



Statement of Intent 2021-2024



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 services under three key strategic focus areas.

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 services – public space, rail corridor and businesses
- Community based beautification and environmental projects
- Environmental services
- Community Tool Library
- Mural activations

Teaching & facilitating environmental & sustainability education

- Eye on Nature environmental education programmes
- Eye on nature whanau event
- Workshop and classes facilitation
- Illegal dumping education

Creating communities of belonging and connection

- 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 Maori 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 are able to 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 Maori/Pacifica 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/Pacifica 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 |
|--|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Three-year 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 healthier | Communities are connected and empowered |
|--------------------------------------|------------------------------|-----------------------------------------|

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>Loving, respecting and restoring the environment</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>Auckland Council Connections</p> <ul style="list-style-type: none"> • Six Southern Local Boards • Connected Communities team • Team from Healthy Waters • Team from Waste Solutions • Panuku Development Auckland | <ul style="list-style-type: none"> • Graffiti removal services – public space, rail corridor and businesses • Community based beautification and environmental projects • Environmental services • Community Tool Library • Beautification project grants • Mural activations <p>Key actions</p> <ul 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>Teaching & facilitating environmental & sustainability education</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>Auckland Council Connections</p> <ul style="list-style-type: none"> • Six Southern Local Boards • Team from Healthy Waters • Team from Sustainable Schools | <ul style="list-style-type: none"> • Eye on Nature environmental education programmes • Eye on nature whanau event • Workshop and classes facilitation • Illegal dumping education <p>Key actions</p> <ul style="list-style-type: none"> • Ensure environmental education outcomes are delivered into all of the Trust’s existing programmes and events • Create an in-school programme offering with strong brand presence and focus on schools who are otherwise missing out • Explore and grow initiatives which see environmental education programmes delivered into workplaces and groups • Explore the creation of online resources for key stakeholders to access and learn from • Facilitate an offering of courses and classes for the public |
| <p>Creating communities of belonging and connection</p> | <ul style="list-style-type: none"> • Community based beautification and environmental projects • Boomer Community Shed for older people • Community gardens |

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <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 • Panuku Development Auckland | <ul style="list-style-type: none"> • Workshop and classes facilitation <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 • Create a physical space to support start-up social enterprises focused on the community and environment |
| <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 • Panuku Development Auckland | <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 Maori and Pacifica on delivering of environmental outcomes |

Specific to Maori responsiveness/outcomes

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

- Increasing Maori representation on the Trust Board
- 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 rangitahi
- Reflecting mana whenua mātauranga and Māori design principles in our projects

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 | Description 2021-2024 | Indicator | Actuals 19/20 | Forecast 20/21 | 2021-2022 KPIs | 2022-2023 KPIs | 2023-2024 KPIs |
|--------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| Graffiti Management Contracts | 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) | Offensive graffiti removed within 2 hours | 96% | 95% of offensive within 2 hours |
| | | Normal priority graffiti removed within 24 hours | 99% | 95% of normal priorities within 24 hours |
| | | Proactive eradication rate to every reactive job request from the Council call centre | 40:1 | Ratio of proactive removals of graffiti incidents to reactive job requests through Council call centre at 40:1 | Ratio of proactive removals of graffiti incidents to reactive job requests through Council call centre at 40:1 | Ratio of proactive removals of graffiti incidents to reactive job requests through Council call centre at 40:1 | Ratio of proactive removals of graffiti incidents to reactive job requests through Council call centre at 40:1 |
| | | 100% of scheduled meetings and reports delivered to time and contain required information | 100% | 100% of scheduled meetings and reports delivered to time and contain required information | 100% of scheduled meetings and reports delivered to time and contain required information | 100% of scheduled meetings and reports delivered to time and contain required information | 100% of scheduled meetings and reports delivered to time and contain required information |

| Programme | Description 2021-2024 | Indicator | Actuals 19/20 | Forecast 20/21 | 2021-2022 KPIs | 2022-2023 KPIs | 2023-2024 KPIs |
|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------------|
| Eye on Nature Environmental Education Programme | The Trust's Eye on Nature environmental education programme includes a multi-day school programme, a public event, wearable arts, creative arts, and in school programme. | No. of partner education organisations educating at the Eye on Nature school days and public event | Cancelled due to Covid | No. of partner education organisations educating at the events total 40 | No. of partner education organisations educating at the events total 40 | No. of partner education organisations educating at the events total 40 | No. of partner education organisations educating at the events total 40 |
| | | No. of schools represented at the school's days | As above | No. of schools represented at the school's days total 40 | No. of schools represented at the school's days total 40 | No. of schools represented at the school's days total 40 | No. of schools represented at the school's days total 40 |
| | | No. of days the school days are run | As above | No. of days the school days are run totals three | No. of days the school days are run totals three | No. of days the school days are run totals three | No. of days the school days are run totals three |
| | | No. of primary school students educated | As above | No. of primary school students educated totals 1,500 | No. of primary school students educated totals 1,500 | No. of primary school students educated totals 1,500 | No. of primary school students educated totals 1,500 |
| | | No. of attendees at the public day | As above | No. of attendees at the public day total 5,000+ | No. of attendees at the public day total 5,000+ | No. of attendees at the public day total 5,000+ | No. of attendees at the public day total 6,000+ |
| | | No of participants in wearable arts and creative arts | 82 | 80+ | No of participants in wearable arts and creative arts total 80+ | No of participants in wearable arts and creative arts total 100 | No of participants in wearable arts and creative arts total 110 |
| | | No. of students impacted from | Not measured | Not measured | No. of students impacted from in- | No. of students impacted from in- | No. of students impacted from in- |

| | | in-school programmes | | | school programmes totals 500 | school programmes totals 750 | school programmes totals 1000 |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|---------------|-------------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|
| | | No. of classes and workshops hosted | Not measured | Not measured | No. of classes and workshops hosted totals 10 | No. of classes and workshops hosted totals 10 | No. of classes and workshops hosted totals 10 |
| Programme | Description 2021-2024 | Indicator | Actuals 19/20 | Forecast 20/21 | 2021-2022 KPIs | 2022-2023 KPIs | 2023-2024 KPIs |
| Community Projects | Volunteer-based town centre, park stream and public space clean-up projects, both led and resourced by the Beautification Trust | No. of community projects supported annually | 17 | No. of other volunteer based cleans up total 10 | No of community projects total 10 | No of community projects total 12 | No of community projects total 15 |
| | | No. of community champions supported and empowered | Not measured | Not measured | No. of community champions supported and empowered totals 5 | No. of community champions supported and empowered totals 10 | No. of community champions supported and empowered totals 10 |
| | | No. of volunteer hours contributed | 5,513 | No. of volunteer hours contributed overall totalling 4,000+ | No. of volunteer hours contributed Overall totalling 4,000+ | No. of volunteer hours contributed Overall totalling 4,250+ | No. of volunteer hours contributed Overall totalling 4,500+ |
| | | No. of murals, sculptures and other community-based art installations | 9 | No of other volunteer-based lesser-scale clean-ups total 10 | Fund up to 10 projects | Fund up to 12 projects | Fund up to 15 projects |

| Programme | Description 2021-2024 | Indicator | Actuals 19/20 | Forecast 20/21 | 2021-2022 KPIs | 2022-2023 KPIs | 2023-2024 KPIs |
|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|-------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
| Boomer Community Shed | Gender- equal workshops providing skills and socialisation for early retirees. Skills and product support by shed members to community projects. | No. of single attendances per annum | 2,756 attendances | No. of single attendances per annum total 5,000 | No. of single attendances per annum total 5,000 | No. of single attendances per annum total 5,000 | No. of single attendances per annum total 5,000 |
| | | No. of hours of volunteer input into community projects | 1,223 hours | No. of hours of volunteer input into community projects total 2,000 | No. of hours of volunteer input into community projects total 2,000 | No. of hours of volunteer input into community projects total 2,000 | No. of hours of volunteer input into community projects total 2,000 |
| | | Number of community projects supported | 49 projects | No. of hours of volunteer input into community projects total 2,000 | Number of community projects supported totals 12+ | Number of community projects supported totals 15+ | Number of community projects supported totals 20+ |

Summary of financials

Operating Expenditure (\$ thousands)

| | 2018/19 Actual | 2019/2020 Actual | 20-21 Forecast | 2021/2022 Forecast | 2022/2023 Forecast | 2023/2024 Forecast |
|------------------------------------|-------------------|---------------------|----------------|-----------------------|-----------------------|-----------------------|
| Personnel costs | 1161 | 1171 | 1273 | 1750 | 1775 | 1800 |
| Other expenses | 828 | 907 | 798 | 1006 | 1082 | 1050 |
| Interest | - | | | | | |
| Depreciation | 29 | 60 | 23 | 40 | 40 | 40 |
| Total Operating Expenditure | 2018 | 1695 | 2094 | 2796 | 2897 | 2890 |
| Operating expenditure to be funded | | | | | | |
| Funded by: | | | | | | |
| External grants and other revenue | 342 | 444 | 316 | 1104 | 1210 | 1305 |
| Auckland Council contracts | 1752 | 1580 | 1745 | 1746 | 1778 | 1675 |
| Total revenue | 2094 | 2024 | 2070 | 2883 | 2988 | 2980 |
| Surplus/ (deficit) | 76 | 382 | (23) | 86 | 90 | 90 |

Capital expenditure (\$ thousands)

| | 2018/19 Actual | 2019/20 Actual | 2020/2021 Forecast | 2021/2022 Forecast | 2022/2023 Forecast | 2023/2024 Forecast |
|---------------------------|-------------------|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Growth | | | | | | |
| Level of Service | | | | | | |
| Renewals | | | | | | |
| Total capital expenditure | 47 | 34 | 60 | 600 | 60 | 60 |

| | | | | | | |
|-----------------------------------|----|----|----|-----|----|----|
| Funded by | | | | | | |
| Debt | | | | | | |
| External grants and other revenue | 47 | 34 | 60 | 600 | 60 | 60 |
| Auckland Council funding | | | | | | |
| Total | 47 | 34 | 60 | 600 | 60 | 60 |

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 works in partnership with its CCOs and the agreed approach to governance, including risk management, is outlined within the CCO Governance Manual which sits alongside this SOI. The Beautification Trust will act in accordance with guidance provided within the CCO Governance Manual.

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 findings from the public feedback consultation were helpful for better understanding views from the wider community. The most highly valued outcomes found included: more children, young people and whanau are engaged in learning about the environment; less people are illegally dumping in the community; less people are vandalising the community with graffiti; more knowledge of the local natural environment and its needs, and more people are engaged in volunteering. The public’s view on the services offered which are of most value included: graffiti removal; illegal dumping prevention; in school environmental programmes; community projects and Eye on Nature school days. In summary, it was encouraging that the level of support for the Beautification Trust was rated 9.08 out of a possible 10.

Reporting

This draft SOI will be delivered to Council by April 1st annually, and will be revised based on feedback from Council and stakeholders at a consultation meeting in May. The final draft, revised based on further stakeholder feedback will be delivered to Council by June 30th 2021. The Council is required to approve the SOI by August 1st. 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