

Statement of Intent 2022-2025



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 a strong track record of delivering beautification services into the South Auckland region for the past 20 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 board plus a range of other clients. It also has a focus on range of other beautification, environmental and community services.

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).

Areas of work

Loving, respecting and restoring the environment

- Graffiti removal and prevention
- Supporting community champions
- Clean-ups and community events
- Community tool library and compost
- Funding grants for community groups
- Murals (commercial and community)
- Adopt-a-Spot facilitation
- Illegal dumping prevention
- Community-led pest eradication
- Zero waste services (launching 2022)

Teaching & facilitating environmental & sustainability education

- Eye on Nature environmental education
 - School Days
 - Whānau Day
 - Wearable Arts
 - Creative Arts
- In-school education
- Junk Play in schools
- 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





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



Auckland Plan 2050 contribution

The Auckland Plan is a thirty-year plan this 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 being on three of the six outcomes and secondary contributions in Māori identity and wellbeing.

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

Auckland Plan Outcomes	Degree of Contribution	How the Beautification Trust contributes
 <p>Belonging and Participation</p>	Primary	<ul style="list-style-type: none"> • Helping to create safe and welcoming community spaces for the public to enjoy through community projects and activations. • Connecting with and empowering communities to lead beautification and environmental changes in their own communities, reflecting local identify and fostering a sense of ownership and pride for community • Ensuring the vulnerable can actively participate in community through a Boomer Community Shed programme for older people. • Seeking open engagement which draws upon the diverse backgrounds of the residents of Auckland - their ethnicity, cultural and religious world-views. • Creating opportunities to interact and learn about the environment at Eye on Nature events with ease of accessibility for tamariki and whānau • Recognise the value of arts through wearable and creative arts in South and East Auckland
 <p>Homes and Places</p>	Primary	<ul style="list-style-type: none"> • Support transformation of public places and spaces being more inclusive, beautiful and safe • Creating of sense of pride of place and ownership of communities where people live and work • Connecting residents to each other through volunteering and connecting opportunities which a common goal
 <p>Environment and Cultural Heritage</p>	Primary	<ul style="list-style-type: none"> • Supporting and enabling Aucklanders to become better stewards of the natural environment and make sustainable choices through environmental education experiences and events • Providing opportunities for other environmental organisations to share their key messages through facilitating events, workshops and activities • Proactively creating opportunities for volunteerism and community empowerment to restore the natural and urban environment
 <p>Māori Identity & wellbeing</p>	Secondary	<ul style="list-style-type: none"> • Providing a platform for showcasing Māori/Pasifika creative talent within murals • Focused efforts working together with Tangata Whenua in the South Auckland community • Engage young rangatahi who hold social entrepreneurship aspirations, to provide them with the opportunity to gain board-level experience • Showcasing Maori/Pacific creative talent in mural installations and events that all can enjoy • Show-casing Tangata Whenua talent at Eye on Nature events

		<ul style="list-style-type: none"> • Reflect mana whenua mātauranga and Māori design principles in our projects • Supporting te Tiriti o Waitangi outcomes
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Strategy and workplan

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.

Key focus area	Programme of work and key actions
<p data-bbox="204 237 687 304">Loving, respecting and restoring the environment</p> <p data-bbox="204 342 730 797">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 data-bbox="204 835 612 869">Auckland Council Connections</p> <ul data-bbox="204 875 660 1048" style="list-style-type: none"> • Six Southern Local Boards • Connected Communities team • Team from Healthy Waters • Team from Waste Solutions • Eke Panuku 	<ul data-bbox="754 217 1305 539" style="list-style-type: none"> • Graffiti removal and prevention • Supporting community champions • Clean-ups and community events • Community tool library and compost • Funding grants for community groups • Murals (commercial and community) • Adopt-a-Spot facilitation • Illegal dumping prevention • Community-led pest eradication <p data-bbox="754 577 906 611">Key actions</p> <ul data-bbox="754 618 1398 1106" style="list-style-type: none"> • Continue to deliver to performance measures for graffiti removal services • Identify, grow and strengthen a base of empowered community champions • Create and facilitate a suite of resources to support community champions • Take a strategic leadership role in the delivery of key projects such as Puhinui Stream and Urban Ngahere projects • Create regular feedback loops on community needs and impact • Develop a meaningful role and impact into waste reduction and/or illegal dumping needs
<p data-bbox="204 1171 730 1238">Teaching & facilitating environmental & sustainability education</p> <p data-bbox="204 1276 730 1664">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 data-bbox="204 1702 612 1736">Auckland Council Connections</p> <ul data-bbox="204 1742 730 1845" style="list-style-type: none"> • Six Southern Local Boards • Team from Healthy Waters • Team from Sustainable Schools 	<ul data-bbox="754 1151 1331 1509" style="list-style-type: none"> • Eye on Nature environmental education <ul data-bbox="852 1189 1091 1330" style="list-style-type: none"> • School Days • Whānau Day • Wearable Arts • Creative Arts • In-school education • Junk Play in schools • Adopt-a-Park • Workshop and class facilitation Illegal dumping education <p data-bbox="754 1547 906 1581">Key actions</p> <ul data-bbox="754 1588 1398 1906" style="list-style-type: none"> • Ensure environmental education outcomes are delivered into all of the Trust's existing programmes and events • Deliver in-school programmes • Explore and grow initiatives which see environmental education programmes delivered into workplaces and groups • Facilitate an offering of courses and classes for the public
<p data-bbox="204 1962 676 2029">Creating communities of belonging and connection</p>	<ul data-bbox="754 1942 1369 2047" style="list-style-type: none"> • Community based beautification and environmental projects • Boomer Community Shed for older people

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

Specific to Māori responsiveness/outcomes

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 to 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 spring boarded 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.

Programme	Performance indicator	Actuals 20/21	Forecast 21-22	2022-2023 Target	2023-2024 Target	2024-2025 Target
Graffiti Management Contracts	Amount of normal priority graffiti removed within 24 hours	100%	95%	95%	95%	95%
	Proactive eradication ratio for every reactive job request from the Council call centre	43:1	40:1	40:1	40:1	40:1
24/7 Graffiti management contracted services for: the six southern local board areas of Auckland						
Programme	Performance indicator	Actuals 20/21	Forecast 21-22	2022-2023 Target	2023-2024 Target	2024-2025 Target
Eye on Nature Environmental Education Programme	No. of partner education organisations educating at the Eye on Nature school days and public event	42	40	40	40	40
	No. of schools represented at the school's days	46 schools represented	40	40	40	40
	No. of school students engaged	1,230 students	1,500	1,500	1,500	1,500
	No. of attendees at the public day	3,500+ attendees	5,000+	5,000+	6,000+	6,000+
	No. of students impacted from in-school programmes	Not measured	500	750	1000	1000

Programme	Performance indicator	Actuals 20-21	Forecast 21-22	2022-2023 Target	2023-2024 Target	2024-2025 Target
Community Projects	No. of community projects supported annually	23 projects	10	12	15	20
	No. of community champions supported and empowered	Not measured	5	10	10	15
	No. of murals, sculptures and other community-based art installations	19 projects	10	12	15	15
Programme	Performance indicator	Actuals 20-21	Forecast 21-22	2022-2023 Target	2023-2024 Target	2024-2025 Target
Boomer Community Shed	No. of hours of volunteer input into community projects	1,230 hours achieved	2,000	2,000	2,000	2,000
	Number of community projects supported	Not measured	12+	15+	20+	20+

Summary of financials

Operating Expenditure (\$ thousands)

	2019/2020 Actual	2020-2021 Actual	2021/2022 Forecast	2022/2023 Forecast	2023/2024 Forecast	2024-2025 Forecast
Personnel costs	1171	1235	1330	1546	1600	1650
Other expenses	907	631	673	889	900	950
Interest						
Depreciation	60	50	49	66	65	65
Total Operating Expenditure	1695	1916	2052	2502	2565	2667
Operating expenditure to be funded						
Funded by:						
External grants and other revenue	444	340	408	469	600	650
Auckland Council contracts	1580	1778	1880	2014	2050	2100
Total revenue	2024	2118	2288	2501	2650	2750
Surplus/ (deficit)	382	202	235	8	85	83

Capital expenditure (\$ thousands)

	2019/20 Actual	2020/2021 Actual	2021/2022 Forecast	2022/2023 Forecast	2023/2024 Forecast	2024-2025 Forecast
Growth						
Level of Service			144	72	100	100
Renewals						
Total capital expenditure	34	128	144	72	100	100
Funded by						
Debt						
External grants and other revenue	34	128	144	72	100	100
Auckland Council funding						
Total	34	128	144	72	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 primary objectives of the Trusts are to undertake actions, programmes and initiatives to beautify Auckland, rather than making a financial return. Accordingly, the Trust has designated itself as a public sector public benefit entity for the purpose of External

Reporting Board Standard A1 Accounting Standards Framework (XRB- The Trust operates an income in excess of \$2M per annum and is therefore classified as a tier 2 entity).

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

Reporting

A draft SOI was delivered to Council by April 1st and was revised based on feedback from Council and stakeholders at a consultation process in May. The final draft, revised based on further stakeholder feedback will be delivered to Council by July 30th 2022. 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