver this vital service to the community.**



Youth volunteers with Youth Project NZ clean up Maraetai Beach with the help of litter grabbers from our Community Tool Library.



Boomer Shed members give their time as volunteer fixers at the Manurewa Repair Café.



## Empowering Communities Through the Community Tool Library and Tiaki Fund

Our Community Tool Library and Tiaki Fund continue to empower local communities to lead their own environmental initiatives. One standout example is Youth Project NZ, a charity dedicated to guiding young people on how to make a positive difference in their communities and in their own lives. They have been organising litter clean-ups with local schools, making great use of tools from the library, such as litter grabbers, gloves, and high-vis vests.

We're proud to support Youth Project NZ and the tamariki and rangatahi involved in their efforts. Together, they've made a tangible impact by keeping our environment clean, restoring beaches, and protecting waterways. This collaboration reflects our ongoing commitment to providing the resources communities need to care for the natural world and create lasting change.

## Community Conservation in Action

As part of Pest Free South Auckland, our pest free programme continues to achieve outstanding results. With the support of the Papakura and Manurewa Local Boards, we've been able to supply

free pest traps to households eager to contribute to community conservation. By trapping pests in their own backyards, residents are not only protecting their homes from property damage but also playing a vital role in preserving the native ecosystems we all share.

In Papakura, we've taken a targeted approach by visiting households bordering key bush areas, such as Redhill Scenic Reserve and Margans Bush. Our message to the community is clear: track pests in your backyard, take action by trapping them, and monitor and report your results. The response has been fantastic, with residents along these bush edges enthusiastically joining the pest trapping efforts.

Thanks to their involvement, these areas are becoming safer habitats for native birds and other wildlife. This programme highlights the incredible impact of community involvement in conservation and demonstrates the difference we can make when we all work together for the environment.

## Tackling Graffiti Vandalism with Creativity and Innovation

Our graffiti removal team made significant strides this year, completing 23,726 removal jobs and achieving a 100% success rate in meeting Auckland Council's timing requests for removal.

Throughout the year, we consistently received positive feedback in independent customer satisfaction and visual surveys, conducted by Tasman Research on behalf of Auckland Council.

Though no graffiti removal work was required for KiwiRail this year, their community engagement team supported two high-visibility mural projects in Newmarket, helping to beautify the area around the station. Our team played a key role in facilitating these and many other mural projects, either managing them from start to finish or providing graffiti guarding services.

In line with our sustainability goals, we reduced our environmental impact by adding an electric van to our fleet and sourcing locally-produced consumables wherever possible. This commitment helps us lower our carbon footprint while maintaining our high standards of service.

We maintained strong partnerships with Auckland Council, Vector, and other asset owners, collaborating to share knowledge and enhance graffiti prevention efforts across the region. This collaboration was further strengthened through our access to Council's graffiti trial innovation fund, which allowed us to produce 15 large digitally printed mural boards. These boards were installed in areas with high rates of graffiti vandalism, providing an opportunity to assess their effectiveness in deterring future graffiti.

## Chorus Cabinet Art Showcases Local Artists

We are proud to partner with Chorus each year to facilitate Chorus Cabinet Art in South and East Auckland. This programme offers local artists the chance to use Chorus cabinets as a canvas to showcase their work to their local community, while fostering community pride and deterring graffiti vandalism.

"Flower of the Pacific" by Jim To'o Filiva'a Stretton is just one of ten Chorus Cabinet artworks created this year in our region. Jim's design showcases one of the most beautiful and well-known Pacific flowers at its centre. This revered pattern, widely embraced across Pacific cultures, symbolises prosperity, new journeys, life, and love. Surrounding the central motif are intricate patterns, emphasising the paramount importance of family in the Pacific Islands. You can view Jim's impressive work at 44 Sharland Avenue, Manurewa.

## Teaching And Facilitating Environmental And Sustainability Education


We want to connect, empower and teach more Kiwis, young and old, to care for the environment and live more sustainably. We recognise that everyone learns in different ways. While we have a role in education, we also want to facilitate and encourage other groups and individuals to share their passions and knowledge with the community.

### Eye on Nature

**20**  
partner organisations delivered environmental education to

**1,231**  
students from

**47**  
schools at Eye on Nature School Days





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Approximately

**420**  
students from **19** schools entered


**85**  
garments for Eye on Nature Wearable Arts




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Approximately

**200**  
students from **18** schools and early learning centres entered **35** installations for Eye on Nature Creative Arts




### EcoFest



At least

**3,485**  
people attended **65** events in South and East Auckland

### In-school Education




**1,502**  
students from **20** different schools contributed **4,760** hours to restoring the environment and building conservation skills through Adopt-a-Park

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We delivered

**69**  
in-school environmental education sessions to

**2,965**  
students



### Community Education



**12**  
site tours were held for

**538**  
adults, rangatahi and tamariki to showcase and encourage environmentally sustainable and zero waste practices



**96**  
workshops hosted in the Creator Space, engaging

**2,123**  
people



**105**  
households completed the four-week Different Dinners pilot programme to introduce more meat-free dinners into their routine, with free advice, recipes and ingredients provided



### Eye on Nature Inspires Young Minds

Our flagship environmental education programme, Eye on Nature, continues to inspire tamariki and rangatahi to explore the relationship between people and the environment. In 2023, we saw another successful year of engaging young minds, wrapping up the year with the theme of 'Waste'.

As we transitioned into 2024, we introduced the theme 'Act Local – Growing With Te Taiao', inviting tamariki and rangatahi to discover how small actions in their own backyards can make a big difference for the environment.

### Young Artists Tackle Waste Issues

Eye on Nature Creative Arts inspires kindergarten and primary school tamariki to explore environmental issues creatively through works of art. In 2023, the theme was 'Waste', where we asked students to consider their personal and community impact on the environment.

We were thrilled to see around 200 students from 18 schools and early learning centres from across South and East Auckland contribute 35 creative installations. The public also engaged, with over 150 people casting votes for the People's Choice Award throughout the exhibition in the term 3 school holidays, adding another layer of community involvement to this inspiring event. We were proud to have the exhibition featured as part of the Auckland Climate Festival 2023, reinforcing the importance of young voices in local climate action.

### Te Puhinui Awa Inspires at Eye on Nature School Days

One of our longest-running programmes, Eye on Nature School Days, was once again a highlight of the year. Over the course of four sun-filled days in March 2024, 1,231 tamariki from 47 schools participated in this enriching experience at the Auckland Botanic Gardens.

Our young learners engaged in a variety of hands-on activities and interactive lessons designed to connect them with te taiao (the environment) and teach them about sustainable living. From exploring local ecosystems to learning about conservation practices, the tamariki were fully immersed in understanding how their actions can make a positive impact on the environment.

In line with the theme 'Act Local – Growing with Te Taiao', the activities were centred around Te Puhinui awa, the last remaining natural asset in the Manukau area and a vital link to the region's cultural and ecological heritage. The focus on Te Puhinui allowed students to engage directly with the kaupapa of the Puhinui Stream regeneration project, bringing local conservation to life through practical, hands-on learning.

The success of Eye on Nature School Days would not have been possible without the incredible support of our community. Over 20 partner organisations and 51 educators worked together to deliver engaging and inspiring sessions, supported by 50 volunteer guides who dedicated 200 hours of their time to facilitate the smooth running of the programme.

**We would like to express our heartfelt thanks to our generous funders: all six Southern Local Boards, the Lion Foundation, and Trillian Trust. Their support enabled us to offer this programme free of charge to schools and students, ensuring it remains a valuable and accessible learning opportunity for our tamariki.**

“Our Flat Bush School students had a fantastic time at Eye on Nature School Days and learnt so much and thoroughly enjoyed all the activities we participated in. My students were inspired by the activity where they looked at wai in the Puhinui stream. They felt like real scientists and were grateful for the opportunity.”

**Janetta Mayerhofler**  
Deputy Principal, Flat Bush School



Watch: Video highlights from Eye on Nature School Days 2024



### Celebrating Sustainability with EcoFest's Growing Success

In its second year as an Auckland-wide festival, EcoFest continued to grow, bringing together the four organisers across Taamaki Makaurau, with the Beautification Trust in the South and East, Kaipātiki Project in the North, EcoMatters Environment Trust in the West, and Waiheke Resources Trust on Waiheke Island. This month-long celebration of sustainability and protecting the environment offered a diverse range of events, activities, and workshops, empowering Aucklanders to take meaningful action towards a greener future.

EcoFest 2024 featured 338 events, attracting over 14,000 attendees citywide. In South and East Auckland, we experienced particularly strong growth, with the number of events doubling to 65 and reported attendance tripling to 3,485. The festival featured remarkable impacts in our area, including the recycling of thousands of kilograms of e-waste, litter clean-ups in local ecosystems, and the distribution of sustainable resources like mushroom grow kits and pest control tools to local households.

A standout event for the Beautification Trust was our EcoFest Whaanau Fun Day, where around 900 people gathered at the Auckland Botanic Gardens to kick off the April school holidays. The day was packed with hands-on activities, including a paper-making workshop, mushroom-growing sessions, pest-free education, and face painting, all set to the lively sounds of steel band, Steel'n Beats. Attendees also enjoyed a meat-free kai experience celebrating the end of Different Dinners, highlighting how we can reduce carbon emissions through our food choices.

With its wide-reaching impact and enthusiastic participation, EcoFest continues to inspire communities across Taamaki Makaurau to embrace sustainability and connect with their local environment.



For the second year in a row, Raquel Sheldon from Pukekohe High School won first place in the Secondary category at Eye on Nature Wearable Arts 2024.

### Students Celebrate Local Conservation Through Wearable Art

Held at the Due Drop Events Centre, the Eye on Nature Wearable Arts competition in June 2024 showcased the incredible creativity of 420 students from 19 schools. With 85 garments entered, the theme 'Act Local – Growing with Te Taiāo' inspired students to explore local conservation through fashion creations. Papatoetoe South School, Pukekohe Christian School, and Pukekohe High School took top prizes in their categories.

New judging criteria and the addition of an intermediate school prize category raised the calibre of entries and created a wider spread of recognition for different age groups. We also developed new educational resources for the participating schools which deepened student engagement with the theme.

We were excited to partner with Whitecliffe College this year, offering VIP tickets to their Graduate Fashion Show as prizes, and we look forward to developing this partnership in the years to come. The event sold out once again, with a stunning stage design inspired by Te Puhinui awa, making for an unforgettable night of creativity and environmental action.



Keila Bui and her teammates at Papatoetoe South School won first place in the Primary category at Eye on Nature Wearable Arts 2024 for their entry, 'Pasifika Southside Princess'.



Watch: Video highlights from Eye on Nature Wearable Arts 2024





## Creating Communities Of Belonging And Connection

While we want to create beautiful and safe communities and protect and learn about the environment, we understand the need for also building connections and a sense of belonging. Our focus is not only on strengthening our intelligence on diversity but also proactively committing to and encouraging it.

### Volunteer Impact



**640**  
volunteers contributed

**2,542**  
volunteer hours to community projects

### Zero Waste Volunteering



**902**  
volunteer hours contributed to the running of the Manurewa Community Recycling Centre, Reuse Store and zero waste initiatives

### Boomer Shed



**1,294**  
volunteer hours contributed to

**39**  
community projects by Boomer Shed members

### Foodtogether Pop-up Manurewa



**2,126**  
bags of fresh, seasonal kai sold

**1,107kg**  
food redistributed to Paataka Kai



### Boomer Shed Booming with New Members and Inspiring Projects

It's been a busy year for the Boomer Shed, our community space for people over 50, with plenty of projects keeping our members engaged and creative. We've welcomed a flurry of new members, thanks to the induction team of John Allen and Gary Anderson, who ensure everyone is familiar with the equipment and able to use it safely.

The Boomers have been working on a variety of personal and community projects. One of the highlights this year was the construction of three garden beds for the Kia Puāwai home. These beds provide residents, from young children to young adults, with a valuable resource for learning how to grow their own food. Kia Puāwai serves as a sanctuary for those in need, and this project supports both nourishment and the development of life skills in sustainability and self-sufficiency.

Boomer Shed members have also made a meaningful impact at our own Manurewa Community Recycling Centre. With the increasing flow of donations from the community, the Centre's sturdy steel garment racks needed an upgrade to ensure stability and prevent accidental topples. The Boomers came up with an ingenious solution, adding plywood frames along each of the two vertical side bars. They also built the impressive wooden boxes

on wheels that now make up our Free Area outside the store, so members of the community can help themselves to neatly organised free clothing and homewares.

Another heartwarming project was the team's work with Totara Hospice, where the Boomers crafted ready-to-build bird house kits containing hand-crafted wooden parts and easy-to-follow instructions. These simple kits brought joy to the Hospice residents, offering a mindful and engaging activity creating hand-made mementos for their whaanau.

In addition, the Boomers took on a special project at Bethesda Retirement Village, a community for retirees in Wiri. The team built gentle sloping ramps to make daily activities easier and safer for residents with limited mobility. After visiting the village and taking measurements, our volunteers crafted customised ramps that fit seamlessly with the door frames of residents' houses, ensuring stability on uneven surfaces. What was once a burdensome step is now an effortless stroll down the gentle slopes, making a real difference in the lives of the Bethesda residents.

In a more whimsical venture, the Boomer Shed members crafted 10 beautiful fairy doors and windows for local preschools. These enchanting creations, featuring intricate designs ranging from mystical woodlands to marae entrances, were gifted to adorn preschool gardens. The fairy doors invite tamariki to let their imaginations run wild, creating magical adventures as they explore the wonders that lie beyond these mysterious portals.

An ongoing collaboration with Blind Low Vision NZ was another highlight. The Boomer Shed team is currently working on creating a three-section mural board featuring interactive sensory games, inspired by Maaori culture. This mural, designed for the playground at the local BLENNZ School, will stimulate the senses of blind and low vision students with elements representing Matariki, Maramataka, and Ngaa waka, incorporating tactile and sensory experiences for the students.

These are just a few highlights of the many projects the Boomer Shed has been involved with this year. The Boomer Shed continues to be a place of creativity, learning, and community connection, making a positive impact through every community project. With their growing member numbers, we look forward to seeing everything they achieve in the years to come.



## Volunteer Spotlight

### The Rag Dolls

This year, a new volunteer group has emerged, calling themselves the Rag Dolls. These dedicated volunteers are tackling textile waste head-on by giving old clothes at the Manurewa Community Recycling Centre a second life. Meeting every Monday for morning tea and crafting, the Rag Dolls work on two fronts: upcycling and repurposing.

For clothes that have reached the end of their life, the Rag Dolls break them down into rags, which are then used by our graffiti removal crew. For damaged but repairable garments, the Rag Dolls make minor repairs like replacing buttons, fixing seams and mending tears, bringing the items back to life. These refreshed clothes are then sold in the Reuse Store, where they find new homes in the community.

The Rag Dolls are a shining example of how small actions can have a big impact, turning old clothes into valuable resources and making a difference in our community.



### Foodtogether Pop-up Provides Affordable, Healthy Kai

Over the past year, the Beautification Trust has expanded its community programme to tackle the pressing issues of food security and sustainability in South Auckland. In partnership with social enterprise Foodtogether, we launched the weekly Foodtogether Pop-Up Manurewa in August 2023. This initiative allows community members to purchase a mixed bag of seasonal fruit and vegetables for just \$15—offering a much more affordable option than local supermarkets.

To date, we've sold over 2,100 bags, with additional bags distributed for free to volunteers and those in need. The programme has also significantly boosted foot traffic to our hub on Thursdays, introducing new people to the Beautification Trust and serving as a gateway for the community to learn more about our broader environmental and sustainability efforts.

The success of the Foodtogether Pop-Up is largely thanks to the dedication of our volunteers. A strong, consistent community of volunteers has formed around the programme, leading to a full roster of helpers and even a waiting list! Their commitment has made this initiative a key part of supporting the well-being of our community.



Watch & Read: 'Ugly' fruit and veggie shop sells out in half an hour on first day  
Te Ao Māori News



## Growing Sustained and Diversified Funding



Driven by our commitment to the community and delivering increased impact, the Trust is focused on growing to support long-term viability. The scope for growth and diversification is strong with a small and dynamic workforce, healthy reserves and a strong value proposition within the community.



## Diverse Financial Growth Through New Contracts and Services

Our financial performance has seen significant improvement, with income levels increasing by approximately 11%. This growth has been driven by the expansion of our service offerings and the successful acquisition of new contracts. These new contracts have boosted our revenue and strengthened our reputation as a trusted partner within the community. With this increased income, we are able to reinvest in our initiatives, ensuring their sustainability and continued growth.

One of the key successes of this year has been the diversity of our revenue streams. By securing contracts across various service areas, we've mitigated risk and created a stable foundation for future growth. This has allowed us to achieve our best revenue year to date, nearing \$3 million in annual turnover.

Our new service areas have created the perfect blend of revenue generation and community and environmental impact. This includes contracts for kerbside food scraps education, recycling contamination education, community engagement for Shoreline Adaptation Plans (SAPs), innovative mural projects, liquid fertiliser distribution, and new kai programmes. These initiatives not only generate income but also deliver valuable outcomes for the communities we serve.

While we made significant progress in exploring business acquisition opportunities that would supplement our existing revenue streams, we were ultimately unsuccessful in acquiring a new business this year. However, the insights gained from these negotiations have strengthened our position for future opportunities.

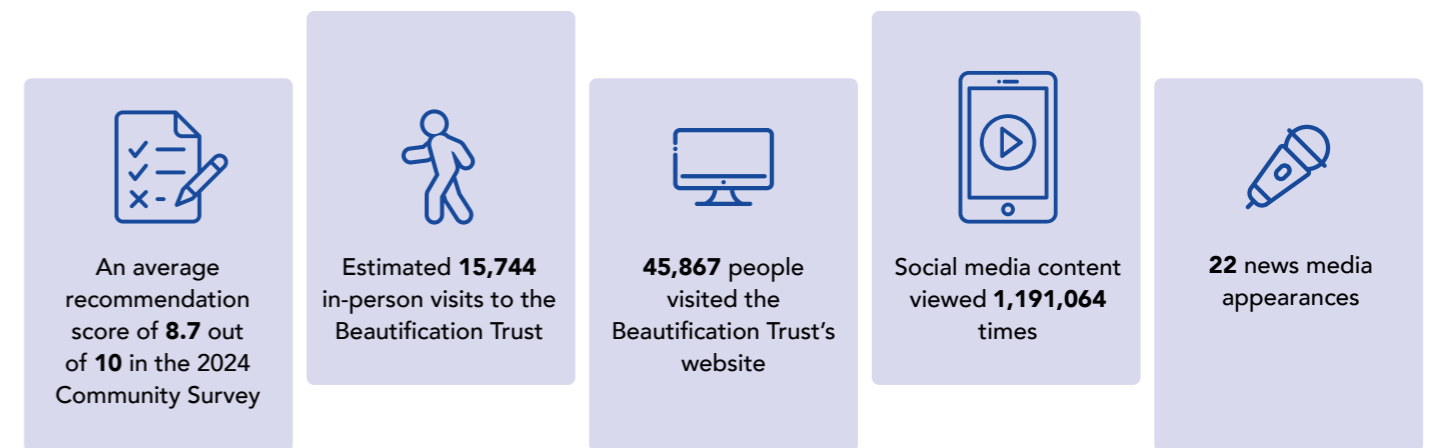
## Increasing Local Business Sponsorships and Collaborations

We are grateful for the ongoing support from our business community. Thanks to new and existing business sponsors, we were able to increase the prize pool for Eye on Nature Wearable Arts in 2024. We see significant potential for corporate partnerships to support other programmes, with ongoing work to develop these opportunities. Collaborations with local business associations have also led to mural commissions, a pilot offering of business inorganic collections, and maintenance work contracts.

## Building a Strong Identity



We recognise that the communities we work in need to know who we are, what we stand for and how they can be a part of our community organisation. Marketing ourselves well and building a strong, well-known identity that our community knows, trusts and partners with for support is crucial for our success.



## A Thriving Community Hub

Our hub in Manurewa has evolved into a vibrant centre of community engagement, with foot traffic doubling year-on-year. This growth reflects the increasing popularity of key programmes like the Manurewa Community Recycling Centre and the Foodtogether Pop-Up Manurewa. These initiatives have transformed our site into a well-known community hub, bringing more people to our space while also introducing them to our wider kaupapa.

To create an even more welcoming and functional space, we've continued to enhance the facility, signage, and layout of our Manurewa hub, including the Community Recycling Centre. The improvements reinforce our site as a place where people can come together to learn, connect, and take action for the environment.

## Raising Awareness and Engagement

Our media presence has been strong thanks to proactive pitching of impactful stories to a variety of regional and multicultural outlets. The launch of the Foodtogether Pop-Up Manurewa in August 2023 attracted significant attention, aligning with national discussions on rising living costs and fresh produce prices. Coverage from outlets such as One News, Whakaata Māori, and Pacific Media Network raised awareness about our mahi to provide affordable kai to South Auckland communities.

On social media, we've embraced short-form video content and platforms like TikTok to better connect with younger audiences. This strategy has led to exceptional growth in followers and engagement. Content highlighting the Manurewa Community Recycling Centre and Reuse Store has performed particularly well, tapping into global trends around second-hand shopping and rejecting fast fashion. Our content about the Foodtogether Pop-Up Manurewa and our stance against the Fast-Track Approvals Bill also sparked strong local engagement.

## Amplifying Our Advocacy Voice

Recognising that individual actions must be supported by system change and government policy, we have strengthened our advocacy voice for environmental protection, climate action and waste minimisation. In the lead-up to the 2023 General Election, we advocated for robust climate action from all political parties, collaborating with organisations like Greenpeace and Forest & Bird on the Climate Shift campaign. We campaigned against the Fast-Track Approvals Bill, making both written and oral submissions to Parliament's Environment Select Committee, as well as marching down Queen Street in June 2024's March for Nature. We are also putting our support behind the Right to Repair Bill by encouraging our local MPs to support the Bill through its first reading and hosting letter-writing workshops so our local communities can make their voices heard.

## Fostering and Maintaining Strong Partnerships

We recognise that we are stronger together and that strength comes from a collaborative approach that is built on respect, communication and working together towards a common goal. We cannot do it alone. We know that when we foster and maintain strong and engaging outcome-focused partnerships with iwi, schools, funders, places of worship, workplaces and community groups, we can achieve great things.



An average recommendation score of 9.2 out of 10 in the 2024 Key Stakeholder Survey

We partnered, collaborated with and supported 202 local groups, including:

105

partner organisations

82

schools & kindergartens

15

artists

Our industry collaborations included:

10

professional and industry networks of which the Trust is a member

4

other Environment Hubs Aotearoa member hubs collaborated with on joint projects or proposals



Some of the new programmes and collaborations we helped build in 2023-24 include:

Foodtogether Pop-Up Manurewa (Foodtogether)

Different Dinners (Auckland Council Climate Team)

Shoreline Adaptation Plan (Auckland Council)

Kerbside Recycling Contamination and Food Scraps Bins Rollout (Auckland Council WasteWise)

Fertify Liquid Fertiliser (Auckland Council WasteWise and Fertify)

## Collaborative Partnerships Powering Our Impact

Our partnerships are at the heart of everything we do, enabling us to deliver impactful community and environmental outcomes. The continued success of key programmes like Eye on Nature School Days highlights the power of collaboration. This year, over 20 partner organisations and 51 educators came together to deliver inspiring sessions that engaged and educated tamariki across Taamaki Makaurau.

EcoFest 2024 also underscored our commitment to building strong partnerships. Our strengthening collaboration with the three other Auckland eco hubs—Kaipātiki Project, EcoMatters Environment Trust, and Waiheke Resources Trust—helped expand the festival's reach, particularly in South and East Auckland, where we doubled the number of events to 65. These events were hosted by local community groups, organisations, and individuals, strengthening our local relationships and fostering new opportunities for collaboration across other work streams.



Through close partnerships, we've expanded our offerings and delivered new initiatives and contracts aimed at improving environmental outcomes and community engagement.

We also remain deeply involved in ongoing collaborative efforts, such as:

- Illegal Dumping Work Groups (in partnership with Accelerating Aotearoa, E Tū Rakau, Te Awa Ora, and Kainga Ora)
- Pest Free South Auckland (alongside Ōtara Lakes and Waterways Trust, Auckland Council Environmental Services, Māngere East Family Services, Totara Heights Bush Guardians, and Auckland Council Parks)
- Empowered Communities Puhinui Group (in collaboration with Eke Panuku and Waiohūa Iwi workstreams)

These partnerships allow us to build stronger community connections, amplify our impact, and continue delivering innovative solutions that benefit the environment and the people of South and East Auckland.

## Uniting for Climate Action

This year, we have played an integral role as one of the founding members of the Community Climate Action Network (CCAN), an informal network bringing together the diverse and dynamic forces of Auckland's community climate action sector. We aim to amplify the impact we have on climate action by building a collective movement and supercharging our voices. Any for-purpose community group, network, enterprise or alliance can join CCAN, free of charge, if they support the kaupapa and culture of this network. CCAN focuses on areas with the biggest impact on climate change in Taamaki Makaurau where community groups can have a strong collective influence. This includes transport, food, energy, waste, water and ecological restoration. This is based on supporting Auckland Council's Climate Action Plan, which is regional, and evidence based.

## Strengthening People, Culture, Operations and Sustainability

How we do our work is vitally important; the way we treat others, the way we operate efficiently, how we approach Health and Safety, what we learn, how we keep pushing forward with ways to improve the way we work, and what we look for in our procurement and sustainability practices. These are all what we hold onto dearly and are driven by the values of the Beautification Trust.

91.2%

staff overall satisfaction compared to organisation target of 70% in the 2024 Staff Satisfaction Survey

62.5%

increase in staff engagement identifying hazards in the workplace

100%

of staff engaged in at least two learning opportunities during the year

### Prioritising Staff Development and Well-being

Our staff and volunteers are the backbone of our operations, and their dedication is vital to our success. In January 2024, our employee survey revealed that staff satisfaction remains high, with employees feeling a strong sense of contribution towards our mission. This high level of engagement stems from our inclusive, value-driven culture, where staff can see the tangible impact of their work and feel appreciated as key members of the team.

Our commitment to staff health & safety skills development continued with our regular training in hazard identification and de-escalation. These ongoing development opportunities have empowered our teams with the tools to ensure their own safety and the safety of those around them. As a result, we've seen a positive increase in hazard reporting across departments, reinforcing a strong safety culture throughout the organisation. We also continue to provide first aid training for all permanent staff and some of our long-serving volunteers.

### Driving Operational Efficiency and Sustainability

This year, we made significant strides in improving operational efficiency and decision-making using comprehensive data insights and automation. By conducting a five-year graffiti data review, cleaning up our CRM, improving data management, and setting up dashboards to track key metrics, we now have a clearer

understanding of our processes. These efforts provide actionable insights to enhance service delivery and outcomes. We also introduced a pipeline process to significantly improve volunteer management and engagement.

In line with our sustainability goals, we have made ongoing progress in reducing our emissions, focusing on fleet replacement with electric and hybrid vehicles where feasible. We also continue to divert as much waste as possible from landfill. A key part of our sustainability journey has been educating our teams on best practices, setting clear targets, and offering guidance on selecting more sustainable KiwiSaver providers. This comprehensive approach ensures that sustainability is embedded at every level of our organisation.

### Stepping Out on Our Own

We marked a monumental milestone in our journey of connecting and empowering communities this year. In June 2024, 23 years on from our formation by the then Manukau City Council, we proudly transitioned from a Council-Controlled Organisation (CCO) to a fully independent charitable trust.

Our deep and enduring partnership with Auckland Council and the six southern Local Boards continues through many remarkable initiatives, from graffiti removal to Eye on Nature, our Manurewa Community Recycling Centre and so much more. As we continue this important mahi together, the transition away from CCO status will help us reduce our administrative costs and operate more efficiently.

## Looking Ahead

As we look to the future, the Beautification Trust is excited to continue expanding our efforts to support sustainability, community engagement, and environmental stewardship in South and East Auckland.



### Manurewa Bike Hub

In partnership with Auckland Transport, we're thrilled to be launching the Bike Hub Manurewa in late 2024, a community-focused initiative designed to encourage more people to embrace cycling.

**The Bike Hub will be a welcoming space where anyone interested in biking can access:**

- Free tools and advice on basic bike maintenance
- Restored, safety-checked second-hand bikes for sale
- Used and new bike parts and accessories
- Safe cycling advice and guidance

Beyond promoting cycling, the Bike Hub will also further our commitment to the circular economy by encouraging bike repairs and reuse. It will help foster stronger community connections and provide the Trust with another important touchpoint to engage with local residents.



### Expanding the Manurewa Community Recycling Centre

We are rethinking the layout of our site to make better use of space at the Manurewa Community Recycling Centre. This will allow us to expand our recycling streams and offer new zero waste services to households and local businesses, further enhancing our impact.

### Growing Our Focus on Kai and Reducing Food Waste

Following the popularity of our Foodtogether Pop-Up, we are strengthening our focus on food sustainability, particularly in new opportunities to reduce food waste in our communities. We look forward to expanding our kai programmes which will help people to lower expenses, reduce emissions, and waste less food, with opportunities to try more meat-free meals and support to make simple, practical changes.

### Supporting Our Teams

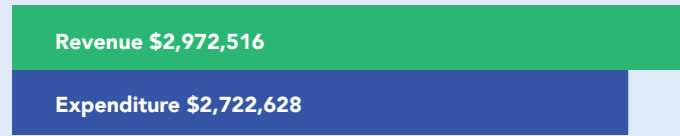
We remain committed to investing in our teams and adapting to meet their evolving needs. Our focus includes increasing administrative support and implementing an industry-leading HR platform to streamline human resource processes. Additionally, we are introducing flexible work options that promote employee wellbeing and a healthy work-life balance.



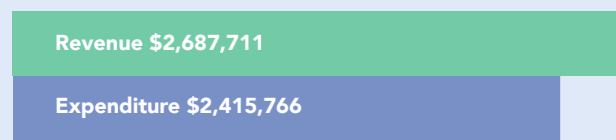
Finances

Financial Performance

FY 23/24

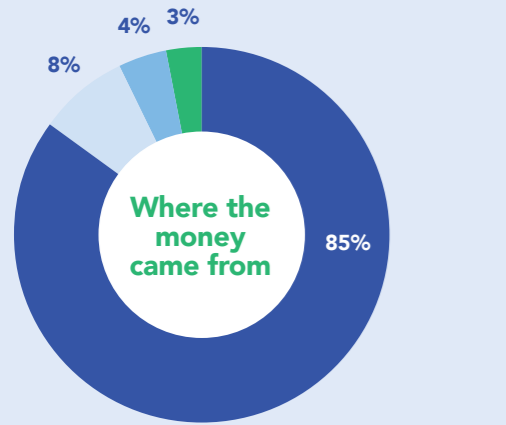


FY 22/23

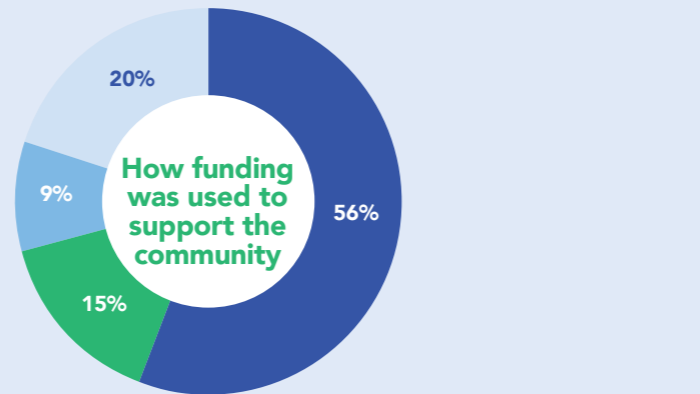


The information in this report has been summarised from the Financial Statements of the Beautification Trust for the year ending June 30, 2024. These were prepared by Lala & Associates and, at the time of publication, were subject to audit by BDO New Zealand.

The audited Financial Statements are available on request or on the New Zealand Charities Commission website. For further information, please email [admin@beautification.org.nz](mailto:admin@beautification.org.nz).



Contracted services	85%
Donations and grants	3%
Finance income	4%
Store sales and other income	8%



Programmes supporting loving, respecting and restoring the environment	56%
Administrative costs	20%
Initiatives teaching and facilitating environmental and sustainability education	15%
Programmes supporting creating communities of belonging and connection	9%
Programmes supporting loving, respecting and restoring the environment	20%



Memberships



Certifications & Awards



Acknowledgements Thank you to our funders, sponsors and partners who made our work possible this year:





[beautification.org.nz](http://beautification.org.nz)



**Beautification Trust**  
Connecting and Empowering Communities

The Beautification Trust is a social enterprise on a mission to connect and empower communities to learn, love and look after our environment. Since 2001, we've been leading beautification projects, community events, zero waste programmes and environmental education all over South and East Auckland.



The Beautification Trust is a registered charity with the New Zealand Charities Commission (CC21978) and an Ākina certified social enterprise.

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