

good cause



Loving our country

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Be a tidy Kiwi

We all love New Zealand and want to help keep our beaches, bush and neighbourhoods looking beautiful—but how? Our favourite charity Keep New Zealand Beautiful explains how.

Ever made a trip to the beach and been horrified by how much rubbish there is left lying around? Most of us Kiwis really love our country—but although we live in one of the world's most idyllic places, we sometimes take our nation's image and beauty for granted. Often we'd like to do more to help keep our beaches, bush and mountains beautiful, but we're not sure what we can do.

The good news is you're not alone!

Keep New Zealand Beautiful is a non-profit charity that's here to help everyone get smart about litter, cut waste and generally help towns and cities across New Zealand look as good as they possibly can. KNZB is New Zealand's favourite organisation when it comes to the restoration, protection and maintenance of our beautiful

country. It works hard to inspire, educate and provide resources for the many volunteers who share their passion. It's famous for its annual Clean Up Week, Best Towns and Cities Awards, Do the Right Thing and Be a Tidy Kiwi campaigns. Some of these programmes have run for over 20 years and tap into strong community support, with volunteers carrying out environmental improvements and educational focused activities throughout the year.

But the good work doesn't stop there! With KNZB's help, schools, councils, businesses and community groups can get their own patch sorted and do their bit to make the New Zealand environment a better place. The challenge is huge, but so is the will to make a difference. There are some amazing people out there doing great things for our country.



No butts about it

Cigarette butts may be little, but they create a massive problem. More than three billion (3,000,000,000!) cigarettes are smoked each year in New Zealand—that's over 350,000 an hour—and millions of these butts are not properly disposed of. Incredibly, cigarette butts make up over half of stormwater drain litter in Auckland City, with more than 25 million cigarette butts washed into the Hauraki Gulf each year!

Unfortunately, cigarette butts aren't the only form of rubbish we have to deal with. Every year, New Zealanders send around 3.2 million tonnes of waste to landfill—that's over a tonne of rubbish per household. The majority of this waste is not reprocessed or recycled and doesn't break down over time.

In 2006, New Zealand made 8.7 million tonnes of rubbish. That's an average of two tonnes per person of waste from all sources. In a month, New Zealand's rubbish would cover a rugby field and pile it 30 stories high.

KICK IN THE BUTT

- Cigarettes are the most littered item in the world, with approximately 4.3 trillion cigarette butts dropped each year.
- Cigarette butts make up over 57 percent of Auckland City's stormwater drain litter. More than 25 million cigarette butts are washed into the Hauraki Gulf each year.
- Young children are known to pick up and eat cigarette butts, causing major toxic reactions including depressed respiration, cardiac arrhythmia and convulsions.



Beautify your 'burb

Keep New Zealand Beautiful is a cause we can all get behind—and making Aotearoa even more lovely isn't so hard. Here are six simple ways to spruce up your street, suburb or school.



1 PLANT FRUIT TREES

Imagine if the most convenient place to find a snack wasn't the local dairy, but the fruit trees lining your street. Councils are beginning to trial planting roadside fruit trees in some parts of New Zealand, but here's how you can also take matters into your own hands:

- i) Do your homework. Councils have rules about planting on berms and verges, so check their website first.
- ii) Choose easy-care varieties such as plum, apple, feijoa, mandarin and grapefruit. Talk to your local garden centre about what's suited to your area and varieties that fruit at different times.
- iii) Surround the tree with companion herbs and flowers and mulch around it in a circle about 1m in diameter, to keep water in and mowers away!

iv) Maintain the tree. Prune to allow the footpath plenty of clearance (about 2.5m) and keep the ground clear of windfalls. If you move, ask subsequent residents to take over maintenance.

v) Tell your neighbours to help themselves to fruit—and suggest they add their own tree to your neighbourhood orchard. **MORE INFO:** [Fruit tree planting action plan, good.net.nz/2/fruit1](http://good.net.nz/2/fruit1); [planting and caring for fruit trees, good.net.nz/2/fruit2](http://good.net.nz/2/fruit2)

2 TAGGER B'GONE

To most of us, spraying an unintelligible signature on random walls and fences seems pointless at best. But the best way to demonstrate the futility of the pastime to taggers is to tag them back—using a lovely opaque coating of plain paint!

Resene's PaintWise scheme supplies 100 percent recycled paint free of charge to community groups for covering graffiti and for community projects. Many councils also

offer a free graffiti removal service or DIY kits.

KNZB's Paint New Zealand Beautiful Week ran from April to May this year and was also supported by Resene Paints. **MORE INFO:** [Apply for paints at www.resene.co.nz/paintwise](http://www.resene.co.nz/paintwise) or go to www.knzb.org.nz

3 GO WILD WITH WILDFLOWERS

The wildflowers that bloom along state highways around the country aren't the work of truck-driving guerrilla gardeners; they were planted by Transit New Zealand to save on mowing and provide a calming environment. But why should motorists get all the love?

Empty sections, the land alongside rail tracks, even your own front garden are prime targets for some wildflower power. (Best not introduce wildflowers to areas close to wetlands, riverbeds, coasts, native bush or conservation areas—as they can quickly

spread). Go with the same wildflowers Transit uses: English marigold; cornflower; cosmos; African daisy; blanket flower; baby's breath; black-eyed Susan; clasping coneflower; catchfly; farewell to spring; coreopsis.

4 STORM THE BEACHES

If you're lucky enough to live near a beach, you're probably already concerned about keeping it clean—and pick up litter when you see it. But if the beach needs more TLC than you can supply, contact KNZB about organising a local cleanup. Over 250,000 Kiwis got stuck in for last year's KNZB Clean Up Week—and now is the time to get your crew together for the 2010 effort, which will run from September 17–24.

5 MAKE YOUR POSTIE SMILE

Decorate your letterbox with a bright coat of paint, mural, mosaic, flowers—real or fake—or even give it a green roof: see good.net.nz/greenroof for DIY.

6 BE A GUERRILLA KNITTER

Colourful yarn hearts decorating the wire fence of an empty central Wellington section. Crocheted flowers climbing lamp posts in Cathedral Square. Armed with crochet hooks and knitting needles, guerrilla knitters are softening urban landscapes all over the country.

A recent global phenomenon, the brightly coloured, hand-knitted 'tags' first appeared in Texas, where 'yarn bombing' crew Knitta Please formed in 2005. Irreverent knitters from Stockholm to Sydney were quick to take up the inoffensive form of graffiti. Lucy Arnold, founder of craft marketplace Felt (www.felt.co.nz), prefers to call it "urban embellishment".

MORE INFO: www.crochetchristchurch.blogspot.com or www.knittygraffity.blogspot.com

For more tips, see good.net.nz/pimpyourstreet

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"It's amazing the many and varied items of litter which polute this special place," says coordinator Roger Foulds

Looking after the Waimak

The Waimakariri River mouth is a favourite spot for fishermen, tourists and holidaying families. But too many visitors leave way more than just their footprints. Each year the Kaiapoi Beautiful Towns Programme and the Pines/Kairaki Residents Association join with the KNZB Clean Up Week and make a big effort to clean up the area. The annual clean up attracts around 30 local volunteers to clear the popular shoreline and riverbank of the many and varied rubbish items littering the area.

"We spend a great deal of time eradicating graffiti, maintaining reserve gardens and clearing a major drain bordering the Northern

Motorway," says Roger Foulds of Keep Kaiapoi Beautiful. Not that it's all about rubbish. "Over the years the programme has planted hundreds of trees in the much admired rhododendron garden and along the Glenvale Reserve bordering the motorway," says Roger. During World Environment Week, members of the local community, primary school students and local politicians (even the Mayor for Waimakariri) planted a total 75 trees. Several gardens were created along the motorway boundary, and a colourful mural was added during the recent Paint New Zealand Beautiful Week.

HANDS UP

The second annual Paint New Zealand Beautiful Week was a great success. Tokoroa's 'Put Your Hands Up For Tok' day created a DIY mural made from 2,200 handprints, to take a stand against graffiti and celebrate a graffiti-free Tokoroa. The mural tapped into community pride and stands in the centre of the small timber town. It remains un-tagged today.

The value of a volunteer



Keeping New Zealand Beautiful is about lots of great people doing their bit

The Rotorua chapter of Keep New Zealand Beautiful is working hard to keep its corner of the country clean. An anti-litter school programme is helping all primary schools in the Rotorua District learn about litter and what they can do about it. Then there are the volunteers. Central zone rep Christine Findon says that the value of the volunteer time over all projects for the 2008–2009 period in Rotorua amounted to \$150,000. This includes the valuable time put in by Corrections Department 'volunteers'!

One amazing local volunteer is Janet Jardine. Seventy-nine years young, she goes out most days with her dog Frank and picks up litter along the lakefront. Frank has been trained to pick up bottles and bring them back to Janet, who then puts all the litter in a tidy pile ready for collection.

BEATING GRAFFITI

In the past year Auckland's North Shore City has cut illegal graffiti from about 1,500 to about 100 incidents a month. Of the 100 incidents, none survives more than 24 hours—and many last less than that. Effectively, there's now no graffiti in North Shore City.

Go to www.knzb.org.nz to download a copy of *How to Beat Graffiti—The North Shore Model*



Getting involved!

The KNZB Clean Up Week is our biggest annual event. New Zealanders can register themselves, and nominate an area they believe could do with a good spruce up. Last year 'The Great New Zealand Spring Clean' brought more than 240,000 Kiwis together to take part in the event. The aim is to one day get all New Zealanders on board.

Get involved in this year's clean up by registering yourself as a volunteer, or registering an area you think could use a bit of a tidy!

Register online at www.knzb.org.nz, and you can become an official KNZB member at the same time. Or buy New Zealand's most iconic t-shirt for only \$39 from Mr Vintage and receive a free registration to KNZB.

Love that warm winter feeling.

In the colder months it's nice to know that there's something that'll keep you and your insides both warm and fuzzy. Hubbard's NEW VANILLA WHOLEGRAIN OAT SACHET PORRIDGE not only has the goodness of Oats, Wheat, Rye, Barley and Triticale it tastes great too! And with the convenience of large individual sachets there's plenty to go around. Speaking of natural goodness, we're proud sponsors of "Keep NZ Beautiful" so when you've finished with these packs please place them in your recycle bin.



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