



**KEEP
NEW ZEALAND
BEAUTIFUL[®]**



BEAUTIFUL NEWS



APRIL 2011

Beautiful News

April 2011

Daylight savings has come to an end for another year and the cooler months are setting in! As the mend from Christchurch continues, we have some unfortunate news to share in that our friends at Keep Christchurch Beautiful will be unable to host this year's annual conference as planned but the Board are working on a Plan B and will advise all Programmes as soon as possible. Keep New Zealand Beautiful must still hold an Annual General Meeting which will also be confirmed and notified amongst all regions following the next Board Meeting on April 29. Our Annual report will be produced as normal and sent to all members during July.



New Zealand is less than 8 months away from the biggest sporting event it's ever seen and we're hoping that Keep New Zealand Beautiful can have a great level of involvement locally, and nationally. KNZB related activity will be kicking off shortly, and we'll give you the low-down over the coming months on how you can get on board!

We trust you're all well and look forward to sharing what's been happening at Keep New Zealand Beautiful HQ - make sure you get your local community involved in our Paint New Zealand Beautiful "Wall Worthy" schools competition which has just launched!

Kind regards

Mary Brown
National Programmes Manager

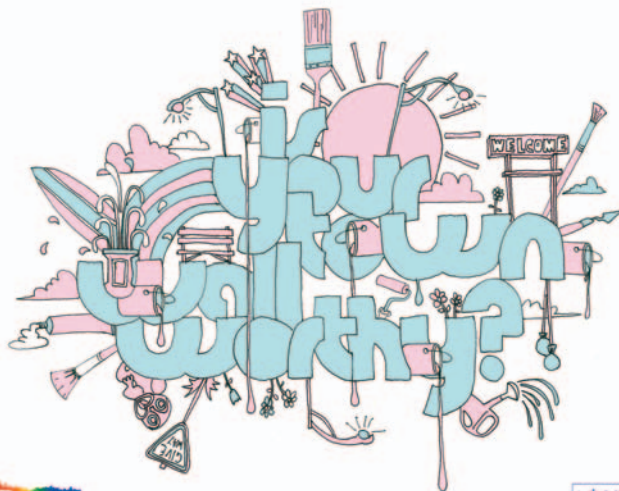


Is your Town or City “Wall Worthy?”

To celebrate our second year of Painting New Zealand Beautiful, we’ve teamed up with the Ministry of Justice, Resene Paints and Panasonic again. This year, we’ve got a great competition for all New Zealand schools asking them to depict stories of what makes their town or city world famous in Aotearoa. They need to submit these stories or designs online at www.knzb.org.nz (a Wall Worthy pop-up page will appear) by July 15 when these will be judged by some very special Kiwi’s giving us finalists from each region which will be voted on by you, and then announced during Keep New Zealand Beautiful Week in August. Winners will have their designs brought to life as murals in their community, and we’re hoping that will a good amount of entries that will tell us stories of community pride and spirit from all round the country!

Additional to the grand prize of mural creations across the country, Panasonic are giving away some fantastic prizes for interesting, funny and fabulous stories/artworks along the way.

We’ve got awesome and exciting posters available for download from the Wall Worthy site, which can be coloured in by students and posted by teachers promoting the competition – so spread the word, and get your schools onboard today!



KNZB get's immersed in Marine Debris!



From March 20-25th thanks to the support of Coca-Cola NZ Mary Brown (NPM) was lucky enough to represent Keep New Zealand Beautiful at the 5th International Marine Debris Conference in Honolulu, Hawaii. Now, whilst this may sound to some like a good excuse for a tropical holiday it was really a well-needed educational visit to the home of the issue where over 400 delegates from around the world met to discuss what's really going on out there in our oceans.

With relatively limited knowledge or understanding of the issue, Mary's task was to determine what exactly "Marine Debris" was, and what input little old New Zealand had to the issue. Mary soon discovered that there's much more to the problem than we know about – too much to detail here but defiantly the need for KNZB to be more involved in the marine debris issue on an ongoing basis, given the dependence we have on our oceans, what effect our actions are having globally and how we can educate and change behaviours to reverse the trends of polluted oceans and threatened marine species.

In a nutshell:

- Oceanic currents draw litter washed out through waterways which converge in massive quantities in 5 main areas across the world
- These convergence zones are known as 'Gyres' where the litter accumulates, breaks into millions of pieces and is either ingested or entangled by marine mammals and environments killing marine mammals.
- Some of the 'Gyres' measure around the same size as the state of Texas and litter outweighs the amount of plankton by 6 times!
- Approximately 80% of this litter, or 'debris' come from human, land-based sources
- All of this damage can be stopped by proper disposal and greater human awareness and action on the issue

If you're fizzing with interest on the issue, like we are the best place to go for increasing your knowledge is www.5gyres.org. This is a fantastic website which has factual and research-based findings on what's really going on out there and how it can be stopped. Along with KNZB, New Zealand Beautiful was represented by The Waitemata Harbour Clean-Up Trust, Sustainable Coastlines, Tangaroa Blue and URS Consulting Group. It's hoped that a working group can be set up and resourced to increase the level of awareness on this issue in NZ, and aim to support KNZB in its fight against litter, saving huge amounts of our litter being washed into our aquatic environment!

Hundreds of people "Put Their Hands Up" for Hastings

Just like our massive mural effort in Tokoroa last year, in March over 400 people from Hastings "Put their Hands Up" to help complete Keep Hastings Beautiful's mural on the wall of Big Save Furniture in Heretaunga Street launching the activities of Paint New Zealand Beautiful 2011.

The 30 metre long mural was sketched onto the wall and then completed by people dipping their hands into paint and filling in the body of the design. Deputy Mayor Cynthia Bowers says 457 people aged from five months to their 60's turned out to put their hand prints on the wall, with many from overseas leaving an indelible mark on Hastings landscape.

Visitors from Vanuatu, Belfast, Dublin, England and Papua New Guinea all took part in the unique activity. One young couple marked their engagement by placing their handprints on the mural at a spot they can always remember.

A number of people who have come to Hawke's Bay from earthquake devastated Christchurch put their hands up, while comments from other members of the public included "a beautiful moment, what a way to remember my birthday and it's a great community activity".

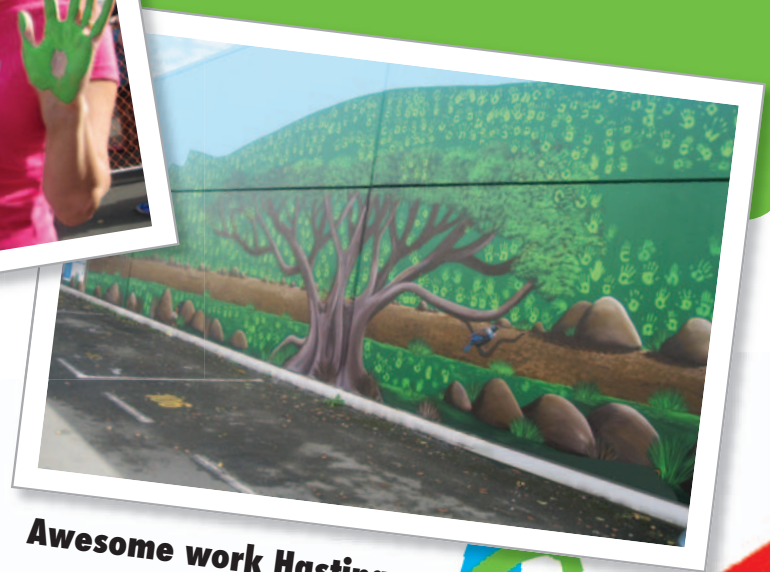
The mural wasn't completely finished in the time allowed on Saturday and children from day care centres, after school programmes and residents from retirement villages have been invited to help complete the painting throughout April.

The mural which depicts fruit trees, grape vines, Hawke's Bay landscape and a hot air balloon, wasn't large enough to take up all the space available on the Big Save Furniture wall and the rest will be painted with another mural later in the year.

A huge thanks to Jacqui Davis from Keep Hastings Beautiful and Hastings District Council for their support and for leaving such a great mark launching Paint New Zealand Beautiful activity for 2011!



A few helping hands!



Awesome work Hastings

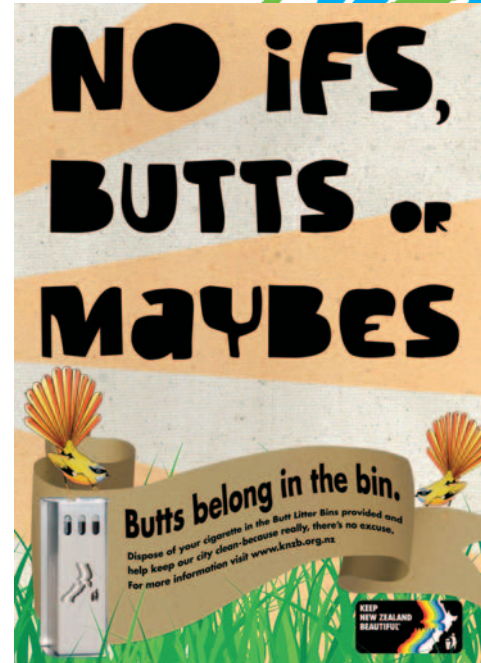


No Butt's and No Excuses for Hastings and Palmerston North!

In March Both Hastings District Council and Palmerston North City Council, through their local KNZB Programmes launched the No If's, Butt's, or Maybe's campaigns throughout their Central Business Districts.

It's fantastic to have these forward thinking, environmentally conscious and community focussed Councils supporting their Local Programmes and Keep New Zealand Beautiful through the campaign and we're looking forward to seeing evidence of the dramatic reduction of smoking-related litter within their Cities. Both Programmes will see 'No If's, butt's or Maybe's' Ambassadors take to the streets educating smokers on the location of the bins and encouraging them to do the right thing.

For those of you who are unaware of the No If's, Butt's or Maybe's campaign, Keep New Zealand Beautiful has put together a community based social marketing campaign available to all Local Councils and Business Associations free of charge (KNZB membership necessary), enabling them to implement a simple and effective solution to address the issue of cigarette butt litter in their community. If you'd like to see this campaign implemented in your town or city talk to your Local Council, and email tracy@knzb.org.nz for more information



Keep Porirua Beautiful lending a hand for Christchurch

Not only are our superstars from Keep Porirua Beautiful legends in their own back yard, they're legends in the South too!

From John Poppleton at KPB: "An elite team of Liquefaction Busters from Keep Porirua Beautiful set off following the February Christchurch earthquake to muck in with their brothers and sisters at Keep Christchurch Beautiful. As fate would have it they ran into Gerard and his mate from the Wairarapa - a couple of cocky's who were taking diggers down, then meeting up with the Federated Farmers to pitch in.

That then became the Destination KPB, as we arrived late in Christchurch and set up camp... a tent robust enough to sustain a shake.

The following morning we signed up with the volunteers, were allocated a team, and Jeremy from KPB won the team leader role so set off with 20 people to Shirley School. There was about 100 people there with trucks, diggers, barrows and shovels all mucking in, the School we were assigned to was about 80% damaged.

Later that day we went and helped an 80+ year old woman by who lived by herself for 4 hours - this time our team of 5 plus 6 Student Volunteer Association helpers joined in and help raise morale.

On the Friday we spent all day on diggers at Bexley through to Seabreeze Rd and worked on about 20 houses with a team of about 200 volunteers clearing liquefaction from the devastated area.

Saturday we caught the Bluebridge Ferry back to Wellington and got home about midnight."

Just shows you that the Keep New Zealand Beautiful family is more than locality based, a huge salute to John and his team at KPB for dedicating themselves to helping out in Christchurch - we know every little bit counts and your support is greatly appreciated!

Our Athletes Keep Dunedin Beautiful

Last December, while most people were winding down for the year, a team of Special Olympics athletes in Dunedin were getting creative.

Guided by local designer extraordinaire Sebastiano "Mr Tee" Tavite and supported by Keep Dunedin Beautiful, seven athletes painted a giant mural on one of Forsyth Barr Stadium's security fences.

The mural, which is about seven metres by three metres in size, promotes the 2013 New Zealand Summer Games (due to be held in Dunedin) and the principles behind Special Olympics.

"This was such an exciting project," says Jan Aitken, Regional Sports Coordinator for the lower South Island.

"We had Sebastiano, his brother Chris (a Special Olympics soccer player) and fellow athletes and parents involved. Sebastiano came up with the initial design and everyone added in their own flair with Chris putting in the final touches by way of 'Chris the Blue Monkey' (in the centre of the mural)."

Sebastiano, a well-known artist in Dunedin, relished the opportunity to step beyond the sidelines of his brother's soccer games and be actively involved with the athletes in a project close to his heart.

"I'm an artist in every sense of the word – painting, design, photography. This was a great project. Working with the athletes was most enjoyable. I'm now a Special Olympics volunteer and am about to start coaching soccer. I love being part of it all." The mural will be up until the stadium's construction is completed.

"There is talk that the fence murals may be auctioned off once building is complete," says Jan. "Until then, if you're in Dunedin drop by the stadium and check out our athletes' beautiful art!"

- Courtesy of Special Olympics NZ



Complete with athletes



Concentrating hard

**NEW ZEALAND
COURSIERS**

Volunteer of the Month Milton Kingi



Milton Kingi is an exceptional community volunteer who has been cycling all over Rotorua for at least the last 8 years removing tagging. Milton uses cans of Block out white and Block out black that he carries on an especially made bracket on the front of his bike. These cans are provided by Rotorua District Council through the Graffiti Buster programme.

Keep Rotorua Beautiful has provided funds just recently to assist with any cycle repairs or extras he may require. The Bike Fix Shop does not charge labour on any repairs they do for Milton in recognition of what he is doing as a volunteer in Rotorua's community... thumbs up to them too! Milton is one of those dedicated people who sees the negative effects that tagging can bring to communities and aims to do his bit to Keep New Zealand Beautiful this way. Only the most inclement of weather keeps him off the street. and figures "if the weather is that bad the taggers won't be out making mischief". Good on ya' Milton - we love Tidy Kiwi's just like you!

If you know of any Tidy Kiwi's just like Milton that deserve a pat on the back for helping to Keep New Zealand Beautiful email info@knzb.org.nz

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