



**KEEP
NEW ZEALAND
BEAUTIFUL®**

**BEAUTIFUL
NEWS**

JUNE 2011

PLEASE THINK BEFORE YOU PRINT

Beautiful News

June 2011



Although the winter chill has set in around Aotearoa, things are heating up here at Keep New Zealand Beautiful HQ where we're full steam ahead for a number of our annual activities such as Keep New Zealand Beautiful Week, Best Towns and Cities Awards and a surprise we've got in the pipelines which we'll fill you in on later in the newsletter. There's lots to take in, lots to get excited about and lots to roll your sleeves up so read on and don't forget to get in touch with the Keep New Zealand Beautiful National Office if you have any questions or suggestions for upcoming newsletters!

I've been fortunate enough to get around the country over the last few months, visiting many of you in Palmerston North, Hastings, Westland, Horowhenua and Christchurch which has been fantastic and the best part about my job encouraging and supporting all of our volunteer groups in the work you do locally. Hopefully, I've been able to inspire you with the updates coming from KNZB HQ on exciting projects and resources coming to our regions over the remainder of the year.

It's been amazing seeing the strength, love and dedication of our volunteers around the country and it's also been amazing to get some very positive feedback on just how far we've come in the last 18 months from you all. Seeing the smiles on your faces when we've spoken about the direction of KNZB and its growth is testimony to the fact that we're doing things right and we really can't wait to share all of this information with those if you we haven't been able to get to yet very soon! Rest assured, newsletters like this will keep you up to date and excited about our activities ahead. Looking forward to seeing you all involved in Keep New Zealand Beautiful Week 2011, Mary.

Kind regards

Mary Brown
National Programmes Manager

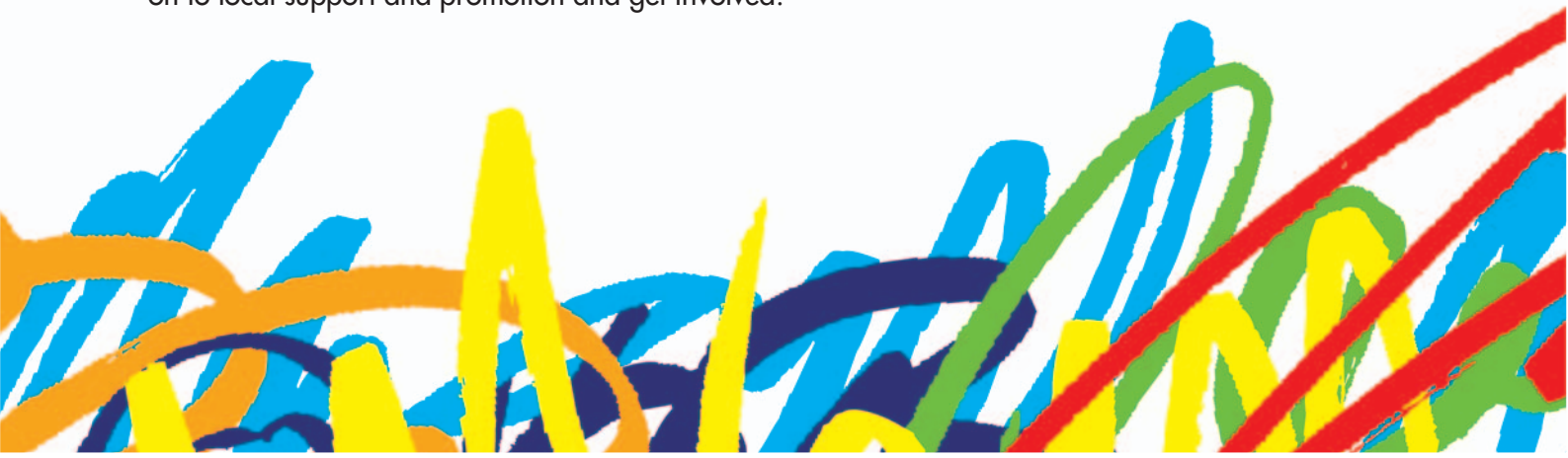


Best Towns and Cities Move

Many of our Members have been asking for information on the entry and judging process for this year's Best Towns and Cities Awards. We know you're all keen and eager to get started on your entries, and that competition this year will be hotly contended! After much deliberation and evaluation of the 2010 awards the Board has decided to postpone the entry period until after KNZB Week 2011, allowing Members to concentrate on participation in the week before turning your minds to Award Entries. This will mean that the entry period will be pushed out over the Christmas 2011 break and close at the end of January for an awards ceremony in Parliament in late February/early March 2012. Categories and Criteria will be worked on by the Board and National Office in the coming months and once finalised will be sent to Branches in order for time to be spent on thinking about and collating entries for later in the year. We feel this is a much more manageable way for Branches to get involved and will see a much fairer system for judging and voting implemented. We can't wait for the launch of this campaign, and it would be a good idea to start talking locally about possible entries now so you're ready to hit the ground running as soon as details are finalised!

Keep New Zealand Beautiful Week 2011

We're sure you all know by now that "Clean Up Week" has changed its name to "Keep New Zealand Beautiful Week" and will be taking place earlier this year, from 20-27 August before the Rugby World Cup throughout the country. The format of the week will remain the same, running from a Saturday to Saturday with your ability to run as many Clean Up activities as you like during that time. Registration for events and resources will take place online at www.knzb.org.nz – the same as last year and all Clean Up Kits will be shipped out to you by our friends at New Zealand Couriers in time for your event. It's a good idea to start spreading the word locally now and encouraging friends, family, community groups, Council and schools to adopt a spot of their own for the duration of the week and register as soon as the Keep New Zealand Beautiful Week site becomes live in late July. We'll be in direct communication with all additional information but again, another reminder to get it in your diaries, get on to local support and promotion and get involved!





Breathing life back into our 'Be a Tidy Kiwi' Schools Resource

Many of you will remember the days when Keep New Zealand Beautiful provided a comprehensive educational resource to all schools called "Be a Tidy Kiwi". Over the years, this resource became outdated and unusable and dropped off the radar for teachers so-to-speak. Since 2009, we've thought it was time Be a Tidy Kiwi was brought back to life across the country and are pleased to announce that long-standing supporters of KNZB Wrigleys will be supporting this with a view to having a comprehensive resource available to schools by the start of Term 1 2012!

This is fantastic news for KNZB and we're sure it will increase the involvement of schools in local projects immensely. Rather than re-inventing the wheel and creating new units to develop the resource, Keep New Zealand Beautiful's Be a Tidy Kiwi Resource will act as the umbrella 'go-to' for everything environmental education related, pulling in resources that already exist from around New Zealand and rest of the world to make a one-stop-shop for parents, teachers and students in learning about community pride and environmental sustainability. Not only will schools receive physical resources to use in the classroom, but the resource will be available online making it quicker, easier and cheaper for anyone to access.

Probably the most exciting news to come out of Keep New Zealand Beautiful for a while now and we're elated to be able to provide this for everyone to use!

Rangiora's Beauty Battalion

Celebrating 21 years of Keep Rangiora Beautiful

Imagine how Rangiora would look today if Keep Rangiora Beautiful (KRB) had never come into existence. Take our word for it – it wouldn't be as attractive as it is now!

Many of us may have little awareness of the hard work put in by the group's volunteers over the last 21 years, but the town has benefited hugely from their commitment. More than 8000 trees and shrubs have been established by the group ... in terms of time, it equates to roughly 6450 hours of voluntary effort. What an amazing achievement and one deserving of acknowledgement.

Ron and Barbara Mackie, founding KRB members, spent time with me recently going through the many beautifying projects that have enhanced Rangiora's good looks over the years. Ron is a former deputy principal of Rangiora High School, while Barbara is a skilled and talented home gardener. "Rangiora is such a nice town and we love doing what we can to improve it, along with other like-minded people," explains Ron. "If we see something that needs doing, we get stuck in and do it. Over 40 areas have now been planted."

Let's start with Lineside Rd. In 1992, it wasn't a particularly inspiring drive and had very little in the way of roadside planting. Then KRB and Transit NZ got their heads together and came up with an 'Adopt-a-Highway' scheme for the 4.5km highway between Kaiapoi and Rangiora. They started with just four 50m plots; now there are 17 and one of them is even providing a natural habitat for a pukeko family. This successful trial saw similar schemes repeated throughout New Zealand. It all started here.

The Ashley Bridge picnic area was one of KRB's first big projects and included lots of plantings to provide wind shelter, with alcoves for family groups. This popular reserve was subsequently further enhanced by the Waimakariri District Council's (WDC) reserves department.

Lobbying by KRB also led to the fast-tracking of plans to underground power lines in Percival Street. "It used to have all these higgledy-piggledy power poles and an open drain. It really wasn't very attractive at all.

"Our whole aim has always been to try and improve the appearance of Rangiora to visitors. Quite often it's the first impressions of a town that make the biggest impact," says Ron, who is currently serving as KRB's secretary.

No wonder then that KRB has also focused a huge amount of effort into beautifying the main railway line corridor through Rangiora. Plantings on both frontages extend for about 500m. "We started planting down by the Warehouse end some nine or ten years ago and we're now nearly at Wales Street," says Ron. Rangiora High School students assisted with that project through one of the school's environmental clubs.

The battle against graffiti in Rangiora has seen around 400 sq. m painted out using paint provided by Keep NZ Beautiful (KNZB), sponsored by Resene. Rangiora Lions also assisted.

Other major KRB planting projects include the Northbrook Studios area, the Town Hall reserve and cairn, and the Keir St Reserve. The latter used to be a rough paddock off East Belt, but is now a pleasant and landscaped 50m x 30m reserve.

On the go currently is more planting at a Southbrook stream-side reserve.

Every beautifying project involves plenty of planning, spraying and mulching. Average active membership of about 12 has been boosted with regular support from local schools, the public, service clubs, the WDC and local businesses.

A memorable part of the KRB team is ALB, a man-sized Anti Litter Bug, who has helped to promote Clean Up NZ week to local schoolchildren, along with an associated slogan – ‘Every day, please pick up at least one more piece of litter than you drop.’

All this effort hasn't gone unnoticed, with KRB picking up awards over the years from KNZB, Environment Canterbury and WDC.

Following the two big earthquakes, KRB is in discussion with the council over carrying out a beautifying project to assist Kaiapoi.

The closing words, supplied by Ron and Barbara, are from the late Trevor Inch, the group's founding mayor, who wrote the following for KRB's 1993 annual report:

‘Important as these concrete achievements undoubtedly are, what is even more important is the positive example expressed in attitudes and relationships which add to human dignity and increase the continuing capacity of communities to help themselves to achieve goals which they determine for themselves.’

Words Kim Newth – Essence Community Newsletter, Rangiora



**NEW ZEALAND
COURIERS**

Volunteer of the Month

The Christian Community Fellowship located in New Lynn, Auckland

This wonderful group of volunteers dedicated 6 days all in a row through the Easter Break (...when most of us were actually having a break) giving back to the local community with free car washes - free tea, coffee and snacks provided, conducting litter pickups in much needed areas, clean ups at local rest homes and street cleans as well... But wait, there's more! The group also offer themselves to local schools giving free labour to help with any little projects that need extra and helping hands.

They are involved in Keep Waitakere Beautiful's Operation Spring Clean and their Adopt a Spot Programme, so a very busy group of Tidy Kiwi's indeed!

Well done to all involved in the Christian Community Fellowship Group and on behalf of NZ Couriers and Keep New Zealand Beautiful, you are our volunteers for the month of June!

And remember, if you know of any outstanding people or groups who are Tidy Kiwi's like the Christian Community Fellowship; contact the Keep New Zealand Beautiful National Office by emailing info@knzb.org.nz. The Volunteer of the month receives a \$100.00 cheque, certificate and sports bag from our sponsors, NZ Couriers.

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Getting the country cleaned up for RWC 2011!

Keep New Zealand Beautiful is proud to be working with NZ2011 in promoting involvement in community and environmental initiatives which promote New Zealand's iconic beauty to the rest of the world. One way in which kiwis and visitors alike can get involved is by participating in Keep New Zealand Beautiful Week 2011. As well as rolling your sleeves up to help Aotearoa look as good as it can for the festival, there's a huge array of additional projects your local community can get involved with – just check out www.nz2011.govt.nz and make sure you're of the action!



Paint New Zealand Beautiful 2010 Nominated for Green Ribbon Award



That's right! We were wrapped to find out that our 2010 Paint New Zealand Beautiful programme has been nominated as a finalist for the Ministry of Environment Green Ribbon Awards in the Community/Non-Profit category. This award recognises the invaluable contribution of volunteers and not-for-profit organisations who have demonstrated commitment and leadership in empowering their community to take action for the environment. The awards ceremony will be held in Wellington on the 9th of June so keep your fingers crossed for us! We couldn't have brought Paint New Zealand Beautiful to life without the support of our sponsors Resene, Ministry of Justice and Panasonic – thank you so much! The work of Paint New Zealand Beautiful continues around the country in 2011 with our Wall Worthy competition and Zone community murals – we'll be sure to bring you updates and pictures of the massive differences our Paint New Zealand Beautiful project is making across New Zealand as these come to life!



Rotorua signed, sealed and delivered as Best City 2010

Excited as always and proud as punch, are the team at Keep Rotorua Beautiful with their brand new airport signage from Best Towns and Cities 2010 Sponsors Sign of the Times. The signage given as part of the prize package for the 2010 title holder's award, commemorating their reign as New Zealand's Best City. We think the chosen location at Rotorua Airport is a fitting and fantastic way of showing every visitor just how much Keep Rotorua Beautiful put's into its community and environment every year. Congratulations again to everyone at Keep Rotorua Beautiful and a huge thank you to Sign of the Times your contribution to our 2010 winners!

Caption: Rotorua Mayor and Keep Rotorua Beautiful (KRB) patron Kevin Winters with KRB Chairman Elliot Pollard at the opening of the Keep New Zealand Beautiful Best City Award plaque proudly sponsored by Sign of the Times. www.sott.co.nz, www.knzb.org.nz photo courtesy: www.rotorudailypost.co.nz



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