



**Beautification
Trust** Connecting and
Empowering Communities

Our Impact Ngaa Hua o te Tau

2024/25

OUR VISION

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.
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OUR KEY IMPACTS

Communities have pride and feel safe	The environment is healthier and cleaner	Communities are connected and empowered
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SUSTAINABLE DEVELOPMENT GOALS

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

4
QUALITY
EDUCATION

11
SUSTAINABLE CITIES
AND COMMUNITIES

12
RESPONSIBLE
CONSUMPTION
AND PRODUCTION

13
CLIMATE
ACTION

14
LIFE
BELOW WATER

15
LIFE
ON LAND

Teenaa Koutou

This past year has been one of incredible strength for the Beautification Trust, full of milestones that speak to the creativity, resilience, and generosity of our community.

Our established programmes remain at the heart of what we do. From graffiti prevention and mural projects that build pride and safety, to education initiatives like Eye on Nature and our growing network of volunteers, these long-standing efforts continue to deliver and are well-loved and respected. They are the backbone of the Trust, providing connection and care that our community values.

At the same time, we have been excited to add new initiatives that extend our reach and deepen our impact. The launch of our first community Bike Hub in Manurewa, the Street Art Bike Challenge, and our new e-bike library show how we are adapting to community and climate needs. Trialling a new paid rangatahi internship programme reflects our commitment to future generations, giving school leavers the opportunity to learn and lead.

This balance of old and new was evident across the year. Our Boomer Shed marked its 10th birthday while also delivering on significant projects to support the community. Eye on Nature School Days once again brought over a thousand tamariki together for hands-on environmental learning, while EcoFest grew into one of the largest sustainability festivals in Aotearoa. Together, these initiatives remind us that the strength of our kaupapa comes from both the programmes we have nurtured over many years and the fresh energy we bring to emerging opportunities.

We also invested in strengthening the Trust itself. New systems and processes are improving how we measure impact, manage resources, and support our people, ensuring we were well positioned for the growth we saw this year and expect to see in the coming year. Recognition at the 2degrees Auckland Business Awards as the “Best of the Best” for Community Contribution across the Auckland region affirmed the power of this approach and the collective effort of all involved. Looking ahead, the consolidation with the Tread Lightly Charitable Trust from July 2025 will add even more depth and variety to our environmental education work.

None of this would be possible without the people who stand with us – our staff, volunteers, Trustees, funders, sponsors, and partners. Your time, energy, and commitment allow us to care for both our environment and our communities.

As you read this report, I hope you see how the threads of past, present, and future are woven together in our mahi. By building on what has worked, while bravely stepping into what is new, we are further connecting and empowering communities to learn, love, and look after the environment.

Ngaa mihi,



Audrey Williams
Board Chair



Daniel Barthow
CEO

Our Team

Staff



Abby Casey
Community Representative

Aigagalefili (Fili) Fepulea'i-Tapua'i
Community Engagement Specialist

Amber Galea
Zero Waste Manager

Ashritha Bagadam
Community Educator

Benaiah Casey
Bike Hub Coordinator

Carmen Ross
Recycling Centre Coordinator

Carolyn Robinson
Volunteer Facilitator

Collett Paniora
Recycling Centre Coordinator

Dallas Storey
Graffiti Removal Specialist

Daniel Barthow
Chief Executive Officer

Daniel Te Hira
Graffiti Removal Specialist

Danielle Coad
Administrator

David Anderson
Logistics Support

Erin Bowers
Community Coordinator

Eru Te Kira
Bike Hub Coordinator

Grant Alexander
Bike Hub Coordinator

Jessica Pakura
Graffiti Removal Specialist

Joanna Casey
Bike Hub Coordinator

Joanna Long
Recycling Centre Coordinator

Joshua Kemp
Graffiti Removal Specialist

Kate Watson
Recycling Centre Coordinator

Lance Blow
Graffiti Removal Specialist

Latai Fonokalafi
Community Representative

Laura Qin
Recycling Centre Coordinator

Lenny Van Heugten
Pest Free Activator

Louise Beuvink
Marketing & Communications Manager

Michael (Mikey) Hartley-Muru
Graffiti Removal Specialist

Mohammad Ali Ashouri Dahnesari
Bike Hub Coordinator

Naomi Fleming
Recycling Centre Coordinator

Naomi Tjandra
Marketing & Communications Specialist

Nina Peihopa
Recycling Centre Coordinator

Rae Baxter
Recycling Centre Coordinator

Richard (Reesh) Casey
Bike Hub Lead

Rohit Sawhney
Kai Specialist

Scott Henderson
Operations & Commercial Manager

Stacey Upjohn
Health & Safety/Boomer Shed Manager

Stephen Brown
Recycling Centre Coordinator

Sterling Ruwhiu
Community Programmes Manager

Taiasina (Tai) Tuifu'a
Graffiti Removal Specialist

Teaboraoi (Tebz) Iannang
Community Representative

Teo Arani Taare-Ward
Graffiti Support Coordinator

Zerick Martin
Graffiti Removal Specialist

Zoé Braun
Marketing & Communications Specialist

Lailoa Peteli
Community Administrator*

Loleta Savaka-Ruwhiu
Zero Waste Manager*

Pascal Bridger
Graffiti Removal Specialist*

Penelope Thomas
Community Educator*

Rangi Matthews
Graffiti Removal Specialist*

Stella Cooper
Bike Hub Coordinator*

Volunteer Board



Ian Stuppel
Chair

Sei Brown
Deputy Chair

Luella Linaker
Treasurer

Annalies van Kesteren
Trustee

Avril Hunt
Trustee

Franco Noblejas
Trustee

Holly Walmsley
Trustee

Lincoln Jefferson
Trustee

Marshal Walia
Trustee

Barbara Carney
Secretary

Christine Knock
Trustee Advisor

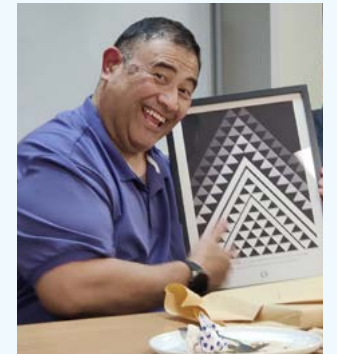


Plus hundreds of volunteers who make our mahi possible!

Departing Trustees



Audrey Williams
Chair



Solf Maifea
Treasurer

A Heartfelt Thank You to Our Departing Trustees

We are deeply grateful to departing Trustees, Audrey Williams and Solf Maifea, who have both given so much during their time with us. As this financial year ended, so too did their incredible nine years of service on our Board.

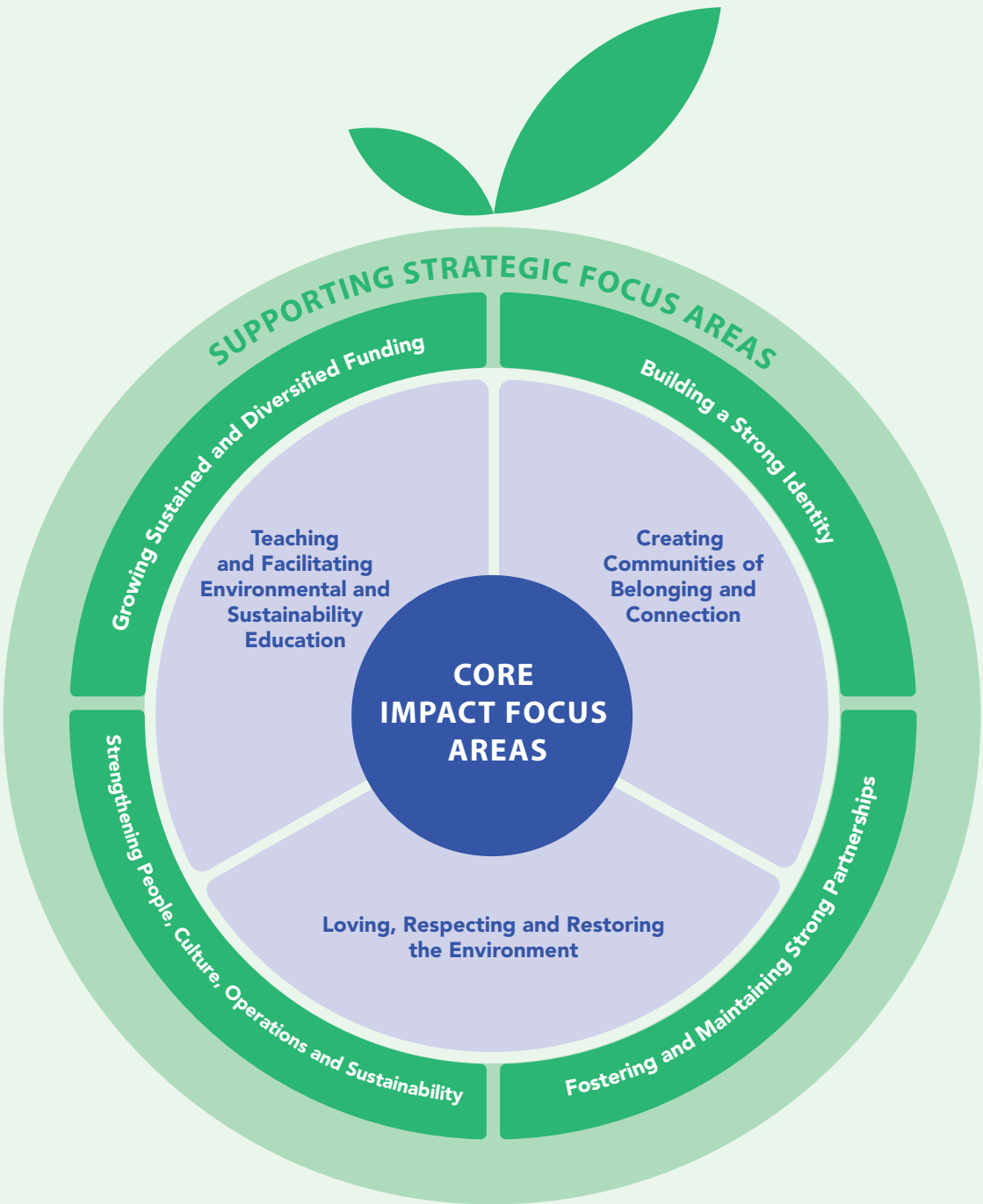
Audrey Williams was Chairperson of the Board of Trustees for around seven years, overseeing the Trust as it resecured key contracts, increased services delivered, and transitioned to a new CEO. She was incredibly active in volunteering and creating connections between the Trust and local businesses.

Solf Maifea's time on the Board as the Treasurer and part of the Health and Safety Committee exemplified his leadership and compassion toward stakeholders, employees, and the community alike. He has always prioritised the wellbeing of everyone involved, seeing the Trust's operations are both safe and sustainable, ensuring that the Beautification Trust will thrive for years to come.

We can't thank them both enough for the passion, knowledge, care and generosity they have put into the Trust.

*Left recently or during the 24/25 financial year.

Strategic Priorities



August: The Beautification Trust is named as a finalist in three categories for South & East Auckland at the 2degrees Auckland Business Awards: Excellence in Community Contribution, Employer of the Year and Strategy & Planning.



November: Bike Hub Manurewa officially opens, the first to be operated by the Beautification Trust, with support from Auckland Transport.

Manurewa Community Recycling Centre celebrates its second birthday.

February: After nearly two years of work, Boomer Shed members unveil a hand-crafted sensory mural at BLENNZ Homai Campus: School for children and young people who are blind, deafblind, or have low vision.

April: In collaboration with EcoMatters, the Beautification Trust promotes the Street Art Bike Challenge to encourage active transport and discovery of local public art throughout the month.

The Beautification Trust makes an oral submission to parliament's Economic Development, Science and Innovation Committee in support of the Right to Repair Bill.

The Beautification Trust is named the Best of the Best Winner for Excellence in Community Contribution at the 2024 2degrees Auckland Business Awards.



2024-2025 Highlights

- AUG
- SEP
- OCT
- NOV
- DEC
- JAN
- FEB
- MAR
- APR
- MAY
- JUN
- JUL



October: Eye on Nature Creative Arts Exhibition showcases artwork from kindergarten and primary school tamariki focused on the theme of "Act local – What's in your backyard?"

December: The Beautification Trust wins the Excellence in Community Contribution category for South & East Auckland at the 2degrees Auckland Business Awards.



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

March/April: EcoFest 2025 features over 350 events across Taamaki Makaurau.

May: The Beautification Trust announces its consolidation with the Tread Lightly Charitable Trust from July 2025, integrating the Tread Lightly environmental education programme into the Beautification Trust's offerings.

June: The Boomer Shed celebrates its 10th birthday.

The Beautification Trust celebrates the service of Audrey Williams and Solf Maifea, who retire as Trustees after nine years on the Board.

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.



Growing our Community of Zero Waste Champions

This year, the Manurewa Community Recycling Centre continued to grow as a community hub for waste reduction, reuse and recycling. We saw a 40% increase in transactions compared to the year before, as word spreads and more people embrace the zero waste kaupapa.

Through everyone's efforts, we diverted 154,000 kilograms of waste from landfill. While this is slightly lower than last year, we've improved how we measure and report these figures, giving a more accurate picture of our impact.

With new national recycling standards introduced by the Ministry for the Environment, container lids can no longer go in kerbside collections. In response, we worked alongside Zero Waste Aotearoa and other community recycling centres to establish a

new recycling stream. We were proud to have launched this service and are now accepting both plastic and metal lids. The response from the community has been enthusiastic, with many people grateful to have a convenient drop-off option.

We also partnered with Abilities Group to start accepting soft plastics, expanding our reach and reducing even more waste going to landfill.

Our team are continually upskilling so we can support whaanau with practical advice and waste minimisation education. This helps extend our impact beyond being just a drop-off point.

Thank you to our growing community of customers and supporters. Whether you're shopping for pre-loved items in the Reuse Store or dropping off your hard-to-recycle items, every visit helps build a more sustainable, more connected South Auckland.

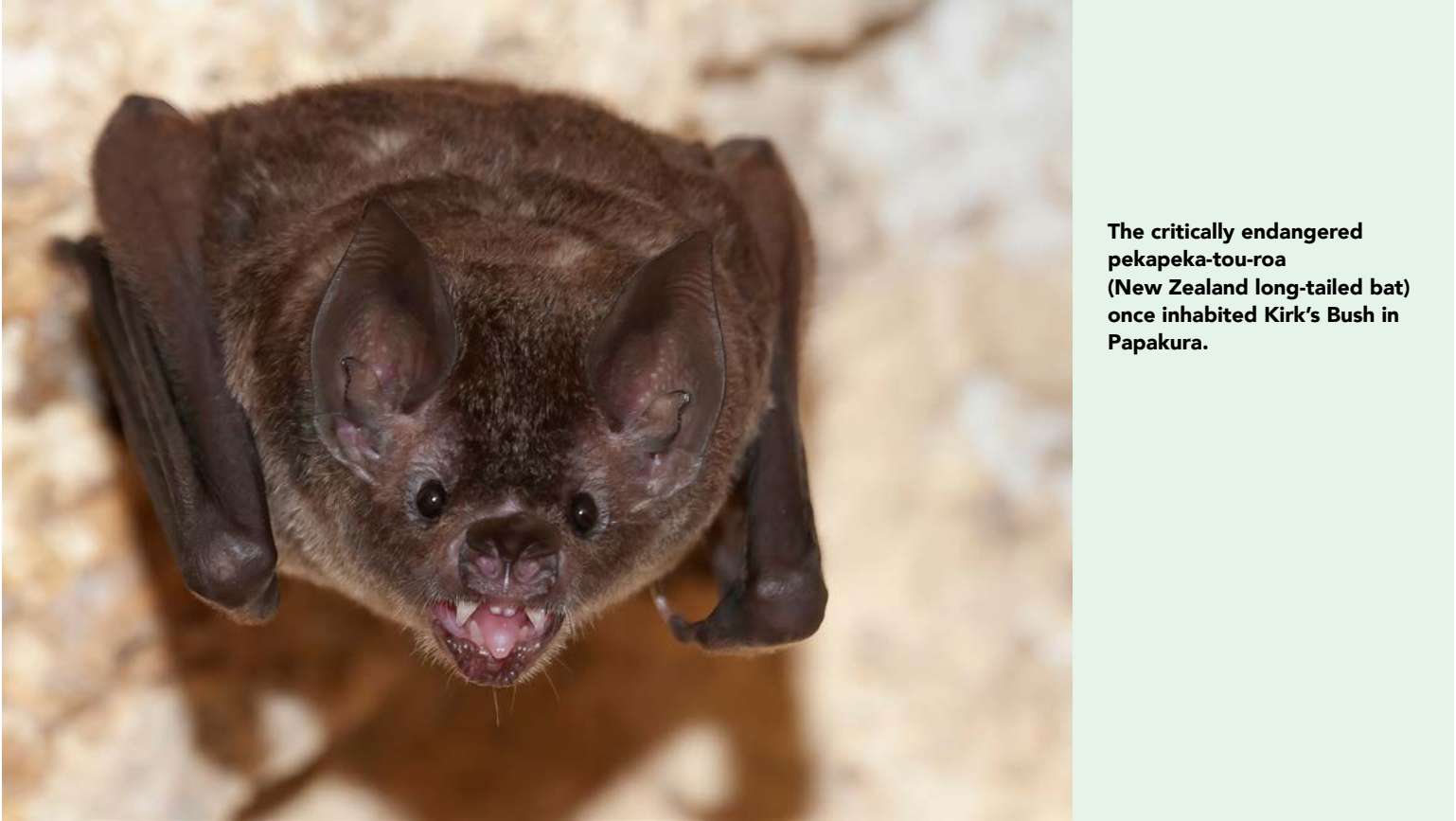


Bringing Back the Bats to Kirk's Bush

Kirk's Bush in Papakura is a treasured urban ngahere (forest). Alongside the Huunua Ranges, it's one of the few remaining patches of native forest in South Auckland, covering land that was once cloaked in bush before European settlement. It's home to ancient trees, native birds, and, historically, pekapeka-tou-roa (New Zealand long-tailed bats). Like many natural spaces, it's under pressure from introduced pests and habitat loss.

Over the summer of 2024–25, we ran a series of “bat date nights” in Kirk's Bush to try and detect pekapeka-tou-roa, which we know used to live there. These community events are a fun way to connect locals with conservation and get people involved in citizen science. Sadly, no bats were detected, but we instead spotted a possum and hedgehog, which told us the ngahere was out of balance.

In early 2025, a local mowing contractor and long-time supporter of our pestfree mahi popped in to replace some broken rat traps. With the support of his clients, he regularly sets and checks traps on their properties. He shared a wish to get involved in active conservation work in Kirk's Bush, a place he often passes on his rounds, to bring back the bats.



The critically endangered pekapeka-tou-roa (New Zealand long-tailed bat) once inhabited Kirk's Bush in Papakura.



We reached out to Auckland Council's Parks team, and with permission from the park ranger, placed four supplementary rat traps in Kirk's Bush alongside the Council contractor's work. Our keen volunteer checked them daily. Within a week, six rats were caught. Over four months, the total rose to 40. The ngahere clearly needed more help.

We got in touch with Friends of Kirk's Bush, a long-standing local group who support the protection of this special place. They backed our approach and helped spread the word. A video made with a local content creator captured the current state of the ngahere, both its beauty and its challenges, and brought in fresh volunteers.

From there, we proposed a community-led pest control model. With Auckland Council's support, the contracted pest control devices were removed in August, making space for 17 new traps managed by the Beautification Trust and local volunteers. These include rat traps, possum traps and DOC200s, placed out of view of the public and “unofficial” tracks through the forest, thanks to local volunteer knowledge of both the ngahere and the way people use it.



The results were encouraging right from the start, with five possums and two more rats caught in just the first few days. The local mowing contractor continues to volunteer checking traps, and even the contractor who services the kauri dieback stations has offered to check them monthly.

This mahi is just the beginning. Kirk's Bush is already seeing a shift, and the mauri of the ngahere is returning. We are planning more bat nights, regular monitoring, and fungi ID walks, all part of a deeper commitment to strengthening the community connection to Kirk's Bush and restoring this special ngahere.

Caring for Public Spaces Through Graffiti Removal and Prevention

Our graffiti team stayed sharp this year, completing 30,331 removal jobs, with 26,862 of these for Auckland Council. This now includes the removal of illegally placed stickers and posters on council assets like street signs and traffic control cabinets. We met 99% of Auckland Council's response time targets, and ensured 100%



of offensive tags were removed within the required timeframe. Meanwhile, independent customer satisfaction surveys run by Tasman Research showed strong and consistent support for the quality and reliability of our work.

Over Matariki weekend, we partnered with KiwiRail to deliver a large-scale graffiti clean-up of the rail corridor. Together with partner contractors and the rail protection team, we identified hotspot areas, removed over 3,000 square metres of graffiti from key sites and created a new mural, adding beauty while deterring future vandalism. This is the continuation of a long-standing relationship with KiwiRail to maintain the rail corridor, and we hope to collaborate on more projects as funding allows.

We grew our team by welcoming two new full-time staff and one part-time team member, providing local employment while strengthening our capacity. We also took steps to reduce our carbon footprint by adding a second electric van to our fleet and choosing locally produced materials wherever possible. These improvements to our operations support our sustainability goals while helping us maintain our high standards of service.

A strong collaborative approach with Auckland Council, Vector, and other asset owners and service providers across the Auckland region remains key to our shared objective of removal and prevention of graffiti. Through sharing insights and working together, our efforts benefit communities across South and East Auckland and beyond.



Watch: Community action at Kirk's Bush by @chronicallyyellen_eats on Instagram



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*

17

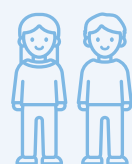
partner organisations delivered environmental education to

1,231

students from

47

schools at Eye on Nature School Days



Approximately

674

students from

13

schools and early learning centres entered



35

installations for Eye on Nature Creative Arts



At least

4,097

people attended 57 events in South and East Auckland

In-school Education

926

students from 17 schools contributed 1,734 hours to restoring the environment and building conservation skills through Adopt-a-Park in partnership with Auckland Council.



We delivered

38

in-school environmental education sessions to 1,158 students



Community Education



38

workshops hosted in the Creator Space, engaging 893 people



17

site tours were held for 342 people to showcase and encourage environmentally sustainable and zero waste practices.



53

households completed the four-week Different Dinners programme to introduce more meat-free dinners into their routine.



89

people took part in Every Bite, learning simple actions to reduce their food waste.



Growing Future Environmental Leaders at Eye on Nature

Eye on Nature brings tamariki and rangatahi together to connect with te taiao (the environment), explore environmental ideas through creativity and science, and learn what it means to be environmental heroes. Through hands-on activities, artistic expression and outdoor learning, this kaupapa helps young people build a lifelong connection to their local environment.

This year, the programme celebrated our native biodiversity and the links between personal and environmental wellbeing. Whether through an art piece made from repurposed materials or an "aha!" moment during a nature walk, Eye on Nature continued to inspire our future environmental leaders.

Young Artists Celebrate Backyard Biodiversity

Young South and East Auckland environmentalists brought awareness to our native plants, insects, and animals through their creative art installations at Eye on Nature Creative Arts in October 2024.

Primary schools and kindergartens from South and East Auckland responded to the theme "Act Local – What's in your Backyard?", exploring how to care for our local spaces and look after te taiao around them, using locally sourced materials and re-purposed waste.

Thanks to the support of our sponsors, we awarded \$2,550 in cash prizes and art supply vouchers to the winning schools.

When Nature is Healthy, So Are We

In March 2025, we hosted the annual Eye on Nature School Days at Auckland Botanic Gardens, bringing together over 1,200

I love that we can get out and DO something. It is not just theory or learning but a lasting impact."

– Anonymous survey response

students from primary schools across South and East Auckland. This free kaupapa enabled students in years 5 and 6 to explore environmental learning through hands-on experiences, engaging lessons and outdoor connection with te taiao.

The theme for 2025, "Wellbeing: Taiao and Me", centred on the relationship between the health of the environment and the wellbeing of people. Students were encouraged to reflect on how a healthy environment helps provide clean water, nutritious food, mental clarity and physical strength. The learning considered te whare tapa whaa as a framework for understanding personal and environmental health.

The success of Eye on Nature School Days would not have been possible without the incredible support of our community. Educators from 17 partner organisations worked together to deliver engaging and inspiring sessions, supported by 61 volunteer guides who dedicated 314 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 and Trillian Trust. Their support enabled us to offer this programme free of charge to schools and students, including bus transport, ensuring it remains a valuable and accessible learning opportunity for our tamariki.



Watch: Video highlights from Eye on Nature School Days 2025



*Eye on Nature Wearable Arts 2025 took place in July 2025, so will be reported on as part of the next financial year.



EcoFest Continues to Inspire Action

EcoFest marked its third year as a region-wide celebration of sustainability in Taamaki Makaurau. The Beautification Trust proudly partnered with fellow Auckland enviro-hubs, Kaipātiki Project, EcoMatters Environment Trust, and Waiheke Resources Trust to bring this month-long celebration of sustainability and te taiao to life.

Across Auckland, EcoFest's event numbers grew by 15%, featuring 353 workshops, exhibitions, markets and events with over 26,000 attendees in 2025. In South and East Auckland, we supported 57 events, welcoming more than 4,000 locals to take part. Over 1,300 of those attended events delivered directly by the Beautification Trust.

At our Beautification Trust Open Day, around 160 people came to explore our mahi firsthand. They toured our facilities, got broken items fixed at our Repair Café, and took action at a submission party supporting the Right to Repair Bill. Whether people came to get involved in their community or learn something new, this day offered plenty of ways to make a difference.

During the school holidays, our EcoFest Whaanau Fun Day offered a lively day of family fun at the Auckland Botanic Gardens. Around 1,000 attendees enjoyed nature-based games, live creature encounters, T-shirt upcycling with screen printing, and vegan feijoa skin muffins and dairy-free smoothies from our Love Food Hate Waste crew. The Tread Lightly Caravan gave tamariki the chance to power a lightbulb with their own energy and learn how everyday choices impact the planet.

EcoFest continues to show the power of collaboration and community-led change. We're proud to lead this movement in South and East Auckland, creating space for people to learn, connect and act for a better future.

Better Kai for the Planet and the Puku

This year, we grew our kai-focused mahi to support healthier whaanau and a healthier environment. We helped locals build more sustainable food habits at home to reduce both carbon emissions and food waste, encouraging small, meaningful changes with lasting impact.

Reducing the Climate Impact of What We Eat

We were proud to bring Different Dinners to our community as part of this kaupapa. Funded by Auckland Council, the free four-week programme helped households reduce their carbon footprint by choosing more meat-free meals. Vegetarian meals typically create much less greenhouse gas and use less land and water to make than meals with meat, so swapping meat for vegetarian proteins a few times a week is a simple and effective way to make a difference on a personal level.

Each week, participants received ingredients, recipes, and encouragement to try something new in the kitchen, making it easier to swap meat for vegetarian protein options. The programme focused on supporting long-term change, with participants followed up after their journey to understand the ongoing impact. The follow up survey with the 53 households who completed our programme showed people were eating more meat-free meals than before, and felt much more confident cooking without meat.



Making the Most of Our Kai

Auckland Council also funded us to deliver a Love Food Hate Waste initiative that reached 289 people through four interactive events. Each session offered practical tools to reduce household food waste, from kai samples and recipes to smart storage tips.

Our four pop-ups focused on some of New Zealand's most commonly wasted foods; bread, feijoas, potatoes, and roast chicken. Two events took a workshop-style approach, allowing for deeper discussion and hands-on learning, while the other two were casual, drop-in sessions. Across all four, engagement was high and participants responded positively to the chance to connect, sample, and share ideas.

We focused on key areas like planning meals, smart storage using "Eat Me First" stickers, preserving surplus produce, managing portion sizes, and making the most of leftovers. Recipes reflected a range of dietary needs, and many participants shared their own tips too. We encouraged continued learning through online platforms, including the Love Food Hate Waste website and our social media channels.

Fostering Food Appreciation

In keeping with tackling food waste, we also joined Every Bite, a nationwide food appreciation movement that helps people waste less food at home. Delivered by Zero Waste Aotearoa as part of the Ministry for the Environment's national food waste reduction programme, it aims to reduce food waste across Aotearoa by 10%.

This year, the Beautification Trust served as the South Auckland hub, bringing this kaupapa to our community. We supported 89 locals through our free four-week programme, learning simple actions to make their food go further and to save money too.



Globally, up to 40% of food is wasted, according to the UN Environment Programme. Every Bite tackled this challenge head-on with weekly at-home actions and two in-person hui. Participants took on creative tasks like setting up an "Eat Me First" shelf, transforming old leftovers into something new, finding the oldest thing in the freezer to make something delicious, and using abundant seasonal produce in inventive ways.

At our final celebration, participants shared their wins and learnings, enjoyed kai together, and took home extra resources to continue their journey. There were even spot prizes for some extra excitement!

"Love the new recipes using foods I would normally throw out."

– Every Bite participant

Creating Communities Of Belonging And Connection

Having a sense of belonging and connection in one's community is important. 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 understanding of diversity but also proactively committing to and encouraging it.

Volunteer Impact



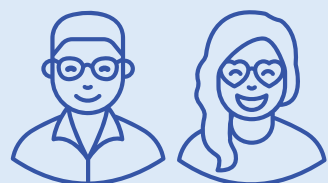
7,106
volunteer hours contributed to
community projects

Zero Waste Volunteering



1,458
volunteer hours contributed to
the running of the Manurewa
Community Recycling Centre

Boomer Shed



1,628
volunteer hours contributed to

92
community projects by Boomer Shed
members

Foodtogether Pop-up Manurewa



1,900
bags of fresh, seasonal kai sold

1,199kg
of food redistributed to Paataka Kai

521
volunteer hours contributed

Bike Hub Manurewa



1,463
people visited the
Bike Hub



777
bikes were repaired or
refurbished



120
bikes sold, **19** gifted to
families in need



417
volunteer hours
contributed



A Decade on the Tools in the Boomer Shed

This year we celebrated a major milestone: the 10th birthday of the Boomer Shed, our community shed for people over 50. Since its doors first opened in 2015, our members have contributed over 22,000 hours of volunteer mahi, delivering more than 500 community projects across South and East Auckland, and made countless friendships.

Our milestone year began with a big surprise for the tamariki at local kindergarten, BestStart Papakura. Boomer Shed members delivered custom-made planter boxes for tamariki to decorate and plant their own veggie garden, as well as three handmade balance bikes that had the kids zooming around with big smiles on their faces.

The balance bikes are part of a wider project to repurpose pram wheels, donated by 3R Group, into sustainable new play equipment. Our volunteers designed a balance bike prototype using plywood and recycled wheels, even including adjustable seats. BestStart Papakura were the lucky recipients of the first three bikes, with a total of 75 planned for distribution to early learning centres and whaanau.

A long-running project was finally brought to completion in February 2025. After nearly two years of careful work designing, woodworking, hand-carving, assembling and painting, the Boomers proudly unveiled a 7.5-metre sensory mural at BLENNZ Homai Campus School. Designed to support the sensory learning of students who are blind, deafblind or have low vision, the mural features carved native animals, a waka, and interactive tactile elements. Watching the students explore the mural with their hands and immediately recognise the features was a moment the volunteers won't forget.

Boomer Shed members also contributed to national research led by Emeritus Professor Edwina Pio ONZM, exploring the role of Men's Sheds in the wellbeing of older adults. The research, commissioned by MENZSHED New Zealand and funded by the Selwyn Foundation, confirmed what we already see every day at the Shed: people thrive when they feel included, useful, and connected.

As Aotearoa ages, spaces like the Boomer Shed are more important than ever. We're proud of everything our Boomers have achieved and look forward to the next 10 years of impact and aroha.



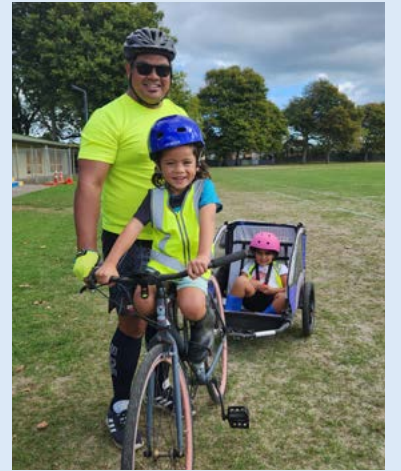
"Men's Sheds are a quiet yet powerful force for good in New Zealand society. They mitigate loneliness, foster community, and improve health outcomes for older men. This research clearly demonstrates the transformative impact of these spaces, underlining their importance in creating a healthier, more connected and age-friendly Aotearoa."

- Pio, E. (2025). Researching the health and wellbeing impact of Men's Sheds on their members in New Zealand. Auckland, New Zealand: The Selwyn Foundation.



"The Trust does a lot of important work in the community. It brings people together making our community a better place."

– Anonymous survey response



The Wheels Are Spinning at Bike Hub Manurewa

In November 2024, we proudly joined Auckland's network of community bike hubs by launching Bike Hub Manurewa, with support from Auckland Transport. Located at 1 Dalgety Drive, Wiri, this welcoming space offers free support for bike maintenance, refurbished bikes for sale, cycle skills education, and friendly advice for anyone who walks in. The hub is run by our staff team with support from trained volunteers who share their time and knowledge to keep the wheels turning.

In its first seven months, the Bike Hub saw 1,463 visits from community members. Our team and volunteers repaired or refurbished 777 bikes, helping get them safely back on the road. We sold 120 bikes at low cost and gifted another 19 to whaanau where cost was a barrier. Making bikes affordable is a big part of our Bike Hub kaupapa. This ensures that no one is excluded from the opportunity to ride, especially when transport costs are high



and access is limited.

We also launched a free e-bike trial scheme with support from Auckland Transport, giving people the chance to borrow an e-bike for two weeks to see if it suits their lifestyle. This practical, hands-on approach helps people try a new way of getting around without the pressure of committing to a big cost upfront.

In April, we joined forces with EcoMatters to run the Street Art Bike Challenge across South Auckland. The challenge invited friends and whaanau to explore local street art by bike, snapping photos at murals and public art spots to enter spot prize draws.

Alongside this, we introduced Rewa Rides – a series of free guided group rides that showcase safe cycling routes in Manurewa and help build confidence for everyday biking. Feedback from participants was overwhelmingly positive. Everyone who completed the post-ride survey rated the experience five out of five, felt more connected to their community and more confident about cycling in the area. Three-quarters said they were now more likely to choose biking for short local trips.

A big thank you to Auckland Transport for partnering with us to open Auckland's newest Bike Hub. We're also deeply grateful to our friends at EcoMatters, the original bike hub pioneers, for generously sharing their knowledge and advice to help us get up and running.

A Rewa Rides group visits the Manukau mural honouring the late Fa'anānā Efeso Collins, created by artists Janine and Charles Williams.



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.

\$1.3m

invested into delivering community programmes

12

new local jobs created

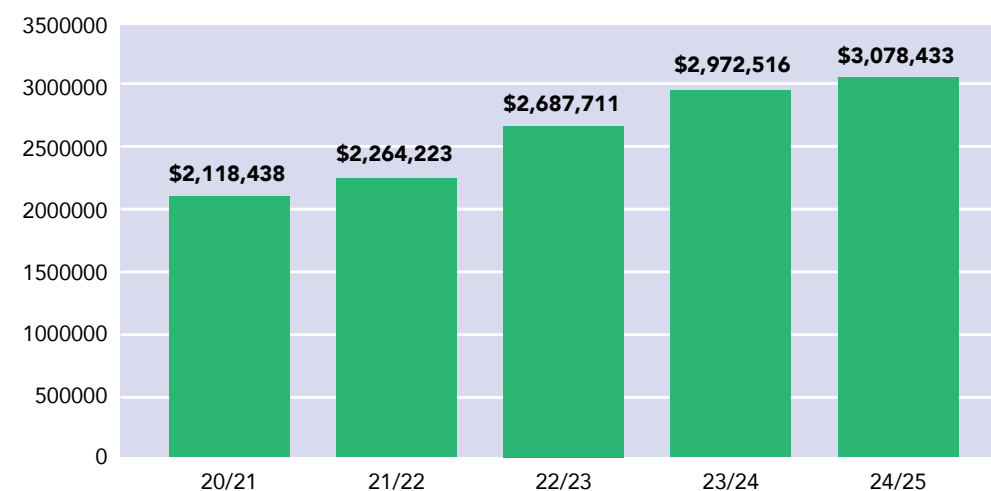
46%

five-year growth in income

60%

growth in annual donation and grant income

Annual Income



Onwards and Upwards

Over the past five years, our income has grown by 46%, with a further 4% increase this financial year. This growth has enabled us to reinvest in people, programmes and communities across South and East Auckland. Our income now also reflects a more balanced mix of sources. From community contracts and climate projects to revenue from the Bike Hub and Community Recycling Centre, our expanded funding base has created more resilience and opportunity.

A long-held goal of our diversification strategy has been the acquisition of a values-aligned commercial business. After several opportunities explored over the last five years, we're proud to

report the acquisition of Packaging Recyclers from 1 October 2025. Based in West Auckland, this long-standing business specialises in the reuse and recycling of commercial packaging and secure document destruction. This marks a bold step into the B2B space; diversifying our income while scaling up impact in the zero waste kaupapa.

Philanthropic support has also seen positive growth, thanks to the strong relationships we are nurturing with both long-standing and new funders. This diverse approach to income allows us to remain resilient, responsive and focused on long-term impact for the people and places we serve.

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.



An average recommendation score of **8.6** out of **10** in the 2025 Community Survey



Estimated **20,587** in-person visits to the Beautification Trust or Bike Hub Manurewa



32,407 people visited the Beautification Trust's website



20 news media appearances



Social media content viewed **5,474,395** times

Stronger Together: Growing Our Reach Across South and East Auckland

We were excited to see a 30% year-on-year increase in estimated in-person visits to our sites at Holmes Road and Bike Hub Manurewa. Much of this growth came from rising awareness of the Manurewa Community Recycling Centre, where transaction numbers continue to grow. The Community Recycling Centre has incredible social media engagement; its Instagram account now has more followers than the main Beautification Trust account. Our loyal local customers are spreading the word with friends and neighbours, helping to build momentum.

The opening of the Bike Hub also gave us another in-person touchpoint in a new location, extending our visibility and community reach even further.

Our presence on social media continues to grow, with a stronger focus on short-form video to share stories and connect with our audience in engaging ways. At the same time, we continue to invest in the "old-school" methods – flyers, posters, in-person presentations and conversations – so we can stay connected with older generations and those less active online. We were disappointed to see the Manukau and Papakura Courier discontinued by Stuff, as this had become an important channel for reaching those communities.

As our programmes and services have grown, so too has our investment in our story, connecting with the community and promoting our kaupapa. This year, we expanded our marketing and communications department from two to three full-time team members, ensuring we have the capacity to do this work well, without sacrificing quality.

Underpinning all our communications is a commitment to reflect the communities we serve. We focus on showcasing real people, authentic stories and local voices; strengthening relationships with our audiences and making our mahi more visible, accessible and meaningful.



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 2025 Key Stakeholder Survey

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

115

partner organisations

81

schools & kindergartens

15

artists

Our industry collaborations included:

9

professional and industry networks of which the Trust is a member

3

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



Growing Our Impact Together

Our partners and funders are central to how we work. This year, we have put greater focus on sharing our strategy through lived experiences rather than just reports. Open days, activations, and community events have become powerful communication tools, giving stakeholders the chance to see our mahi in action, meet our team, and hear stories directly from whaanau. From the launch of our new Bike Hub to stream restoration days and rangatahi-led workshops, these experiences create deeper understanding and a shared vision.

By inviting Auckland Council, local boards, funders, and community partners to witness impact firsthand, we're building deeper trust and a shared commitment to our goals. This approach has reinforced our culture of transparency, collaboration, and accountability, ensuring our strategy is both seen and felt across the communities we serve.

As an active member of Auckland's Community Climate Action Network, we're proud to support other like-minded organisations working towards a low-carbon future. We've had strong representation at hui and events, contributed to the steering group, and built relationships with individuals and groups who share our goals. This collective kaupapa strengthens our impact and builds shared momentum for climate action across Taamaki Makaurau.

Advocacy in Action

We've continued to advocate for positive change, engaging constructively with local and central government leaders. This year, we added our voice to national campaigns aligned with our mission, including adding our name to Zero Waste Aotearoa's open letter backing the Container Return Scheme, and championing the Right to Repair Bill.

We were excited to see the Right to Repair Bill pass its first reading in Parliament, following a determined campaign to drum up support led by the Right to Repair Aotearoa Coalition. In response, we rallied our community to make submissions to the select committee in support of the Bill. Through hosting workshops and providing resources and templates, we supported 19 people from our community to make their own submissions. We also made our own written and oral submissions on behalf of the Beautification Trust.



Watch: Our oral submission to parliament on the Right to Repair Bill



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 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.

89%

overall staff satisfaction compared to organisation target of 70% in the 2025 Staff Satisfaction Survey

12.5%

increase in staff engagement identifying hazards in the workplace

98%

of staff engaged in at least two learning opportunities

Looking After Our People

This year, we made big strides in creating a workplace that is efficient, inclusive and future-ready. We successfully rolled out a Human Resources Information System (HRIS), streamlining onboarding, record-keeping and other core HR processes. Staff and managers now have better access to accurate information, helping everyone focus more on their mahi and less on admin.

We also developed and launched a new Flexi Working policy, designed in partnership with an external HR specialist and shaped by staff feedback. It supports adaptable arrangements such as four-day weeks, Flex Fridays and nine-day fortnights. Flexibility is now the default, unless there's a genuine business reason otherwise. This shift has helped build a more inclusive and balanced work culture, while ensuring all team members have equal access to career development and progression.

We reviewed our pay structures using Strategic Pay industry benchmarks and made updates where needed, ensuring all team members receive fair and competitive remuneration. We remain a proud Living Wage-accredited employer.

We know a strong team culture goes beyond policies and pay. This year included team outings to Auckland Zoo and the bowling alley, office visits from massage therapists, and lots of shared kai. From toolbox breakfasts to thank you gifts and bonuses, we recognise the mahi of our staff, volunteers and interns throughout the year.

Creating a Safer Workplace

Health and safety is everyone's responsibility at the Trust. Over the past year, we implemented 150 corrective and preventative safety actions to create a safer environment for all staff. We developed eight new internal training modules, including safe lifting methods and emergency scenario preparation for everything from paint spills and fire evacuations to dealing with angry members of the public.

Opening Doors for Rangatahi

We also trialled a 12-week paid internship pilot programme for rangatahi from Manurewa, made possible with funding from Beyond Horizons Charitable Trust. The programme provided hands-on work experience, mentoring and training in community engagement and environmental mahi. All three interns were paid the Living Wage, and have since gone on to casual roles as community representatives. This initiative removed financial barriers and created a clear, supported pathway into employment.



Looking Ahead



Welcoming the Tread Lightly Programme

From July 2025, the Beautification Trust will formally welcome the Tread Lightly programme into our whaanau. This exciting consolidation with the Tread Lightly Charitable Trust brings together over 40 years of combined experience in environmental education, strengthening our ability to inspire behaviour change and create lasting impact across Taamaki Makaurau.

With its interactive caravan, new electric van, and a track record of engaging nearly 100,000 tamariki, Tread Lightly will sit proudly alongside our other education and engagement programmes. By combining our shared kaupapa and longstanding partnership, we will ensure the programme's financial sustainability and long-term delivery, while expanding opportunities for schools, rangatahi, and whaanau to connect with te taiao in meaningful and practical ways.

New Zero Waste Contracts

In the year ahead, we'll continue to grow our reach and impact in the zero waste space through a suite of new contracts, strengthening our role as a community leader in this space. These partnerships cover everything from tackling illegal dumping and litter to delivering community activations that encourage waste reduction and informed choices. We are also helping households get the most out of Auckland Council's food scraps and recycling services to support positive behaviour change.

A major new workstream is the management of Auckland Council's Zero Waste Events website, providing event organisers with practical tools to divert waste from landfill, and coordinating grants and loan gear to make waste-wise events easier to run.

Together, these initiatives position the Trust as a one-stop shop for zero waste, making it easier for whaanau, schools, and communities to take meaningful action and build lasting change.



Growing our Social Enterprise Mix

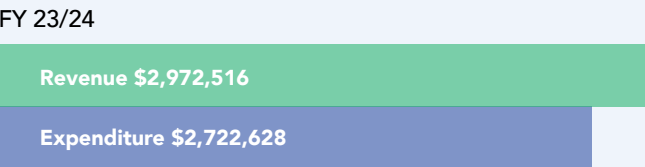
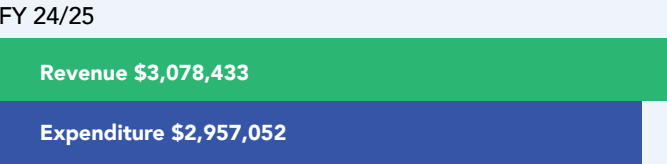
In a major milestone for our income diversification strategy, the Beautification Trust is preparing to purchase Packaging Recyclers, a long-standing, family-run business in West Auckland. With of experience in the reuse, recycling, and repurposing of boxes, as well as secure document destruction services, Packaging Recyclers brings strong environmental credentials and a proven track record.

This acquisition forms part of the Trust's long-term strategy to diversify funding, using social enterprise models to ensure financial sustainability while staying true to our charitable purpose. It represents an exciting step towards scaling up our zero waste mahi and broadening the practical solutions we can offer to businesses and communities. By integrating Packaging Recyclers into the Trust whaanau, we will be able to divert even more resources from landfill, strengthen the circular economy, and reinvest profits back into community outcomes.

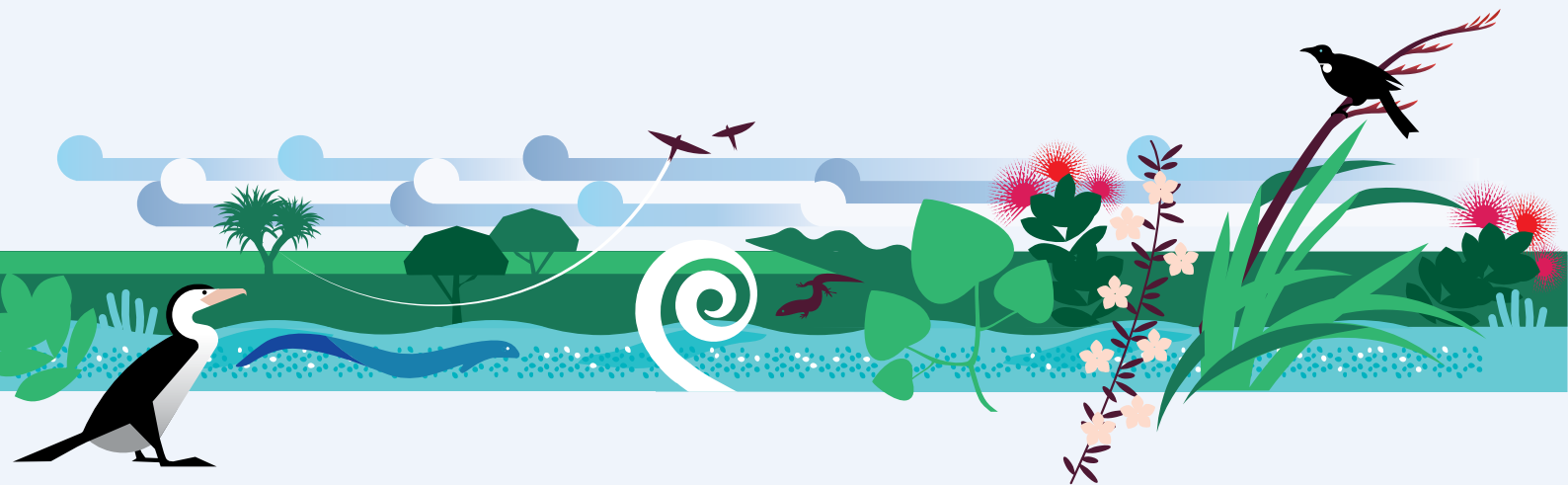
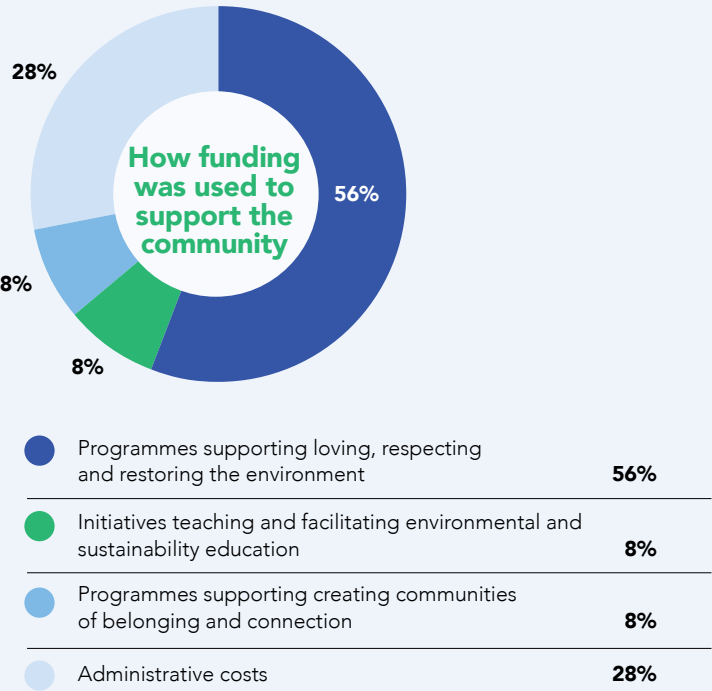
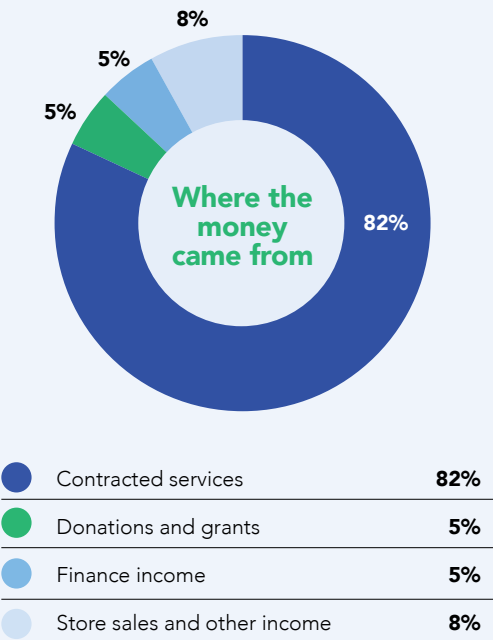


Finances

Financial Performance



The information in this report has been summarised from the Financial Statements of the Beautification Trust for the year ending June 30, 2025. These were prepared by Lala & Associates and, at the time of publication, were subject to audit by BVO Audit. 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 or visit beautification.org.nz.



Memberships



Certifications & Awards



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



Ehara taku toa i te toa takitahi,
engari he toa takitini

My success is not mine alone, but
it is the success of many

beautification.org.nz



The Beautification Trust was
named the Best of the Best Winner
for Excellence in Community
Contribution at the 2024 2degrees
Auckland Business Awards.



**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).

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