



# Manukau Beautification Charitable Trust Half Year Report

For the period ending 31<sup>st</sup> Dec 2020

EYE ON  
NATURE

TIAKI

BOOMER  
SHED

# Executive Summary

## Strategic focus areas

The Beautification Trust is in a strong governance position with a new strategic direction and focus on growing a diverse and skilled Board. Accountability focused, the Trust has developed a 2020-2021 Statement of Intent and has continued to report on its impact to key stakeholders, the public and the Six Southern Local Boards through its AGM and deputations with each Local Board.

## Key highlights

Highlights have been on the Trust's ability to adapt our activities to ensure both core work of graffiti removal services continue and that activities supporting the community continue. A wide range of community projects were actioned including projects engaging with workplaces, communities, marae and communities. It was encouraging that the Trust was recognised for excellence in two categories at the Westpac Business Awards in late 2020. The Trust is charting a refreshed strategic direction and has put in place operational improvements to improve operational efficiency.

## Focuses for the next six months

Key focuses centre on the implementation of the Trust's three-year 2021-2023 strategic plan and maintaining deliverables against the graffiti removal contract's KPIs. In relation to the strategic plan, within the next six months activities will include: brand work to grow the organisation's profile within South Auckland; preparing a community activation for mass volunteer event to clean up Puhinui Stream and catchments; commencing strategies to deepen the Trust's Environmental Education programmes in schools and through facilitation of courses/classes.

## Results against performance targets

The results to performance target tables on pages 7 to 14 outline the KPIs and status of each KPI with commentary. Of the 23 KPIs noted, 17 of these are being measured in the current period. Of these measured, the Beautification Trust is on track with 74% of them. 24% of have corrective work undertaken or have been impacted by other external factors such as COVID-19.

## Performance against budget

The Profit and Loss summary on page 15 outlines the financial performance of the organisation. This shows a strong six-month position - a \$114k net profit which is a \$144k positive variance to the budgeted net loss of \$31k. Revenue is on track to budget. Expense savings relative to the budget totalled around \$150k.

# Strategic focuses

## Governance

The Board meets monthly to provide governance for the Trust's activities and finances. During the period two additional workshops were held to support with the development of a new strategic plan, one with Trustees and the other combined with staff.

With a focus on ensuring diversity on the Board and to ensure proactive succession planning, the Trust has commenced a search process for two additional Trustees. The Trust Deed requires between 5 and 12 Trustees with eight Trustees at present.

## Accountability

The Trust developed a 2021 Statement of Intent which was approved and forms the basis for this report. The Trust's also held its AGM on 29<sup>th</sup> October which was open to the public and had around 60 attendees. In addition to this, deputations to each of the six Southern Local Boards were conducted (most in October 2020) to report on the activities of the Trust relevant to their area. These were well received with a common theme of gratitude to the graffiti removal services and the Trust's impact into the community.

## Strategic review

During the six months to 31<sup>st</sup> December, the Board's Trustees and staff undertook a strategic review. The outcome is a new three-year strategic plan for 2021-2024. This sets out the strategic priorities of the Trust and included the cocreation of the vision, mission and values for the Trust and seven key strategic priorities which include:

- Grow sustained and diversified funding
- Love, respect and restore the environment
- Teach & facilitate environmental & sustainability education
- Creating communities of belonging and connection
- Building a strong identity
- Fostering and maintaining strong partnerships
- Strengthen People, Culture, Operations and Sustainability

# Key Highlights from last six months

- Ensuring a continuation of beautification services in spite of uncertainty around Covid-19 and a second Auckland level 3 lockdown. Some activities to note during this period include:
  - Pivoting the Eye on Nature wearable arts programme to an online event/showcase with 60+ entries
  - Two town centre clean ups (Clendon and Mangere Bridge) with close to 100 volunteers per event
  - Deepened engagement with Maori through Te Whare Wananga o Owaioa through a walkway beautification and community orchard maintenance
  - Graffiti prevention education and mural design and activation with Kauri Flats School and Bruce Pulman Park
  - Encouraging young people to take care of the environment - Sancta Maria College presentation, litter clean-up, pest plant removal and graffiti paint out.
- Reviewing the past few years, understanding the present community needs and developing a new strategic plan for the Trust's next three years.
- Recognition at the Westpac Awards for South and East regions. The Trust was shortlisted for two categories: Innovation and Strategy and Planning
- Improvements to operational efficiency delivered through introduction of new:
  - Payroll system
  - Health and Safety System
  - Project management and volunteer systems





# Key focuses for the next six months

- Commence implementation of the Trust's three-year 2021-2023 strategic plan
- Maintain deliverables against the graffiti removal contract's KPIs
- Implement a refreshed look and feel of the Trust's brand and sub-brands to help grow public profile with South Auckland
- In conjunction with other key stakeholders including Panuku Development Auckland, prepare for a community activation for mass volunteer event to clean up Puhinui Stream and catchments
- Set up and engage with groups to facilitate a community teaching space where sustainable and environmental courses and classes can be run
- Commence strategies to deepen the Trust's Environmental Education programmes through:
  - Preparations to launch of an in-schools programme
  - Create, implement and maintain a targeted school engagement plan focused on depth of learning outcomes
- Explore partnership opportunities with other like-minded organisations including
  - Other NGOs within the Environmental Hubs Aotearoa
  - High Schools for intergenerational mentoring programmes
- Preparation and execution of key community events including:
  - Papakura community clean up
  - Eye of Nature education days

# Results against performance targets

On target or better

Target may not be met, corrective action taken

Not expected to meet target

\* Not within period

Programme	Performance indicator	Description 2020-2023	2020-2021 KPIs	Status	Comments
Graffiti Management Contracts	Offensive graffiti removed within 2 hours 95% of the time	24/7 Graffiti management contracted services for: the six southern local board areas of Auckland (2018-2023); rail corridor (Pukekohe to Sylvia park and Onehunga and Manukau spur-lines, and Vector utilities maintenance removing graffiti)	95% of offensive within 2 hours and	Green	Achieved 100% across 6,567 graffiti incidents
	Normal priority graffiti removed at within 24 hours 95% of the time		95% of normal priorities within 24 hours	Orange	Ratio achieved of 34:1. A multi pronged approach is underway to help increase this ratio.
	Proactive eradication to remove graffiti at a rate of 40 times for every reactive job request from		Ratio of proactive removals of graffiti incidents to reactive job requests through Council call centre at 40:1	Green	All meetings conducted with reports delivered
			100% of scheduled meetings and reports delivered to time and contain required information		

	the Council call centre				
	100% of scheduled meetings and reports delivered to time and contain required information				
Programme	Performance indicator	Description 2020-2023	2020-2021 KPIs	Status	Comments
<b>Eye on Nature Environmental Education Programme</b>	No. of partner education organisations educating at the event	Introduce an online element to better future proof from event cancellations	"Eye on Nature Trail "Environmental education community education event held in March annually:	Green	Event preparation underway
The Trust's largest single community education event held in March annually called the "Eye on Nature" with both school	No. of schools represented at the school's days	Family Day converted to an informal continuation of school's educational day, on the Saturday.	No. of partner education organisations educating at the events total 40	Green	On track - expected 40 partners
	No. of days the school days are run	Collaboration with partner organisations on			



<p>days and a community day</p>	<p>No. of primary school students educated</p> <p>No. of attendees at the public day</p>	<p>delivery of educational programme</p> <p>Environmental Educational component included in 4 other community events (town centre-clean-ups, stream regeneration projects etc)</p> <p>Note: This is a division/ re-distribution of the input to the previously large scale EON Family Day)</p>	<p>No. of schools represented at the school's days total 40</p> <p>No. of days the school days are run totals three</p> <p>No. of primary school students educated totals 1,500</p> <p>No. of attendees at the public day total 8,000+</p>	<p>Green</p> <p>Green</p> <p>*</p> <p>*</p>	<p>On track - currently 38 school registered</p> <p>Scheduled to have four school days</p> <p>Not within reporting period</p> <p>Not within reporting period</p>
Programme	Performance indicator	Description 2020-2023	2020-2021 KPIs	Status	Comments

<p><b>Eye On Nature Wearable Arts</b></p> <p>Environmental Education (recycled materials) competition for schools in professional venue</p>	<p>No. of attendees at event evening totalling</p> <p>No. of entries received</p>	<p>Environmental Education (recycled/repurposed materials) wearable arts competition for schools –held virtually (on-line) in 2020</p> <p>Environmental Education (recycled/repurposed materials) wearable arts competition for Auckland schools at public events in 2021,2022, 2023</p>	<p>Engagement of 3 AUT design students for paid work-experience</p> <p>No. of entries received totaling 80+</p> <p>No. of attendees at an event evening totalling 500+</p>	<p>*</p> <p>*</p> <p>*</p>	<p>Not within reporting period</p> <p>Not within reporting period</p> <p>Not within reporting period</p>
Programme	Performance indicator	Description 2020-2023	2020-2021 KPIs	Status	Comments
<p><b>Community Clean Ups</b></p>	<p>No. of major town centre clean-ups annually</p>	<p>Volunteer-based town centre, park stream and public space clean-up projects, both led and</p>	<p>No. of major town centre clean-ups annually total 4</p>	<p>Green</p>	<p>2 achieved in period</p>

<p>Volunteer-based town centre, park stream and public space clean-up projects, both led and resourced by MBCT</p>	<p>No of other volunteer-based lesser-scale clean-ups</p> <p>No. of volunteer hours contributed</p>	<p>resourced by MBCT</p>	<p>No of other volunteer-based lesser-scale clean-ups total 10</p> <p>No. of volunteer hours contributed overall totalling 4,000+</p>	<p>Green</p> <p>Green</p>	<p>Exceeded full year target by 6 with 16 community projects undertaken.</p> <p>2,884 volunteering hours in period</p>
<p><b>Boomer Business Community Shed</b></p> <p>Gender- equal workshops providing skills and socialisation for early retirees. Skills and product support by shed members to MBCT</p>	<p>No. of single attendances per annum</p> <p>No. of members</p> <p>No. of hours of volunteer input into community projects</p>	<p>Gender- equal workshops providing skills and socialisation for early retirees. Skills and product support by shed members to MBCT environmental education programme and community projects.</p>	<p>No. of single attendances per annum total 5,000</p> <p>No. of members total 100</p> <p>No. of hours of volunteer input into community projects total 2,000</p>	<p>Orange</p> <p>Orange</p> <p>Orange</p>	<p>1,775 attendances. Impacted with no activity through August lockdown.</p> <p>Total memberships of 69 which is made up of 44 paid up, and 10 overdue. Casual memberships at 15.</p> <p>448 hours achieved. No activity during August lockdown.</p>

environmental education programme and community projects.					
Programme	Performance indicator	Description 2020-2023	2020-2021 KPIs	Status	Comments
<b>Community-based arts projects</b>  Murals, sculptures and other community-based art installations, managed and or resourced by MBCT	No. of murals, sculptures and other community-based art installations	Involvement in (support via management, cash and materials resourcing) of 10 community-based (public) arts projects per annum: applicants to have project support approved by MBCT board with retrospective reporting required  Total fund available of up to \$100,000	Fund up to 10 projects from fund of up to \$100,000	Green	4 mural projects have been undertaken one of which includes multiple murals

Programme	Performance indicator	Description 2020-2023	2020-2021 KPIs	Status	Comments
<p><b>Puhinui Stream Regeneration</b></p> <p>Providing on-going support of community-based environmental regeneration projects</p> <p>Blackgate Project with Panuku</p>	TBC	<p>Providing support of community-based environmental regeneration projects including Blackgate Project with Panuku Development, Auckland</p> <p><b>(This programme is awaiting availability of funding and performance indicators from Council in 2020)</b></p>	TBC	Green	Agreement with Panuku Development Auckland about a joint partnerships with activity in May 2021.
<p><b>Illegal Dumping Project</b></p> <p>Long-term collaborative project with community groups and Council to educate the public about correct disposal</p>		<p>Long-term collaborative project with community groups and Council to educate the public about correct disposal of waste and recycling-re-purposing. The Trust acts on a</p>	<p>No of signs put in place totals 15</p> <p>Regular monitoring signs remain in position and clean monthly</p>	<p>Green</p> <p>Green</p>	<p>15 signs erected</p> <p>Monitoring occurring on a weekly basis</p>

<p>of waste and recycling-re-purposing. The Trust acts on a paid basis to deliver this programme.</p>		<p>paid basis to deliver this programme.</p> <p><b>(Programme funding commenced in 2020)</b></p>			
<p><b>Tiaki Environmental Initiative Fund</b></p> <p>A fund made available annually for community group/ individual environmental problem-solving /education initiatives/</p>		<p>Redevelopment of a fund expended annually on 10 high-quality environmental research-education projects (with preference given to school groups)</p> <p>Retrospective reporting by recipients required</p>	<p>Scoping for future funding options for the Environmental Initiative fund.</p>	<p>*</p>	<p>Underway with a researching viable options for a fund could be distributed with small grants to groups.</p>

# Performance against Budget

## Budget Variance Manukau Beautification Charitable Trust For the month ended 31 December 2020

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
<b>Income</b>								
Income	160,994.68	164,534.00	(3,539.32) ▼	-2.2% ▼	991,436.95	996,725.00	(5,288.05) ▼	-0.5% ▼
<b>Total Income</b>	<b>160,994.68</b>	<b>164,534.00</b>	<b>(3,539.32)</b>	<b>-2.2%</b>	<b>991,436.95</b>	<b>996,725.00</b>	<b>(5,288.05)</b>	<b>-0.5%</b>
<b>Less Cost of Sales</b>								
Cost of sales	62,141.10	89,483.00	(27,341.90) ▼	-30.6% ▼	412,333.74	512,582.00	(100,248.26) ▼	-19.6% ▼
<b>Total Cost of Sales</b>	<b>62,141.10</b>	<b>89,483.00</b>	<b>(27,341.90)</b>	<b>-30.6%</b>	<b>412,333.74</b>	<b>512,582.00</b>	<b>(100,248.26)</b>	<b>-19.6%</b>
<b>Gross Profit</b>	<b>98,853.58</b>	<b>75,051.00</b>	<b>23,802.58</b>	<b>32.0%</b>	<b>579,103.21</b>	<b>484,143.00</b>	<b>94,960.21</b>	<b>20.0%</b>
<b>Less Operating Expenses</b>								
Expenses	86,131.21	81,263.00	4,868.21 ▲	6.0% ▲	465,558.30	515,071.00	(49,512.70) ▼	-9.6% ▼
<b>Total Operating Expenses</b>	<b>86,131.21</b>	<b>81,263.00</b>	<b>4,868.21</b>	<b>6.0%</b>	<b>465,558.30</b>	<b>515,071.00</b>	<b>(49,512.70)</b>	<b>-9.6%</b>
<b>Net Profit</b>	<b>12,722.37</b>	<b>(6,212.00)</b>	<b>18,934.37</b>	<b>305.0%</b>	<b>113,544.91</b>	<b>(30,928.00)</b>	<b>144,472.91</b>	<b>467.0%</b>

Income on track with 0.5% variance and net income showing a 144K positive variance to budget