

## Statement of Intent 2023-2025



### Manukau Beautification Charitable Trust

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## Purpose of the Statement of Intent

In accordance with the Local Government Act 2002, this annual Statement of Intent (SOI) publicly states the activities and intentions of the Manukau Beautification Charitable Trust (Beautification Trust) for the next three years, and the Auckland Plan 2050 objectives that those activities will contribute to. This SOI takes stakeholder comments into consideration and includes performance measures and targets as the basis of organisational accountability.

## About the Beautification Trust

The Beautification Trust has had a strong track record of delivering beautification services to the South Auckland region for the past 21 years.

To address a growing issue of graffiti, the charitable trust was established in 2001 and contracted to the Manukau City Council to deliver graffiti removal services in South Auckland.

The Trust has gone from strength to strength and now holds the graffiti removal contract with the Auckland Council for the six southern local boards plus a range of other clients. It

also has a focus on a range of other beautification, environmental and community services. Recent growth has been through several zero-waste services introduced.

Our impact is only possible through a committed group of volunteers, staff and partners with which we together inspire communities to love and respect the environment.

The following Maori whakatauki illustrates this kaupapa, "Ehara taku toa i te toa takitahi engari he toa takitini " (My success is not my own, but from many others).

### **Nature and scope of activities**

#### **Loving, respecting and restoring the environment**

- Graffiti removal and prevention
- Supporting community champions
- Clean-ups and community events
- Community tool library
- Funding grants for community groups
- Murals (commercial and community)
- Adopt-a-Spot facilitation
- Illegal dumping prevention
- Community-led pest eradication
- Community Recycling Centre and Reuse Store
- Repair Cafes

#### **Teaching & facilitating environmental & sustainability education**

- Eye on Nature environmental education
  - School Days
  - EcoFest
  - Wearable Arts
  - Creative Arts
- In-school education
- Onsite tours
- Adopt-a-Park
- Workshop and class facilitation Illegal dumping education

#### **Creating communities of belonging and connection**

- Community based beautification and environmental projects
- Boomer Community Shed for older people
- Community gardens

#### **Fostering and maintaining strong partnerships**




- Community-based beautification and environmental projects
- Eye on Nature environmental education programmes
- Eye on nature whanau event
- Workshop and classes facilitation


As a charitable trust and legacy CCO of Auckland Council we are uniquely positioned to continue to deliver targeted activities that help further the mission of the Trust whilst delivering also delivering on several key Auckland plan outcomes.

## Auckland Plan 2050 contribution

The Auckland Plan is a thirty-year plan underpinned by a set of outcomes to achieve this vision. The Beautification Trust play a supporting role in delivering on the outcomes, actions and targets in the Auckland Plan as outlined. The Trust's focus is on three of the six outcomes and secondary contributions to Māori identity and well-being.

- **Belonging and Participation**
- **Homes and Places**
- **Environment and Cultural Heritage**

Auckland Plan Outcomes	Degree of Contribution	How the Beautification Trust contributes
 <p><b>Belonging and Participation</b></p>	Primary	<ul style="list-style-type: none"> <li>• Helping to create safe and welcoming community spaces for the public to enjoy through community projects and activations.</li> <li>• Connecting with and empowering communities to lead beautification and environmental changes in their own communities, reflecting local identity and fostering a sense of ownership and pride for the community</li> <li>• Ensuring the vulnerable can actively participate in the community through a Boomer Community Shed programme for older people.</li> <li>• Seeking open engagement which draws upon the diverse backgrounds of the residents of Auckland - their ethnicity, cultural and religious worldviews.</li> <li>• Creating opportunities to interact and learn about the environment at Eye on Nature and EcoFest's month-long range of events with ease of accessibility for tamariki and whānau</li> <li>• Recognise the value of arts through wearable and creative arts in South and East Auckland</li> </ul>
 <p><b>Homes and Places</b></p>	Primary	<ul style="list-style-type: none"> <li>• Support the transformation of public places and spaces to be more inclusive, beautiful and safe</li> <li>• Creating of sense of pride of place and ownership of communities where people live and work</li> <li>• Connecting residents to each other through volunteering and connecting opportunities which a common goal</li> </ul>
 <p><b>Environment and Cultural Heritage</b></p>	Primary	<ul style="list-style-type: none"> <li>• Supporting and enabling Aucklanders to become better stewards of the natural environment and make sustainable choices through environmental education experiences and events</li> <li>• Providing opportunities for other environmental organisations to share their key messages through facilitating events, workshops and activities</li> <li>• Foster and create opportunities for the communities to reduce waste</li> <li>• Promote the community to take meaningful climate actions</li> <li>• Proactively create opportunities for volunteerism and community empowerment to restore the natural and urban environment</li> </ul>

 <p>Māori Identity &amp; wellbeing</p>	Secondary	<ul style="list-style-type: none"> <li>• Providing a platform for showcasing Māori/Pasifika creative talent within murals</li> <li>• Focused efforts working together with Tangata Whenua in the South Auckland community</li> <li>• Engage young rangatahi who hold social entrepreneurship aspirations, to provide them with the opportunity to gain board-level experience</li> <li>• Showcasing Maori/Pacific creative talent in mural installations and events that all can enjoy</li> <li>• Show-casing Tangata Whenua talent at Eye on Nature events</li> <li>• Reflect mana whenua mātauranga and Māori design principles in our projects</li> <li>• Supporting te Tiriti o Waitangi outcomes</li> </ul>
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## Strategic framework

### Our mission

Connect and empower communities to learn, grow and look after our environment

### Our vision

Communities loving and respecting the environment

### Our values

- Kaitiakitanga - we are guardians, protecting and keeping safe what we have been entrusted
- Community (hapori) - We collaborate, working together to empower our community
- Integrity (ngākau pono) - we act with trust and an honest heart
- Care (manaakitanga) - we respect others, give support and show kindness
- Can do (auahatanga) - we create, innovate and are proactive

### Our key impacts

Communities have pride and feel safe	The environment is cleaner and healthier	Communities are connected and empowered
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The following pages outline the key externally facing activities to deliver on the Beautification Trust's strategic objectives.

### Nature and scope of activities

Objectives	Programme of work and key actions
<p><b>Objective 1: Loving, respecting and restoring the environment</b></p> <p>Our urban and natural environment needs all the help it can get so 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. Where nature can thrive.</p> <p><b>Auckland Council Connections</b></p> <ul style="list-style-type: none"> <li>• Six Southern Local Boards</li> <li>• Connected Communities team</li> <li>• Team from Healthy Waters</li> <li>• Team from Waste Solutions</li> <li>• Eke Panuku</li> </ul>	<ul style="list-style-type: none"> <li>• Graffiti removal and prevention</li> <li>• Supporting community champions</li> <li>• Clean-ups and community events</li> <li>• Community tool library</li> <li>• Funding grants for community groups</li> <li>• Murals (commercial and community)</li> <li>• Adopt-a-Spot facilitation</li> <li>• Illegal dumping prevention</li> <li>• Community-led pest eradication</li> <li>• Community Recycling Centre and Reuse Store</li> <li>• Repair Cafes</li> </ul> <p><b>Key actions</b></p> <ul style="list-style-type: none"> <li>• Continue to deliver to performance measures for graffiti removal services</li> <li>• Identify, grow and strengthen a base of empowered community champions</li> <li>• Create and facilitate a suite of resources to support community champions</li> <li>• Take a strategic leadership role in the delivery of key projects such as Puhinui Stream and Urban Ngahere projects</li> <li>• Create regular feedback loops on community needs and impact</li> <li>• Embed in the delivery of waste reduction services and illegal dumping preventative education</li> </ul>
<p><b>Objective 2: Teaching &amp; facilitating environmental &amp; sustainability education</b></p> <p>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 and that while we have a role in education we also want to facilitate and encourage other groups and individuals to have that chance to share their passions and what they know and care about with the community.</p> <p><b>Auckland Council Connections</b></p> <ul style="list-style-type: none"> <li>• Six Southern Local Boards</li> <li>• Team from Healthy Waters</li> <li>• Team from Sustainable Schools</li> </ul>	<ul style="list-style-type: none"> <li>• Eye on Nature environmental education <ul style="list-style-type: none"> <li>• School Days</li> <li>• EcoFest</li> <li>• Wearable Arts</li> <li>• Creative Arts</li> </ul> </li> <li>• In-school education</li> <li>• Onsite tours</li> <li>• Adopt-a-Park</li> <li>• Workshop and class facilitation Illegal dumping education</li> </ul> <p><b>Key actions</b></p> <ul style="list-style-type: none"> <li>• Ensure environmental education outcomes are delivered into all of the Trust's existing programmes and events</li> <li>• Deliver in-school programmes</li> <li>• Explore and grow initiatives which see environmental education programmes delivered into workplaces and groups</li> <li>• Facilitate an offering of courses and classes for the public</li> </ul>

<p><b>Objective 3: Creating communities of belonging and connection</b></p> <p>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 on proactively committing to and encouraging it.</p> <p><b>Auckland Council Connections</b></p> <ul style="list-style-type: none"> <li>• Six Southern Local Boards</li> <li>• Connected Communities team</li> <li>• Eke Panuku</li> </ul>	<ul style="list-style-type: none"> <li>• Community based beautification and environmental projects</li> <li>• Boomer Community Shed for older people</li> <li>• Community gardens</li> </ul> <p><b>Key actions</b></p> <ul style="list-style-type: none"> <li>• Embed intergenerational and diversity engagement outcomes into each of the Trust’s programmes</li> <li>• Grow the scale and impact of the Boomer Community Shed</li> <li>• Create and facilitate regular networking opportunities with similar like-minded organisations</li> <li>• Create more inviting spaces for creating connection and belonging</li> </ul>
<p><b>Objective 4: Fostering and maintaining strong partnerships</b></p> <p>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 but know that when we foster and maintain strong and engaging outcome focused partnerships with hapū/iwi, schools, funders, places of worship, workplaces and community groups we can achieve great things.</p> <p><b>Auckland Council Connections</b></p> <ul style="list-style-type: none"> <li>• Six Southern Local Boards</li> <li>• Connected Communities team</li> <li>• Eke Panuku</li> </ul>	<ul style="list-style-type: none"> <li>• Community-based beautification and environmental projects</li> <li>• Eye on Nature environmental education programmes</li> <li>• Eye on nature whanau event</li> <li>• Workshop and classes facilitation</li> </ul> <p><b>Key actions</b></p> <ul style="list-style-type: none"> <li>• Create strategic resource sharing partnerships with like-minded organisations</li> <li>• Invest in strong account management initiatives for maintaining and growing key contract partners</li> <li>• Build and strengthen a strong base of workplace partnerships for environmental and sustainability opportunities</li> <li>• Build strategic partnerships to support signature programmes</li> <li>• Empower through partnerships with Māori and Pasifika on delivering of environmental outcomes</li> </ul>

## Māori responsiveness

The Trust recognises mataawaka and mana whenua in its activities which includes:

- Ensuring the Trust Board has strong Māori representation
- Consolidate existing long-term relationships and enter new relationships with local Tangata Whenua, with a specific focus on mutually developed cultural understandings.
- Engage young rangatahi who hold social entrepreneurship aspirations, to provide them with the opportunity to gain board-level experience working with the Trust's governance board. This will enable Tangata Whenua community organisations future trustees to become stronger at governance, strategic planning and business growth
- Show-casing Tangata Whenua talent through performances at Trust events and murals by tamariki and rangatahi
- Reflecting mana whenua mātauranga and Māori design principles in our projects
- Within our environmental education, we take a connected approach to building knowledge and understanding around indigenous knowledge or mātauranga Māori. Stories, myths, and tikanga are highly relevant tools to help ākonga conceptualise the importance of caring for the environment. Mātauranga Māori codifies knowledge into practical tools of connection, and empowers collective identity and meaningfulness.
- By incorporating reo Māori and observing tikanga, we uphold the mana of tangata whenua and our collective identity as citizens of Aotearoa. We also pay respect to indigenous knowledge systems and promote deep holistic connection to the natural world, while properly acknowledging mana whenua in Tāmaki Makaurau and the rich history of our cultural landscape.
- The Beautification Trust collaborates with Māori organisations who share similar visions of connected and empowered communities. We have collaborated with; Kai Ika (LegaSea) and Papatūānuku Marae through our Eye on Nature programme, and with Panuku on [Te Whakaoranga o te Puhinui](#) to coordinate the Te Puhinui Big Clean stream clean-up event which springboarded the development of a network of Community Champions who take care of the awa in an ongoing way. We've also partnered with Manurewa Marae, as well as holding close relationships with respected locals such as Matua Rangi McLean and Lionel Grant (Counties Manukau DHB), and organisations such as MUMA.



# Performance Outlook

The Beautification Trust is delivering to performance measures and targets aligned to the strategic priorities. These are reported on a six-monthly basis.

Nature and scope of activities	Performance indicator	Actuals 20-21	Actual 21-22	Forecast 22-23	2023-2024 Target	2024-2025 Target	2025-2026 Target
<b>Graffiti Management Contracts</b>	Amount of normal priority graffiti removed within 24 hours	100%	100%	95%	95%	95%	95%
	24/7 Graffiti management contracted services for: the six southern local board areas of Auckland	Proactive eradication ratio for every reactive job request from the Council call centre	43:1	47:1	40:1	40:1	40:1
Nature and scope of activities	Performance indicator	Actuals 20/21	Actual 21-22	Forecast 22-23	2023-2024 Target	2024-2025 Target	2025-2026 Target
<b>Eye on Nature Environmental Education Programme</b>	No. of partner education organisations educating at the Eye on Nature school days and public event	42	36	40	40	40	40
	No. of schools represented on the school's days	46 schools represented	51	40	40	40	40
	No. of school students engaged	1,230 students	1,569	1,500	1,500	1,500	1,500
	No. of attendees as part of EcoFest month (previous Eye on Nature family day)	3,500+ attendees	487	5,000+	6,000+	6,000+	6,000+

	No. of students impacted from in-school programmes	Not measured	2,789	750	1200	1250	1250
Nature and scope of activities	<b>Performance indicator</b>	<b>Actuals 20-21</b>	<b>Actual 21-22</b>	<b>Forecast 22-23</b>	<b>2023-2024 Target</b>	<b>2024-2025 Target</b>	<b>2025-2026 Target</b>
<b>Community Projects</b>	No. of community projects supported annually	23 projects	31	12	15	20	25
	No. of community champions supported and empowered	Not measured	2	10	10	15	15
	No. of murals, sculptures and other community-based art installations	19 projects	18	12	15	15	18
	No of people engaged in zero waste services/programmes	Not measured	Not measured	Not measured	5,000	7,500	7,750
Nature and scope of activities	<b>Performance indicator</b>	<b>Actuals 20-21</b>	<b>Actual 21-22</b>	<b>Forecast 22-23</b>	<b>2023-2024 Target</b>	<b>2024-2025 Target</b>	<b>2025-2026 Target</b>
<b>Boomer Community Shed</b>	No. of hours of volunteer input into community projects	1,230 hours achieved	2,167	2,000	2,100	2,200	2,200
	Number of community projects supported	Not measured	59	15+	22+	25+	25+

# Summary of financials

## Operating Expenditure (\$ thousands)

	2019/2020 Actual	2020-2021 Actual	2021-2022 Actual	2022/2023 Forecast	2023/2024 Forecast	2024-2025 Forecast	2025-2026 Forecast
Personnel costs	1171	1235	1398	1578	1650	1650	1650
Other expenses	907	631	620	867	900	950	950
Interest							
Depreciation	60	50	54	57	65	65	65
Total Operating Expenditure	1695	1916	2072	2502	2615	2667	2667
Operating expenditure to be funded							
Funded by:							
External grants and other revenue	444	340	415	469	600	650	650
Auckland Council contracts	1580	1778	1825	2040	2070	2100	2100
Total revenue	2024	2118	2240	2509	2670	2750	2750
Surplus/ (deficit)	382	202	192	8	55	83	83

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## Capital expenditure (\$ thousands)

	2019/20 Actual	2020/2021 Actual	2021-2022 Actual	2022/2023 Forecast	2023/2024 Forecast	2024-2025 Forecast	2025-2026 Forecast
Growth							
Level of Service			127	72	100	100	100
Renewals							
Total capital expenditure	34	128	127	72	100	100	100
Funded by							
Debt							
External grants and other revenue	34	128	127	72	100	100	100
Auckland Council funding							
Total	34	128	127	72	100	100	100

## Accounting policies

### Reporting Entity

Manukau Beautification Charitable Trust, trading as the Beautification Trust, is a charitable trust registered under the Charities Act 2005 and is domiciled in New Zealand. The Trust is a council-controlled organisation under Auckland Council as defined under section 6 of the Local Government Act 2002, by virtue of Auckland Council's right to appoint the Board of Trustees. The Trust is a public benefit entity for the purposes of financial reporting in accordance with the Financial Reporting Act 2013.

The primary objectives of the Trusts are to promote, support and undertake programmes, actions and initiatives to beautify Auckland. They comply with Public Benefit Entity International Public Sector Accounting Standards (PBE IPSAS) and other applicable Financial Reporting Standards, as appropriate for Tier 2 public sector public benefit entities. The Trust qualifies and a Tier 2 reporting entity as it is not publicly accountable and had annual operating expenditure of less than \$30 million.

## Basis of Preparation

The financial statements of the Trust have been prepared in accordance with the requirement of the Local Government Act 2002, which includes the requirement to comply with New Zealand generally accepted accounting practice (NZGAAP).

## Approach to Governance

Auckland Council CCOs are required to hold public board meetings. In particular two public meetings a year are required for the following purposes:

Purpose	Date	Form of Public Notification
Consider shareholder comments on draft SOI	May/June	Newsletter invite Website
Consider performance against SOI targets	October (AGM)	Newspaper Website Personal invitation

The Trust was established on 4<sup>th</sup> October 2001 with the Trust's constitution being the Trust Deed. Up to 12 unpaid Trustees may be appointed. As at 1<sup>st</sup> July 2023, there will be nine Trustees who regularly meet to provide strategic and governance oversight. The Trust has no subcommittees.

## Reporting

A draft SOI was delivered to Council by April 1<sup>st</sup> and was revised based on feedback from Council and stakeholders at a consultation process in May. The final draft was revised based on further stakeholder feedback will is being delivered to Council by July 31<sup>st</sup> 2023. A draft half-yearly report and draft annual report will be available within two months of the end of the respective financial periods. These reports will contain the information necessary to enable an informed assessment of the Trust's operations, including a comparison of the performance of the Trust with this SOI. The Trust is committed to maintaining a strong working relationship with the Auckland Council.

Chief Executive Officer, Daniel Barthow