



**Beautification
Trust** Connecting and
Empowering Communities



Our Impact Ngaa Hua o te Tau

2025/26

OUR WHY

Communities and te taiao are connected, resilient and thriving

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.



FOREWORD

This past year has seen significant growth and change, building on the strong foundations we have established while preparing for the opportunities ahead. We have successfully completed our previous five-year strategic plan and, through co-creation with our team and consideration of community and environmental needs, developed a new strategy that sets an ambitious direction for the next chapter of the Trust.

Our established programmes and services continue to provide the foundation for our mahi. At the same time, we have broadened our impact and explored new ways to respond to the challenges facing the environment and communities. The first full year of our Auckland Council Community WasteWise contracts has been a significant milestone, enabling us to reach many more people through practical behaviour change, education, and action around waste.

The year has also seen the Trust grow through new teams and entities joining our wider kaupapa. When the Tread Lightly Charitable Trust wound down, we integrated its programmes into ours, taking our environmental education work to the next level through new talent, resources and opportunities to connect with tamariki and communities at scale.

The acquisition of Packaging Recyclers and Document Destruction has expanded our social enterprise activity and our ability to create environmental impact through reuse and recycling, alongside increasing diverse new income streams to sustain our charitable purposes. Together, these developments demonstrate the many ways the Trust can create value – generating income through commercial activity while reinvesting that income into our communities and the environment.

Change also means making difficult decisions about where we focus our energy and resources. While it was bittersweet to conclude our Eye on Nature Wearable Arts programme after many years of creativity, connection, and environmental storytelling, doing so has created capacity for us to explore new areas and respond to emerging opportunities. As we look ahead, kai, climate action for all, and te taiao will be increasingly important areas of focus, alongside our ongoing commitment to waste minimisation, community connection, and environmental education.

Reaching our 25th anniversary in late 2026 is an important moment to recognise how far the Trust has come. What began as a community response to the challenges of tagging has grown into an organisation with a much broader purpose to support communities and te taiao to be connected, resilient, and thriving. Our ability to evolve while staying true to our kaupapa has been one of our greatest strengths.

None of this would be possible without our staff, volunteers, Trustees, funders, sponsors, partners, and the many people across our communities who participate in and support our work. Thank you for the energy, commitment, and belief you bring to our shared kaupapa.

We are incredibly proud of what we have achieved together and optimistic about the next 25 years. This next chapter will bring even more exciting opportunities to connect and empower communities to learn, love, and look after the environment.

Ngaa mihi,



Daniel Barthow
CEO



Ian Stupples
Board Chair

25 Years of Connecting and Empowering Communities

This year, we're celebrating 25 years of the Beautification Trust. What began as a handful of volunteers tackling a graffiti vandalism crisis in Manukau has grown into an organisation working across Auckland on everything from zero waste to active transport, conservation to education.

Since 2001:



1,365,657m²

of graffiti removed, roughly the area of 136 rugby fields



128,616

tamariki educated through our environmental education programmes, about the same as the population of Dunedin



24,190

volunteer hours given in the Boomer Shed, equivalent to one person working full-time for over 11 years



600,142kg

waste diverted from landfill, the same weight as roughly 7,600 adult New Zealanders

Cast your mind back to the 1990s. Manukau was earning a reputation nobody wanted: Graffiti Capital of the South Pacific. Streets felt unsafe to walk down, and residents were reluctant to admit where they lived. By 1996, Manukau City's annual graffiti removal bill had passed \$347,000, and the problem was only growing.

Change began with a church youth group. In 1997, Reverend Mark Beale and youth leader Barbara Carney from St Elizabeth's Anglican Church joined Keep Manukau Beautiful, with a small band of volunteers painting out tags around Clendon. What started as a handful of committed locals with borrowed paint and an old, donated van grew into something much bigger. On 13 December 2001, with the backing of Mayor Sir Barry Curtis and Manukau City Council, that grassroots mahi was formally incorporated as the Manukau Beautification Charitable Trust.

The early years were tough. The Trust's first annual budget for

cleaning up Manukau's streets was just \$65,000, and tags removed one day would often reappear the next. But persistence paid off. The government-funded Task Force Green brought a dedicated road crew onto the streets, and by the time Graeme Bakker joined as General Manager and Barbara Carney took up a paid role as Graffiti Manager in 2004, the Trust was ready to grow into something more than a graffiti removal and prevention service.

Over the following decade, the Trust's remit expanded alongside its reputation. Eye on Nature launched in 2013, growing from a school garden day into a signature environmental education event. Community connection further deepened in 2015, with the Boomer Shed welcoming its first members, giving people over 50 a place to share skills, build things, and belong. In 2016, almost 2,000 volunteers turned out for our Puhinui Stream Clean-up, New Zealand's largest environmental clean-up at the time, clearing over 9 tonnes of rubbish, including 300 tyres and 200 shopping trolleys from the stream in just three hours. In 2021, the Trust simplified its

name to the Beautification Trust and launched the Community Tool Library, Creator Space and Tiaki Fund to empower communities to lead their own projects.

The last five years have brought the fastest change yet. The Manurewa Community Recycling Centre opened in 2022. We joined forces with our fellow Auckland environmental hubs for EcoFest in 2023. Bike Hub Manurewa opened its doors in 2024. In July 2025, the Trust welcomed the Tread Lightly Caravan, a mobile classroom bringing award-winning environmental education to schools across Auckland. And in October 2025, the Trust completed its first business acquisition, welcoming Packaging Recyclers and Document Destruction into the whaanau, a milestone in building a more diversified, sustainable organisation for the next 25 years.

From a handful of volunteers with paintbrushes to a diverse organisation running a community recycling centre, circular

packaging business, mobile environmental classroom, bike hub, and countless more initiatives across Taamaki Makaurau, our mahi has grown further and touched more lives than anyone could have imagined in 2001.

None of this would have been possible without the thousands of people who have given their time, passion and expertise over 25 years. To every staff member, volunteer and Trustee, past and present, who has picked up a paintbrush, planted a tree, fixed a bike, shared their knowledge or created something for the community: thank you. To the mayors, councillors and local board members of Manukau City Council in our early years, and Auckland Council since the 2010 super city amalgamation, who have backed us every step of the way, and to the funders, partners and sponsors who have believed in this kaupapa year after year: our continued success has been possible because of you.

Here's to the next 25 years.



1997 Youth group removing tags – the beginning of a movement. Lizzy Beale, Vanessa Carney & Chantelle Carney.



2013 The first Eye on Nature School Days.



2016 Almost 2,000 volunteers turned out for our Puhinui Stream Clean-up, New Zealand's largest environmental clean-up at the time.



2024 Students of Homai School cut the inner tire tube ribbon at the official opening of Bike Hub Manurewa on 14th November.



2006 Barbara Carney and Mark Beale.



2006 The giant "Empowerment Mural" in Otara painted by over 150 school children from 30 schools.



2016 The Puhinui Stream Clean-up cleared over 9 tonnes of rubbish, including 300 tyres and 200 shopping trolleys from the stream in just three hours.



2022 The Manurewa Community Recycling Centre was officially opened on 9th November.



2025 The team at Packaging Recyclers, following the acquisition by the Beautification Trust on 1st October.

2004 Barbara Carney took up a paid role as Graffiti Manager.



2016 The early days of the Boomer Shed.



2025 The Beautification Trust welcomed the Tread Lightly Caravan in July.



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.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly

We led and collaborated on key projects in nature restoration, community conservation and illegal dumping prevention, and opened the Manurewa Community Recycling Centre as a cornerstone zero waste service. The Community Tool Library and Tiaki Fund now support community-led environmental projects directly.



Zero Waste

Manurewa Community Recycling Centre

176,963kg diverted from landfill (99% of what was received), of which 81.25% was reused instead of recycled

95,000 items sold through 17,907 transactions

Repair Cafés

192 items repaired by volunteers at Manurewa Repair Café, including 124 clothing and textile items mended at Mending Circles

Illegal Dumping Prevention

7,980 online Waste, Recycling & Rehoming Directory page views

38,219kg of illegal dumping cleaned up, of which 6,488kg was diverted from landfill

Zero Waste Events

30 events supported through grants, up from 26 the year before

76.71% average waste diversion rate achieved by grant-funded events

82 events supported with loan gear

4,100 active users of the online resource hub

Packaging Recyclers & Document Destruction

16.4 tonnes of paper diverted from landfill, prioritised for reuse over recycling

610,676 used cartons receipted back into stock, replacing the need for new packaging



Graffiti Removal and Prevention

29,728 removals of illegal graffiti



Pest Free South Auckland

319 pest traps set by us or distributed to community

32 volunteers engaged in pest trapping

31 traplines managed by volunteers across

27 public reserves, backed by 100+ hours of volunteer time each month

1,338 pest catches reported

114,830 moth pods collected across Manurewa and Papakura in this year's Moth Plant Competition

14,932m² of land cleared of pest plants by volunteers for the Papakura Stream Halo Project, the same area of almost 15 tennis courts



Community Engagement

24 community projects supported across the Community Tool Library and Tiaki Fund

1,012 items loaned through the Community Tool Library

\$10,830.39 of funding awarded to community group projects



We launched two new recycling streams, including empty Will&Able containers.

A Record Year for the Manurewa Community Recycling Centre

The Manurewa Community Recycling Centre had its busiest year yet, diverting 176,963kg of waste from landfill, almost 25,000kg more than the year before. Just over 81 percent of that was reused rather than recycled, meaning most items found a new life as-is rather than being reprocessed, a significant shift up the waste hierarchy.

Transaction numbers reached an all-time high, and the Centre grew to match. A new outdoor container area gave the team more room to work, and two new recycling streams launched: Empty Will&Able containers, and document destruction through Packaging Recyclers. We welcomed a new Reuse Store Team Lead, and one of the Centre's long-standing volunteers stepped into a paid staff role. The Centre exceeded its revenue target every quarter.

Our popular quarterly \$5 Fill-a-Bag sale hit its biggest total yet, with 617 bags of clothing sold during a single event. The Rag Dolls volunteer group mended 244 clothing items for resale in the Reuse Store and cut around 300kg of end-of-life clothing into rags for the graffiti removal crew. Free e-waste recycling was introduced as an illegal dumping prevention measure, saving Manurewa residents an estimated \$6,331 in recycling fees and diverting 8,782kg of e-waste from landfill across 1,238 items, thanks to funding from the Manurewa Local Board.

Thank you to Auckland Council and Zero Waste Tāmaki Makaurau Trust, to our dedicated volunteers and staff, to the wider network of Community Recycling Centres, to our recycling partners who make it possible to give so many materials a second life, and to our customers for embracing the zero waste kaupapa and making every day fun!

Repair Cafés are Keeping Good Things Going

Our four Repair Café events brought together more than 30 volunteers, who gave over 350 hours to fix, mend and save items from landfill this year. This year we added to our Repair Cafés with Mending Circles, giving the public a chance to learn sewing and repair skills alongside our volunteer fixers. Two new skilled volunteers, an electrician and a seamstress, joined the team, adding to a group that has stayed remarkably loyal since our first Repair Café in 2023.

Together, these events repaired 192 items and diverted 290kg from landfill, avoiding 1,751kg of CO₂ emissions. Just as valued as the repairs themselves are the kai and koorero shared, giving our community and volunteers a chance to connect.

Thank you so much to Auckland Council for their Community Wastewise funding, Repair Network Aotearoa for their support, and our dedicated volunteers who make this all possible.



Illegal Dumping Prevention in Manurewa

Illegal dumping has long been one of Manurewa’s biggest environmental challenges, but our work has shown it’s not purely an environmental problem, it’s a social one. Tenancy turnover, mental health struggles, the cost and inconvenience of proper disposal, and not knowing where to take things all contribute to why people dump, and our Community Recycling Centre helps fill that gap, though it isn’t accessible to everyone.

This year, with the support of the Manurewa Local Board, our team visited 1,175 dumping spots across Manurewa, collecting 38,219kg of waste and diverting almost 6,500kg from landfill, sorting materials like metal, e-waste, cardboard and tyres for reuse and recycling through the Manurewa Community Recycling Centre.

It’s not easy work. Some items were waterlogged and too heavy to lift safely, others too hazardous to touch, and certain hotspots needed a visit every week to keep on top of them. In one case, the team found four large dumped solar batteries they weren’t equipped to handle and reported it to Auckland Council, who investigated and took enforcement action.

As a first year delivering this contract, we’re proud of our mahi towards cleaner streets and a Manurewa people feel proud to call home. Thank you to the Manurewa Local Board and our project partners: Te Awa Ora Trust for community prevention, Veritas Investigations for enforcement, and Wilkinson Environmental for their research.



Growing Our Impact with New Zero Waste Events Contract

This year marked our first delivering Auckland Council’s Zero Waste Events contracts, running the resource hub, grants and loan gear scheme that help event hosts cut or eliminate their waste to landfill, supporting Auckland’s goal of zero waste by 2040.

Getting this new work stream up and running involved building new systems and processes, including a new grant management platform and a streamlined accountability process for event hosts, plus an automated loan gear fulfilment system that keeps manual data entry to a minimum for our team. That investment is already paying off. We’re now humming along and shifting focus to promoting the service further, backed by a new Google Ads campaign targeting people searching for event waste advice, which drew over 1,200 clicks in its first year.

Demand for the service grew steadily through the year, with more event hosts building confidence to go zero waste and more people turning to the resource hub for guidance. We’ve also optimised our delivery routes and increased use of our electric van for loan gear drop-offs and pick-ups, drastically cutting vehicle emissions.

None of this would be possible without Auckland Council’s Wastewise team, EcoMatters for an excellent handover and their groundwork before us, and our friends at the Helensville and Warkworth Community Recycling Centres for fulfilling loan gear in their areas. Thank you too to our team, whose friendly, go-the-extra-mile service keeps earning high praise in customer surveys.



Watch: Zero waste heroes at Onehunga’s annual 312 Day



Packaging Recyclers: A New Piece of Our Zero Waste Puzzle

Packaging Recyclers collects used cartons and sells them back to customers in place of new packaging, keeping functional materials in use and out of landfill. Secure document destruction runs alongside this, giving businesses a way to dispose of sensitive information responsibly while supporting the same reuse kaupapa. The business joined the Beautification Trust whaanau on 1 October 2025, our first business acquisition and a milestone in our push to diversify funding through purposeful social enterprise.

Since then, the team has worked to reshape the business from a straightforward packaging supplier into part of a community-focused environmental organisation, with a brand refresh now in place to reflect that shift. Suppliers and customers needed time to understand what the change meant, but the loyal customer base stayed with us, and new business grew steadily through the year.

Now that it is part of a social enterprise, Packaging Recyclers’ partnerships with suppliers and customers are becoming more than transactional. Several suppliers now choose to forgo their per-carton payment, gifting that value back to Trust programmes instead, and staff at partner businesses have started expressing interest in volunteering with us.

A big thank you to the Packaging Recyclers team who have embraced becoming part of our whaanau and worked hard to ensure a smooth transition for customers and suppliers.



Watch: Get to know Packaging Recyclers



Keeping Our Communities Beautiful and Tag-Free

Our free graffiti removal service protects the look and safety of neighbourhoods across South and East Auckland, keeping public spaces and street fronts clean and welcoming.

Beyond routine removals, the Auckland Council contract supported some standout project work this year. Our team repainted 29 litter bins in Howick Village, tackled a large commercial site covered in graffiti on Walters Road in Takaanini, and joined a general tidy-up in Maangere Bridge Village alongside local volunteers. The contract also backed the creation of a new mural for Rawiri Community House, Rata Vine, completed by Paula Green from Pohū Arts working with our community team.

The year brought its share of challenges too. Staffing changes meant retraining new team members, while a wave of park and playground upgrades introduced new materials and paint colours, requiring adjustments to our methods and standard colour matching. The fuel crisis pushed up running costs, prompting the team to develop a fuel contingency management plan to build resilience against future price shocks.

This mahi was all possible thanks to the contract support of Auckland Council and Vector, alongside the community patrols, town centre ambassadors and members of the public who proactively report graffiti when they spot it.



Watch: Our partnership with the Manurewa Local Board to tackle illegal dumping





Volunteers have cleared pest plants from 14,932m² of land for the Papakura Stream Halo Project.

Volunteers have told us how much they value the community this work builds, from regular contact and learning opportunities through to free rat traps for their own backyards, and were recognised for their contribution at both the Papakura Local Board volunteer awards and the South Auckland Taiao Conservation Awards.

Pest Plants

Community engagement in the fight against pest plants also grew this year, most visibly through the annual Moth Plant Competition, run by the wider PFSA network and supported locally by the Beautification Trust. Both Manurewa and Papakura Local Board areas saw their best results yet, with more teams taking part, and far more pods collected than the year before. Manurewa Intermediate School took out the overall prize for the Manurewa area, collecting 31,600 pods, the most ever collected by a single group in the competition's history. To encourage people to remove even more pest plants, the Trust hosted a Weeds for Kai event, where locals could swap pest plants for a veggie or herb seedling to take home.

This year also saw the launch of the Papakura Stream Halo Project, a new kaupapa focused on the long-term regeneration of the lower Papakura Stream through pest plant management, native planting and environmental monitoring. Volunteers have led the charge, spending multiple weekends clearing invasive plants, vines and seedlings from the halo area, and along the way flagging hazards like collapsed retaining walls and bulky waste in the stream for contractors to address.

Initiatives like these help raise the profile of this lesser-known issue. Introduced predators draw far more attention than pest plants, since the damage they do is easy to see and widely understood. Pest plants are a quieter threat, but just as serious, and part of our job is helping people understand the harm they cause to the ecosystem and how they can be part of the solution.

None of this incredible mahi happens without our neighbouring hubs and partners, Auckland Council, and the dedicated volunteers, backyard trappers and community groups who make this mahi possible.

Pest Free South Auckland Giving Native Species Room to Thrive

Pest Free South Auckland (PFSA) is a community-led network working towards pest plant and predator eradication across four South Auckland local board areas to help restore native ecosystems. The Beautification Trust leads this mahi in Manurewa and Papakura, contributing to the wider national Predator Free 2050 goal, and working alongside neighbouring hubs covering the rest of the region.

Predators

The year's standout story started with a delicate discovery: iinanga, a native freshwater fish, lay their eggs along the grassy riverbanks on autumn king tides, leaving them to develop until the next king tide hatches them, up to a month later. When Mountains to Sea Conservation Trust, funded by Auckland Council's Healthy Waters, found iinanga eggs developing at Papakura Stream, we teamed up with Mountains to Sea and a local volunteer to protect them. Together, we set up and maintained a trapline the length of the stream, catching 34 predators in the first month alone, including the area's first urban weasel in two years. It's a strong example of what's possible when people with a shared kaupapa work together, and it's giving these taonga a much better chance of hatching safely.

The wider volunteer-powered trapping network kept growing too, expanding into six more public reserves, with backyard trapping continuing to fill gaps across Papakura and Manurewa. In December, the project passed 2,000 predators trapped since it began. At Kirk's Bush, removing 87 possums from this small urban ngahere allowed the canopy to begin closing over, a change that regular visitors have noticed since the Trust took over pest management.



Local volunteers have made a big difference trapping possums in Kirk's Bush, Papakura.

Community Tool Library Project Spotlight: Manukau Heart of the South's Community Clean-Up

The Community Tool Library removes cost barriers to community and environmental projects, offering free tools and equipment to borrow across South and East Auckland. This year, Manukau Heart of the South put that to good use, running a community clean-up with borrowed tools and collecting 300kg of waste.



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.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly

We created a dedicated Community Educator role and grew our schools programme with the addition of the Tread Lightly Caravan. Demand keeps growing, and we're working to reach the schools who need us most. Community education has expanded through the Creator Space, EcoFest and workshops with groups like the Department of Corrections.



5,575 tamariki taught across 26 Auckland schools

1,548 people engaged across 18 community activations



An estimated 2,820 people attended 92 events in South and East Auckland.

EYE ON NATURE

Approximately 420 students from 20 schools entered 90 garments for Eye on Nature Wearable Arts

16 partner organisations delivered environmental education to 1,186 students from 47 schools at Eye on Nature School Days

Approximately 400 students from 15 schools and early learning centres entered 30 installations for Eye on Nature Creative Arts

Adopt a Park

577 students from 10 different schools contributed 1,270 hours to restoring the environment and building conservation skills through Adopt a Park, in partnership with Auckland Council.

Community Education

724 people from 200 households completed the four-week Different Dinners programme to introduce more meat-free dinners into their routine.

Demand keeps growing, and we're working to reach the schools who need us most.

Tread Lightly Caravan is Meeting Communities Where They Are

The Tread Lightly Caravan is a mobile environmental education programme that helps tamariki understand how their everyday choices affect te taiao. The Caravan visits schools, turning up as a hands-on, interactive classroom exploring waste, pollution, energy, biodiversity and climate change.

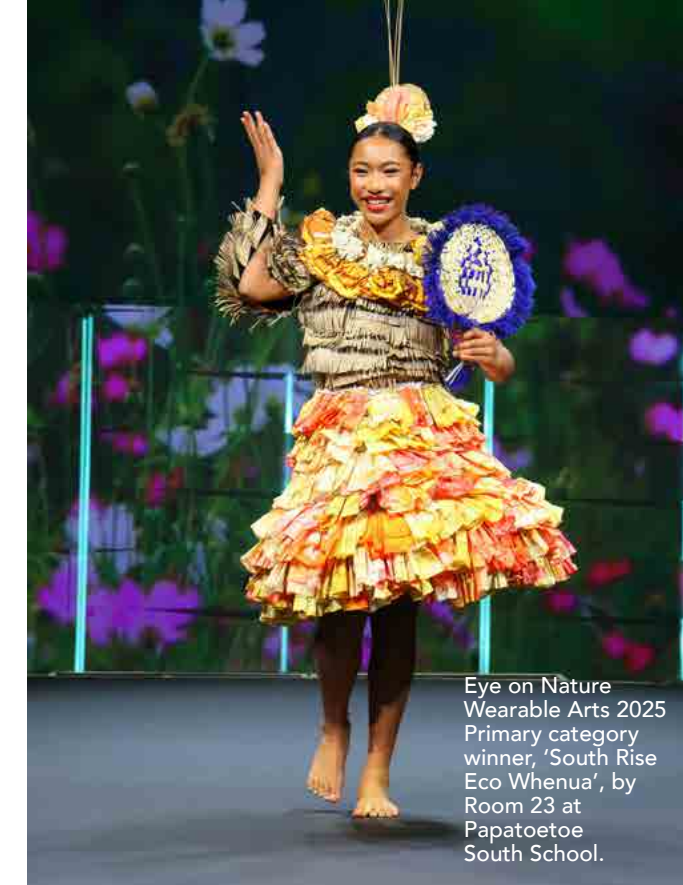
This year marked the programme's first full year under the Beautification Trust, following the amalgamation of Tread Lightly Charitable Trust on 1 July 2025. Since it first hit the road in 2007, the Caravan has now reached over 300 schools and inspired close to 100,000 tamariki, teachers and volunteers, a milestone that speaks to just how far this kaupapa has travelled.

Making the programme more accessible was a real focus this year. We moved to a scaled pricing model based on each school's equity index, lowering cost barriers for schools that need it most. Thanks to targeted funding and sponsorship, some visits to schools with high socio-economic barriers were fully funded.

Turning classroom learning into lasting change is at the heart of what the Tread Lightly Caravan aims for. Every session ends with tamariki making their own environmental pledges; small, personal commitments they choose themselves, and bringing their whaanau into the conversation at home. It's this combination of hands-on learning and real-world action that helps the lessons stick long after the Caravan has driven off to the next school.

Alongside the Caravan's school visits, the team's new Community WasteWise contract with Auckland Council brought waste education directly into the community and helped fund our Manurewa Repair Cafés and Mending Circles.

Educators attended 18 community activations, such as market days and festivals, engaging an average of 86 people each time. Eight Recycle Right workshops were also delivered within the Department of Corrections, helping participants correctly use the three-bin system, delivering valuable engagement with a



Eye on Nature Wearable Arts 2025 Primary category winner, 'South Rise Eco Whenua', by Room 23 at Papatoetoe South School.

community that's often harder to reach through traditional waste education. Meanwhile, a hard-to-recycle bin trial across five schools and three community locations diverted over 78kg of soft plastics, caps, lids and food and beverage cartons that would otherwise have gone to landfill.

Our funders and sponsors make this programme possible. Our deepest thanks go to ANZ Staff Foundation, Auckland Airport Community Trust, Auckland Council, Canon, Essity, Foundation North, Hynds Foundation, Jenkins Foundation, Manurewa Local Board, Mazda Foundation, NZ Lotteries Community, Puketāpapa Local Board, Re.Group and The Packaging Forum.

A Fitting Finale for Eye on Nature Wearable Arts

2025 marked the final year of Eye on Nature Wearable Arts, a programme that began humbly in a marquee on the lawn at the Auckland Botanic Gardens and grew into a sold-out production at the Due Drop Events Centre.

The programme also welcomed something new backstage with the Tread Lightly Caravan educators running activities for the students, alongside rangatahi-led workshops on recycling and food scraps. Feedback from teachers was glowing, with students still buzzing about the experience the next day, having learned so much from seeing the standard of creative design on show and from natural dye tutorials and hands-on lessons in sustainable making.

After years of trying to bridge a growing funding gap through grants and sponsorship, the Trust made the difficult decision to end the programme, with 2025 delivery costs exceeding \$100,000 and rising costs alongside shrinking funding making the model unworkable. An online alternative was explored but ruled out, since feedback confirmed the live show, the stage, the audience, and the full production was what made the experience meaningful.

It was hard for our team to say goodbye to a programme that gave hundreds of tamariki and rangatahi a stage to bring their creativity



The Tread Lightly Caravan's video microscope lets tamariki take a closer look at nature.

Eye on Nature Creative Arts 2025
Primary category winners from
South Auckland Middle School.



and their care for te taiao to life, many discovering a confidence they didn't know they had. From that first marquee to a sold-out fashion show, what this community built together is something our whole team will always be proud of.

Thank you to our local boards, Auckland Council, Waka Pacific, Trillian Trust and Wiri Licensing Trust for their years of support, and to every teacher, student and whaanau member who made this programme what it was.

Small Artists Make a Big Impact

Eye on Nature Creative Arts invites young children to show their passion for the environment through collaborative art, giving our youngest community members a creative outlet to explore their connection to te taiao.

The 2025 theme, Wellbeing – Te Taiao and Me, asked tamariki to reflect on how looking after nature means looking after ourselves too, with judges scoring each entry on its interpretation, materials, artist statement and originality. Participation has grown steadily since 2022 and the exhibition delivered its strongest turnout yet, with 250 votes cast for the People's Choice Award.

Our guest judges Ellen Larsen, Emma Simpkins and Rae Baxter praised the high standard of entries across the board. South Auckland Middle School had a standout year, taking all three podium spots in the Primary category. First place winner Memory Williams used the metaphor of a book to ask visitors, "What will your story be?", a question the judges called a unique and creative way to bring the theme to life. Aorere Kindergarten's living artwork Tiny Hands Grow Happy, featuring plants that will keep growing after the exhibition ends, took out the Kindergarten category, while Howick Primary School's Stop and Smell the Roses won the People's Choice Award.

Thank you to our five supporting local boards and the Auckland Botanic Gardens for making Eye on Nature Creative Arts possible!



Growing Together at Eye on Nature School Days

Eye on Nature School Days empowers tamariki to become the environmental heroes of the future, using hands-on activities and outdoor lessons at the Auckland Botanic Gardens to help them connect with te taiao.

The 2026 theme, Ka tipu tahi taatou – Together we grow, explored how community and collective action make a difference for nature, encouraging tamariki to think about who makes up their local community, how they can take action together, and how they can support others to care for the environment in practical ways.

That theme came to life well before students even arrived on the day. A "Good News Report" video shared real local stories to build excitement, featuring a volunteer's possum trapping work bringing new growth back to Kirk's Bush, the annual Moth Pod Competition and a neighbourhood litter pick-up protecting the awa. Each story showed tamariki what growing together actually looks like in their own community.

Feedback from students and teachers was overwhelmingly positive, particularly about the value of learning in a real forest setting. One school reported it was the first time over a third of their class had ever set foot in a native forest.

Rangatahi took on a bigger role this year too, with the Pukekohe Lions Club's Leos group volunteering as guides across two days, a leadership opportunity for the young volunteers themselves and a chance for visiting schools to see role models in action. Trillian Trust also supported with funding towards bus hire, helping schools take part without the barrier of transport costs.

Thank you to our venue partner Auckland Botanic Gardens, our five supporting local boards, Trillian Trust, our 16 education partners, and our amazing volunteers, including the Pukekohe Lions Leos and Toitū.



Watch: Video Highlights
from Eye on Nature School
Days 2026



Our Biggest EcoFest Yet

EcoFest is a month-long celebration of sustainability, bringing together a diverse range of events, activities and workshops to help Aucklanders connect with their local environment and find practical steps towards a greener lifestyle, wherever they're starting from.

The third year as a regional festival was EcoFest's biggest year yet, with more than 24,000 people attending 576 events across the Auckland region, delivered in partnership with fellow environmental hubs EcoMatters, Kaipātiki Project and Waiheke Resources Trust.

Beyond attendance, hosts reported real impact on the ground: nearly 50 tonnes of surplus kai sorted, more than 6,000 litres of litter removed, hundreds of kilograms of materials diverted from landfill, thousands of seedlings propagated, and thousands of participants gaining practical sustainability skills. Hosts also spoke of growing environmental awareness, behaviour change, and stronger community connections coming out of their events.

As EcoFest has grown, so has the challenge of managing that scale well. Event hosts are most interested in strong regional promotion, easy event discovery, and evidence that hosting an event brings new audiences and makes the effort worthwhile; feedback the team is using to shape a more curated, quality-focused festival in the years ahead.

We're grateful for the support of Auckland Council's Regional Events Fund and Foundation North, our partner hubs, and every event host who shared their passion for te taiao with their community.



Meat-Free Meals Inspire Lasting Change

Different Dinners is a free four-week programme that supported whaanau in South Auckland to confidently bring more meat-free meals into their weekly routines. Following its success in 2024 and 2025, Auckland Council backed us to run the programme again in 2026 for South Auckland whaanau, encouraging households to reduce the climate impact of their meals, with the added bonus of health and affordability benefits along the way. Each household received a curated box of hero ingredients, a beginner-friendly recipe book, and ongoing support through newsletters, a Facebook community, and a personal check-in partway through their journey.

Demand was immediate, with over 220 registrations received shortly after launch. Participants ranged from families with young children to multi-generational households and people brand new to vegetarian cooking; many reporting that their kids got involved in the kitchen and, as several parents put it, "didn't miss the meat."

The results spoke for themselves. Participants who completed both the pre and post-programme survey cut their meat-based dinners from an average of 5.09 to 3.67 per week, a 27.9% reduction, while confidence cooking vegetarian meals more than doubled. Almost every participant said they intended to keep cooking plant-powered meals after the programme ended, with lentil shepherd's pie, dhal and chickpea curry among the most popular recipes. The programme's Facebook group became a real source of motivation too, with participants sharing photos, recipe tweaks and encouragement, and telling us that seeing what others were cooking gave them the confidence to try it themselves.

Thank you to Auckland Council for funding this programme, and to Packaging Recyclers, Will&Able and the NZ Food Network for their support getting ingredients boxed, packed and out the door.

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 intelligence on diversity but also proactively committing to and encouraging it.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly

Our depot has become a hub for connection through the Creator Space, Manurewa Community Recycling Centre and Paataka Kai, with visitor numbers climbing every year. The Boomer Shed keeps growing in members, volunteer hours and completed projects, and Bike Hub Manurewa now gives our communities another place to belong while backing affordable, low-emission transport.



Volunteer Impact

10,131 volunteer hours contributed to the Trust overall



Community Grocer (Foodtogether Pop-up)

774 bags of fresh, seasonal kai sold

395kg of food redistributed to Paataka Kai

183 volunteer hours contributed



Zero Waste Volunteering

2,026 volunteer hours contributed to the running of the Manurewa Community Recycling Centre



Boomer Shed

2,459 volunteer hours contributed to 85 community projects by Boomer Shed members



Creator Space

52 workshops were hosted in the Creator Space, engaging 513 people.



Bike Hub Manurewa

3,472 people visited the Bike Hub

1,850 bikes were repaired or refurbished

235 bikes sold, 34 gifted to families in need

1,284 volunteer hours contributed

40 e-bike trials



Making Space for Water: Community Flood Resilience

391 people reached through flood resilience workshops, events and conversations

24 volunteers supported stream clean-ups and community events

10 partner organisations worked alongside us to build flood resilience

540kg of waste collected from stream clean-ups



Boomer Shed Members Connecting and Giving Back

Our Boomer Shed is an inclusive community workshop connecting people aged 50+ across South Auckland through social connection, skill-building and hands-on learning. Members put their skills to good use giving back to the community, taking on repairs and building affordable handmade wood and metal projects for local schools, community groups and the wider community.

Membership grew to 45 active members this year, with female membership climbing to 17.8%. Over 60% of members took part in community projects, supporting 40 separate community groups, local organisations and community members through their work. Volunteering commitment ran deep too, with five volunteers clocking up 12 or more hours every single month.

Thank you to Bupa Foundation and Manurewa Local Board for their funding towards materials and tools, to Bunnings Warehouse Takaanini for their support with tools and volunteer engagement, to the 40 community groups and organisations who chose Boomer Shed for their project requests, and to our wonderful members who make this mahi possible.



Boomer Shed Project Spotlight: Predator Display Cases

Boomer Shed members built three glass display cases for our Pest Free programme, to support our pest education mahi. The cases hold taxidermied predators found around Aotearoa, including mice, ferrets and stoats; species that prey on native taonga like birds, their eggs, insects and seedlings. They've become a big hit at community events, sparking conversations with visitors of all ages, kids especially, about the predators threatening our native ecosystems. It's a great example of two Trust programmes working together, with the Boomers' woodworking skills helping bring Pest Free South Auckland's message to life.



Our Bike Hub is Getting Manurewa Moving

Bike Hub Manurewa is one of 13 Auckland Transport-funded bike hubs across the region. Run by the Beautification Trust, it gives locals a welcoming space to get their bike repaired at little or no cost, pick up basic bike skills, and take part in cycling events. This year, the Hub celebrated its first birthday, marking a full year that saw both the number of bikes repaired and the number of people through the door double compared to its first year. Some of the team's most dedicated volunteers moved into paid positions too, providing a pathway to employment for young people.

Our free two-week e-bike loan scheme continued giving locals the chance to try electric cycling for themselves. The Hub also helped bring TryaCycle Manurewa to life, supporting a hands-on adaptive cycling event run with Cycling New Zealand, Blind Sport New Zealand and BLENNZ, opening up handcycles, tandems and recumbent bikes to riders of all abilities.

During EcoFest we ran popular Lunch and Ride events to help people discover safe and scenic cycle routes around Manurewa, with the support of the Manurewa Local Board. As winter

approached, a new Bike to Netball partnership with Donut Waka, Frankies Coffee and Netball Manurewa saw locals rewarded with a \$5 food voucher for riding to Saturday netball games at the courts next door.

After almost a year of searching for the right partner, Homai School came on board as the first in Manurewa to work towards setting up a Bike Train, with plans underway to get tamariki riding to school together safely in late 2026.

A big thank you to our dedicated crew of Bike Hub staff and volunteers, our programme partners and Auckland Transport for keeping our wheels spinning!

Community Flood Resilience in Manurewa

After the catastrophic flooding of January 2023, which saw over 7,000 Auckland homes evacuated, Auckland Council launched Making Space for Water, a 10-year programme to help the region recover from and prepare for future flood events. As part of this, the Beautification Trust delivers Community Flood Resilience in the Manurewa and Papakura Local Board areas, helping residents understand their own flood risk, care for local streams, and build genuine community connection through practical action.

Relationship building sat at the heart of this year's work. A growing partnership with DoubleTree by Hilton Karaka saw staff take part in

flood resilience workshops, use Auckland Council's Flood Viewer to check their own flood risk, and turn out for a stream clean-up along the Otuuwairoa catchment, clearing over 40kg of waste and expressing real interest in adopting a stretch of the stream long-term. New partnerships also developed with Manurewa Youth Council, Te Awa Ora Neat Streets, Pacific Vision Aotearoa Manava, Pacific Leadership Forum and Papakura Marae, laying the groundwork for a rangatahi-led gutter cleaning service and an eight-session Wai Te Ata art programme exploring behavioural change through creativity.

Because trust and relationship-building take time, especially in flood-affected communities, the team prioritised this groundwork over public events in the year's first half, with a fuller events calendar planned for the second half of 2026.

Thank you to Auckland Council Healthy Waters for backing this mahi and helping our Manurewa whaanau feel more prepared, connected, and resilient.

A Fond Farewell to the Community Grocer

The Community Grocer Pop-up, formerly known as the Foodtogether Pop-Up, began as a weekly stall offering fresh,

affordable fruit and vegetables to the Manurewa community, with a simple original purpose: rescuing seconds produce that would otherwise go to waste. Over two years, the Pop-up kept a steady supply of affordable kai flowing to the community, gave 12 to 15 volunteers a weekly place to connect, and brought people into the Trust who went on to discover our wider mahi.

As the programme matured, so did the environment around it. The produce on offer shifted from reject-grade to supermarket-grade, and local supermarkets and fruit and vegetable retailers closed the price gap that once made the Pop-up such good value. Weekly bag sales settled from over 70 in the early days to around 20, and typical savings per bag moved from roughly \$10 to about \$3, a sign that the community's needs, and the wider market around them, had simply moved on.

Recognising that shift, the Trust made the considered call to close out two years of service with pride in December 2025. What we will remember most is the volunteers who turned a produce stall into a place where people felt welcomed, supported and seen every single week. We are delighted they are continuing that mahi elsewhere across the Trust.

Thank you to Community Grocer for supplying the produce, and to our wonderful volunteers for the heart they brought to this kaupapa.



**Watch: Video Highlights
from a Bike Hub Manurewa
Lunch and Ride**



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.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly, one area parked

We completed our first business acquisition, purchasing Packaging Recyclers Limited, alongside new zero waste, recycling and pest-free contracts. Grants and donations grew 556% over five years. Growing separate graffiti contracts didn't happen, as the wider Auckland market has few larger contracts available, so we focused on growing new contracts in other areas instead.

29

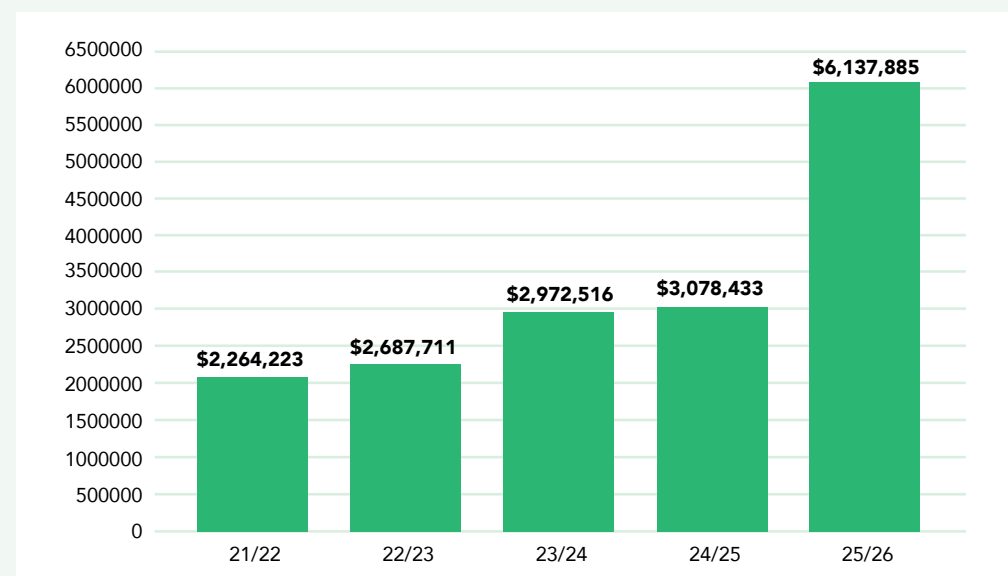
locals appointed to roles during the year.

178%

Five-year revenue growth

67%

Growth in annual donation and grant income



The Beautification Trust spent this year strengthening its long-term financial viability, reducing our reliance on any single contract or funder.

The standout milestone was the acquisition of Packaging Recyclers Limited on 1 October 2025, our first business purchase and a strong strategic fit. Founded in the 1980s, Packaging Recyclers has kept more than 22 million cardboard boxes in circulation through its buy-back reuse model, avoiding around 1,904 tonnes of carbon emissions in the last year alone. Outgoing owner Ken Macfarlane chose to sell to the Trust specifically because of shared values, and all profits from the business are now reinvested into our environmental and community programmes.

Diversification extended across the wider organisation too. We secured new Council and Local Board funding for waste minimisation work and conservation projects, and brought a new revenue line into the Community Recycling Centre by offering secure document destruction to the community.

When we amalgamated the Tread Lightly Charitable Trust, we also brought on board their family of funders and sponsors. Recognising the need for extra capacity to manage these growing relationships and proactively seek new opportunities, we recruited a part time Funding & Partnerships Specialist to support business development and funder relationships.

We developed an internal evaluation framework this year and applied it across our programmes, assessing each against 14 criteria for social and environmental value, feeding directly into the thinking behind our new five-year strategic plan.

Work continues on resecuring our graffiti removal contract with Auckland Council, with tender documents expected before the end of Q2 FY27. In the meantime, the Trust delivered a satisfactory result for FY26 and is strengthening its team, administration and reporting to be in the best position for the next contract round.

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.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly, some differently

The Marketing and Communications team grew from a half time role to three staff over five years, alongside a new part time Funding and Partnerships Specialist role to own that mahi and free up team capacity. This growth helped us build a strong, ongoing community presence and launch an evolving digital marketing and social media plan. Earned media coverage grew from six to a peak of 25 annual mentions, before local newspaper closures reduced opportunities. Website traffic also doubled within the first two years. Brand and communications guidelines are in place, though key messages still sit mostly at a programme level rather than one central resource.



An average recommendation score of **8.79** out of **10** in the 2026 Community Survey



Estimated **25,300** in-person visits to the Beautification Trust or Bike Hub Manurewa



38,587 people visited the Beautification Trust's website



7 news media appearances



Social media content viewed **4,982,390** times

This year, building a strong, trusted identity meant strengthening our brand across a growing organisation, rethinking how we tell our stories, and backing our programme teams to communicate well.

The new parts of the Trust got a visual brand refresh, aligning them with the wider Beautification Trust identity now that they sit under our umbrella. The Tread Lightly Caravan, Packaging Recyclers and Document Destruction were given a new look and logos. The acquisition of Packaging Recyclers also opened up fresh opportunities to bring our social enterprise story into conversations with commercial partners.

With the decline of local newspapers, earned media opportunities have shrunk. Rather than compete for a shrinking pool of local journalism, we have pivoted towards telling our own stories directly, investing more energy into creating our own content.

Video has also become central to how we connect with our audiences, as social media algorithms increasingly favour video over static posts. In response, we have put more resources into producing quality videos and upskilling our team in video creation, helping us tell richer stories and bring people closer to our programmes. We also hosted a free video storytelling workshop, kindly provided pro bono by Baz Caitcheon, which we opened up to other local community providers, strengthening relationships across the sector in the process.

Behind the scenes, we restructured how marketing and communications support is delivered, assigning specialists to work directly with programme areas. This has proven highly



effective, helping every part of the Trust with tailored marketing and communications support rather than relying on a one-size-fits-all approach. We also made process improvements to protect people's privacy in our content, introducing online consent forms and "no photos" badges for people at events who prefer not to be photographed.

In the graffiti team, relationships with town centre managers, Maaori Wardens and facilities contractors continued to grow, keeping the Trust's name front of mind for future opportunities, with room to deepen these connections further with town centres not yet actively engaged. Across pest management and waste minimisation, we're increasingly being sought out as the local experts, with more walk-ins asking for help and advice.

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.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly, growing further

Partnerships behind the Community Recycling Centre, Bike Hub, EcoFest and Pest Free South Auckland are strong, and we now hold board seats with Environment Hubs Aotearoa and Zero Waste Aotearoa and seats on the steering committee for the Community Climate Action Network. Our relationships with Auckland Council and Manurewa Local Board are especially strong. Engagement with iwi and Maaori-led organisations is growing, and deepening it remains a priority.



An average recommendation score of 9.47 out of 10 in the 2026 Key Stakeholder Survey

We partnered, collaborated with and supported **234** local groups, including:

120

Partner
Organisations

114

Schools &
kindergartens

10

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

This year we have continued to strengthen existing relationships while building new connections across the communities we serve. The integration of the Tread Lightly Caravan into the Beautification Trust has been an important example of this approach, bringing together established relationships with schools and community groups alongside the Trust's wider networks and capabilities. The Tread Lightly Caravan has continued to work with past and new schools, while increased marketing and community engagement has helped build greater recognition of the programme and create new opportunities for school bookings, workshops and community activations.

Our role in the wider environmental sector has also continued to grow. This year, the Trust gained board representation on both Zero Waste Aotearoa and Environment Hubs Aotearoa. These roles provide an opportunity to contribute our experience and perspective to national conversations, while strengthening connections with organisations working towards similar

environmental and community outcomes across Aotearoa. They also create opportunities to share what we are learning and bring new ideas and approaches back into our own mahi.

We have also continued our involvement in the Community Climate Action Network (CCAN), with the Trust represented on its steering committee. CCAN brings together organisations and community leaders working to support climate action across Auckland. Our ongoing involvement enables us to contribute to collective action, share knowledge and strengthen connections between community-led environmental initiatives.

Maintaining a strong presence within our communities has remained important. We have continued to attend events hosted by community partners, while also inviting partners and community organisations to participate in Trust-led events and activities. This face-to-face engagement provides opportunities to build relationships beyond individual projects and helps us better

understand what matters to the communities we work alongside. We have also taken steps to deepen our understanding of Te Ao Maaori and how this should inform our environmental mahi. This has included meetings with Maaori community groups and workshops exploring Te Tiriti o Waitangi and Maaori perspectives of zero waste. These conversations have challenged us to think differently about how we approach waste and our relationship with te taiao. While we recognise there is more work to do, these are important steps towards building relationships that can meaningfully inform our future direction.

Across all of these partnerships, our focus remains on creating relationships that are more than transactional. The strongest partnerships are those where we share knowledge, understand each other's strengths, and work together towards outcomes that none of us could achieve alone. As the Trust continues to grow, we will continue to invest in these relationships and look for opportunities to bring people and organisations together around the environmental and community outcomes we share.



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.

5-YEAR STRATEGIC PLAN REVIEW - Delivered strongly

We have undergone a digital transformation, embedding cloud-based systems and tools to strengthen processes and increase efficiency. We hold three ISO certifications, and have been a Living Wage employer for around five years. Diversity and Inclusion and Te Tiriti o Waitangi policies are in place and shape our programme design. Sustainability principles now guide purchasing, including hybrid and electric vehicles, though a documented procurement review is still ahead.

91.4%

staff overall satisfaction compared to organisation target of 70% in the 2026 Staff Satisfaction Survey

52%

increase in staff engagement identifying hazards in the workplace

73%

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

As the Beautification Trust has grown, we have remained focused on ensuring that our people, culture and ways of working continue to reflect the values that underpin our organisation. This means creating a workplace where people are valued, investing in learning and development, operating safely and efficiently, and continually looking for ways to improve how we deliver our mahi.

This year was one of significant growth, with our team more than doubling in size. Despite the scale and pace of this growth, our team has maintained a strong connection to the values and mission of the Beautification Trust. People understand the important role they each play in contributing to the success of the Trust and the impact we achieve together. There is a strong sense of pride in being part of the organisation, alongside a genuine enjoyment of working together and being part of our mahi. This is reflected in the strong results from our staff engagement survey and gives us confidence that, even through a period of significant change and growth, we are maintaining the culture that makes the Beautification Trust a great place to work.

Connecting our people

Bringing our people together has been an important focus. We began the year with an all-staff summer BBQ, creating an opportunity for our growing team to connect, learn more about each other's mahi and share our priorities for the year ahead. As teams and programmes have expanded, these opportunities to build relationships, strengthen understanding across the organisation and maintain a shared sense of purpose have become increasingly important.

This has included smaller group sessions focused on areas of shared interest and learning, including exploring the opportunities and challenges presented by AI, expanding our knowledge of the wider resource recovery network in Auckland and developing our understanding of maatauranga Maaori. These sessions have provided opportunities for staff to learn from one another, build capability and explore topics that are relevant to both their work and the wider organisation.

We have continued to invest in learning and development across the organisation, recognising that building capability is essential to both individual growth and organisational performance. We have also continued our commitment to fair and equitable employment practices, including applying the Living Wage to all new staff appointments.

Strengthening how we work

Alongside growing our people, we have continued our efforts to strengthen the systems, technology and processes that support our work. This has included consolidating and improving our technology and ways of working to ensure they are fit for a larger and increasingly complex organisation.

The integration of the Tread Lightly Caravan and Packaging Recyclers has been a significant part of this work. Both brought established people, programmes, systems and ways of working into the wider Beautification Trust. Bringing these different approaches together has required us to consider what to retain, what to improve and where greater consistency can create efficiencies and better outcomes. It has also provided an opportunity to learn from the strengths of each organisation and build our collective capability.

We have also increased our focus on programme evaluation, taking a more deliberate look at what we do, the outcomes we are achieving and where our effort can have the greatest impact. This helps us identify where programmes need greater focus, where there are opportunities to scale successful approaches, and where we may need to adapt our mahi to better meet community and environmental needs.

Together, these areas of work are helping us build an organisation that is not only larger, but stronger, more connected and better equipped for the future. As we continue to grow, our focus remains on ensuring that the way we work is as purposeful as the work itself, and that our people, culture, systems and practices continue to support the impact we want to make in our communities and environment.



Despite the scale and pace of this growth, our team has maintained a strong connection to the values and mission of the Beautification Trust.



Looking Ahead

Our New Five-Year Strategic Plan, 2026-2031

As we close out our last five-year strategic plan, we're looking ahead with a new strategy shaped by the people who deliver it. Following in-depth consultation with our staff and trustees, and surveying our communities and stakeholders, we've refined our organisational purpose and confirmed our strategic focus areas for the five years ahead.



Key Priorities for the Upcoming Year

A Renewed Focus on Kai

While we have previously delivered kai programmes that focus on reducing food waste and carbon impacts, based on community feedback and need we are taking a deliberate step into food resilience as one of our core impact pou. Rather than launching straight into a new programme, we're starting by listening; mapping the existing food landscape in South Auckland to understand who's already doing this mahi and where the gaps are.



Resecuring Our Core Graffiti Contracts

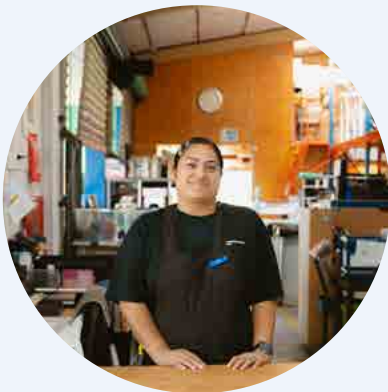
Our graffiti removal contracts with Auckland Council and Vector are due for retender this year. Resecuring them is an important goal as they fund the community outcomes and environmental mahi this report is full of, and losing them would be a significant setback. We're heading into the bid with a stronger team, tighter systems and a track record to back it up.

Growing Packaging Recyclers

Having welcomed Packaging Recyclers into the Trust whaanau in October 2025, this year is about securing new repeat suppliers and customers across the business, and rolling out a solid business plan to sharpen operations and reinvest more profit back into our wider mahi.



Finances



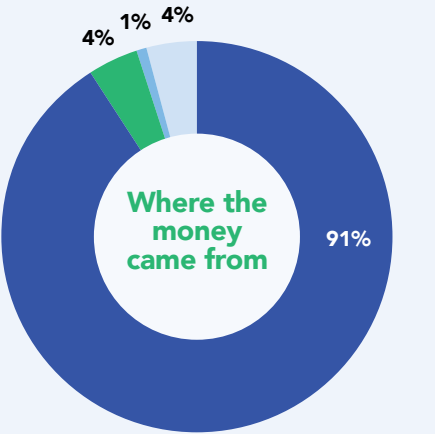
Financial Performance

FY 25/26

Revenue \$6,137,885
Expenditure \$5,760,594

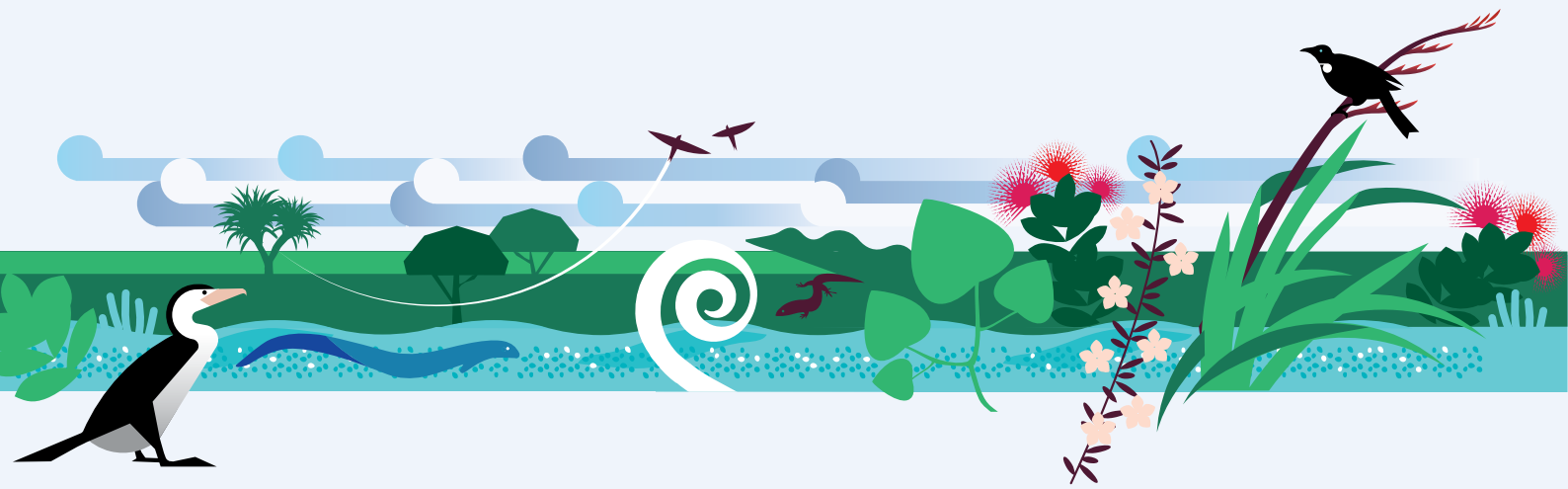
FY 24/25

Revenue \$3,078,433
Expenditure \$2,957,052



The information in this report has been summarised from the Financial Statements of the Beautification Trust for the year ending June 30, 2026. 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.

Contracted services	91%
Donations and grants	4%
Finance income	1%
Other income	4%



Memberships



Certifications & Awards



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



Our Team

Staff



Administration & Operations

Ashleigh Cole, Marketing & Communications Specialist
Daniel Barthow, Chief Executive Officer
Danielle Coad, Administrator
Gael Ogilvie, Funding & Partnerships Specialist
Gimhan Mudiyansele, Administration Assistant
Louise Beuvink, Marketing & Communications Manager
Naomi Tjandra, Marketing & Communications Specialist
Scott Henderson, Operations & Commercial Manager
Stacey Upjohn, Health & Safety/Boomer Shed Manager

Bike Hub

Benaiah Casey, Bike Hub Coordinator
Eru Te Kira, Bike Hub Coordinator
Grant Alexander, Bike Hub Coordinator
Joanna Casey, Bike Hub Coordinator
Mohammad Ali Ashouri Dahnesari, Bike Hub Coordinator*
Nathan Leach, Bike Hub Coordinator
Richard (Reesh) Casey, Bike Hub Lead
Tema Rongo Marsters, Bike Hub Coordinator

Community

Abby Casey, Community Representative
Aigagalefili (Fili) Fepulea'i-Tapua'i, Community Engagement Specialist
Ashritha Bagadam, Community Educator*
Carolyn Robinson, Volunteer Facilitator
Courtney Burnett, Community Administrator
Erin Bowers, Environment and Community Lead
Lailoa Tapelu, Community Administrator*
Latai Fonokalafi, Community Representative*
Lenny Van Heugten, Pest Free Activator
Rohit Sawhney, Kai Programme Lead*
Sterling Ruwhiu, Community Programmes Manager
Teaboraoi (Tebz) Iannang, Community Representative
Zoé Braun, Community Representative

Graffiti Removal & Prevention

Ben Tiatia, Graffiti Removal Specialist
Dallas Storey, Graffiti Removal Specialist
Daniel Te Hira, Graffiti Removal Specialist*
Dave Anderson, Operations Support Assistant
Jess Pakura, Graffiti Removal Specialist
Josh Kemp, Graffiti Removal Specialist
Lance Blow, Graffiti Removal Specialist
Michael (Mikey) Hartley-Muru, Graffiti Removal Specialist
Naomi Fleming, Graffiti Database Assistant*
Taiasina (Tai) Tuifu'a, Graffiti Removal Specialist
Teo Arani Taare-Ward, Graffiti Support Coordinator
Zerick Martin, Graffiti Removal Specialist

Packaging Recyclers

Andrew McGhee-Tumock, Driver/Sorter
Antony Zakaria, Warehouse
Cliff Tolley, Driver/Sorter*
David Pule, Warehouse & Logistics Specialist
Des Rere, Warehouse & Logistics Specialist
Fereti (Fred) Tausi, Driver & Store Person
Graham Price, Driver/Sorter
Hannah Lawley, Account Manager
Malu Finai, Driver/Sorter
Nga Rere, Warehouse & Logistics Team Leader
Ngaone Sefo, Driver/Sorter
Paea Fuimaona, Driver/Sorter
Peter Davies, Driver/Sorter
Phill Pegrum, General Manager
Roslyn Devi, Administration & Customer Service
Toni Cunningham, Office Manager

Tread Lightly Caravan

Ann-Marie Hopkins, Tread Lightly Educator
Antonio Adziewski, Tread Lightly Assistant*
Domini Calder, Tread Lightly Educator
Iorimo Paulo Phillips, Tread Lightly Assistant*
Kay Venter, Tread Lightly Assistant Educator*
Kelsie Joyce, Tread Lightly Educator
Lauren Crerar, Tread Lightly Assistant
Leigha Stroeven, Tread Lightly Manager
Lilia Klingler, Tread Lightly Assistant
Melissa Pflanz, Tread Lightly Educator
Nathalie Nasrallah, Tread Lightly Assistant
Rhiannon Leddra, Tread Lightly Assistant
Rose Herda, Tread Lightly Assistant
Sarah Franklin-Brown, Tread Lightly Educator
Sera Lelei, Tread Lightly Assistant*
Zahara Adams, Tread Lightly Assistant*

Zero Waste

Aida Alipour, Recycling Centre Coordinator
Amber Galea, Zero Waste Manager
Carmen Ross, Recycling Centre Coordinator
Charles Saxton, Zero Waste Representative*
Collett Paniara, Recycling Centre Coordinator
Ernie Cooper, Collection & Delivery Support Assistant*
Joanna Long, Recycling Centre Coordinator
Kate Watson, Recycling Centre Coordinator
Kym McCarthy, Reuse Store Team Lead
Nina Peihopa, Recycling Centre Coordinator
Rae Baxter, Recycling Centre Coordinator
Stephen Brown, Recycling Centre Coordinator

Plus hundreds of volunteers who make our mahi possible!

*Left recently or during the 25/26 financial year.

Volunteer Board

Ian Stuppel, Chair
Sei Brown, Deputy Chair
Luella Linaker, Treasurer
Avril Hunt, Trustee
Franco Noblejas, Trustee
Holly Walmsley, Trustee
Christine Knock, Trustee advisor

Departing Trustees

Marshal Walia (until 13/11/2025)
Annalies van Kesteren (until 13/05/2026)
Lincoln Jefferson (until 11/12/2025)

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

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



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, environmental education and zero waste programmes.

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

Beautification Trust

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admin@beautification.org.nz

beautification.org.nz



Bike Hub Manurewa

1 Dalgety Drive
Manurewa
Auckland 2104

Packaging Recyclers

36 Bancroft Crescent
Glendene
Auckland 0602

packagingrecyclers.co.nz
documentdestruction.co.nz