



Annual Report

1 APRIL 2018 – 31 MARCH 2019

SUSTAINABLE COASTLINES CHARITABLE TRUST • CC46615



Established in 2009, the Sustainable Coastlines Charitable Trust is a registered New Zealand charity. We achieve our mission by delivering and supporting clean-up events, riparian planting and restoration activities, education programmes and training workshops around Aotearoa.

Read on for a summary of our impacts from FYE 31 March 2019.

Our mission

To enable people to look after the waterways and coastlines they love.



We love our oceans and want them litter-free, the way they should be. We clean-up beaches, deliver education to change behaviour and reduce litter, and train others to spread this work far and wide.

Our vision

• ONEONE KŌREKOREKO. •

Beautiful
Beaches

• SUSTAINABLE COASTLINES. •



Rivers flow to the sea and many of them are sick. We restore waterways by planting trees, educating people on how to solve these problems, and training communities to look after their own backyard.

Our vision

W A I O R A .
Healthy Waters
S U S T A I N A B L E C O A S T L I N E S .



People created the challenges we face. People must solve them. We use inspiring events, education focused on behaviour change, and targeted training to enable people to look after the places they love.

Our vision

• TĀNGATA WHAKAHOHO •
Inspired People
• SUSTAINABLE COASTLINES •





Our story

1 APRIL 2018 – 31 MARCH 2019

Sustainable Coastlines is now eleven years into our journey to enable people to look after the places that we love. Our impacts continue to grow.

This year our 'Litter Intelligence' programme, backed by the Ministry for the Environment's Waste Minimisation Fund, has really started to hit its straps. Our intrepid team has been travelling around Aotearoa to train groups in Citizen Science and helping them to look after their piece of paradise.

Through this programme, data collected by citizen scientists has been accepted by Statistics New Zealand and Ministry for the Environment for the first time at the highest government reporting level. The programme has even attracted investment from Microsoft, in March winning a sought-after AI for Earth grant. This will see Artificial Intelligence and

other innovative technologies play a strong role in understanding and solving the litter challenge from the grass-roots level. This is an excellent example of using technology to enable people to look after our coastlines.

Our work in waterways has opened up opportunities for growth that will enable people to learn from our experience. Our work has included helping to set up a new hapū-based charitable trust in the iconic Waitangi Catchment which bodes well for the future of that famous waterway. Restoration with native trees has been identified as the number one way to address climate change in New Zealand and internationally. Watch this space for further growth in this vital area as we work towards scaling this up.

With the scope of our work increasing, we have a growing team. This year we

were very pleased to welcome Dan Downing - our Auckland Programmes Manager, Shelley Butt and Shawn-Elise Tierney - our new Auckland Programmes Coordinators, Ben Knight - our Wellington-based Programmes Coordinator, Stephanie Vercoe - our Strategic Partnerships Director, and long-time supporter Dr Sandy Britain - who brings vast experience to the team leading Litter Intelligence.

Never before have we had such a capacity to scale our impacts and take our solutions to the masses. Read on to see how this happened across an eventful year.



Our impacts

1 APRIL 2018 – 31 MARCH 2019

With Litter Intelligence well underway, we have focused our strategy on improving the quality of activities so that high-quality research data can provide insights to help us solve the environmental challenges we face.

While overall waste removed from coastlines has dropped, we have delivered 81% more clean-up activities with more participants spending more time on the beach. This provides invaluable outdoor educational experiences and has enabled our beneficiaries to contribute to science that will tackle this challenge long-term.

Direct delivery of educational presentations has dropped this year by

37%, reflecting our new focus on developing a better, more holistic education curriculum that arms teachers and students with the skills to spread their positive influence throughout their community.

Our training activities during the same period have increased by 50%, showing that more people are being equipped with skills they can use to look after local areas.

In the restoration space, we notice a major increase in tree planting efficiency; part of our strategy for continual improvement. Despite the number of activities dropping by nearly half, we have more than doubled the

number of trees that we have supported community groups to plant to 37,224 this year; our highest annual tally yet.

With increased participation in both clean-up and planting events - we have proof of what we always believed - that when people are given the opportunity to do something good for our natural areas they will turn up in droves. They simply need the coordination and leadership to get out there.

We are immensely proud to have enabled 24,819 hours of volunteer work that is actively regenerating our environment: our biggest deployment of community resource yet.



Our impacts

1 APRIL 2018 – 31 MARCH 2019

After a major influx in the first full year of The Flagship Education Centre being open, our visitor numbers have steadied to a solid 5,272 people. This included 157 events: each one of these an excellent opportunity for participants to engage with our on-site educational messaging and the cause.

Of particular note here is that we provided The Flagship event space for free to non-profit groups 110 times. This saved the community group and non-profit sector an estimated \$55,000 on venue hires (based on the rates we charge corporate customers) - a newly measured service offering that we present this year.

These fantastic activities have been as diverse as down syndrome children community activations to forums addressing some of the biggest environmental issues of our time and inspiring thousands.

We consistently focus on enabling people. This year, alongside developing tools such as training for Citizen Scientists, we have recorded a 109% increase in 'enabled events' -- a major success in our efforts to scale-up our successes around Aotearoa.

Our friends at Pūniu River Care have dramatically increased their impact. With over 150,000 trees planted and half

a million propagated, we are proud to see them continue their success and look forward to seeing how this model can be replicated elsewhere.



sustainable coastlines

Whilst this metric has dropped since last year, the amount is still nearly three shipping containers-worth of rubbish removed from our beaches. Our grand total is approaching 1.5 million litres; the volume of concrete in Auckland's Skytower.



Rangitoto Island, Auckland
22 September 2018

Cleaning our beaches

1 APRIL 2018 – 31 MARCH 2019

95,379

LITTER CLEANED UP (LITRES)

▼ 19%

ON LAST YEAR





These impressive results show a solid increase in our engagement of volunteers, school groups and corporate clients, with our core team delivering a significant increase in volunteer activities and hours on the ground. Further impact delivered by enabling others through our training and capacity development work is on the pages that follow.



Mt Maunganui Beach, Tauranga
7 September 2018

Cleaning our beaches

1 APRIL 2018 – 31 MARCH 2019

14,595

LITTER CLEANED UP (KILOGRAMS)

▼ 6% ON LAST YEAR

257

CLEAN-UP ACTIVITIES

▲ 81% ON LAST YEAR

9,293

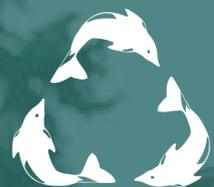
CLEAN-UP PARTICIPANTS

▲ 23% ON LAST YEAR

17,278

CLEAN-UP HOURS

▲ 40% ON LAST YEAR



sustainable coastlines

Tree-planting activities reduce nutrient run-off, stabilise riverbanks (reducing erosion), create habitats for native biodiversity and clean our air. More trees also mean positive impact on climate change.

This figure includes native shrubs alongside trees, which sequester less carbon than trees but provide important benefits for water quality, habitat creation and mahinga kai (a cultural health indicator).

Note: We support and enable local projects to achieve scale and our partners may also leverage this impact themselves.



Puhinui Reserve, Auckland
21 September 2018

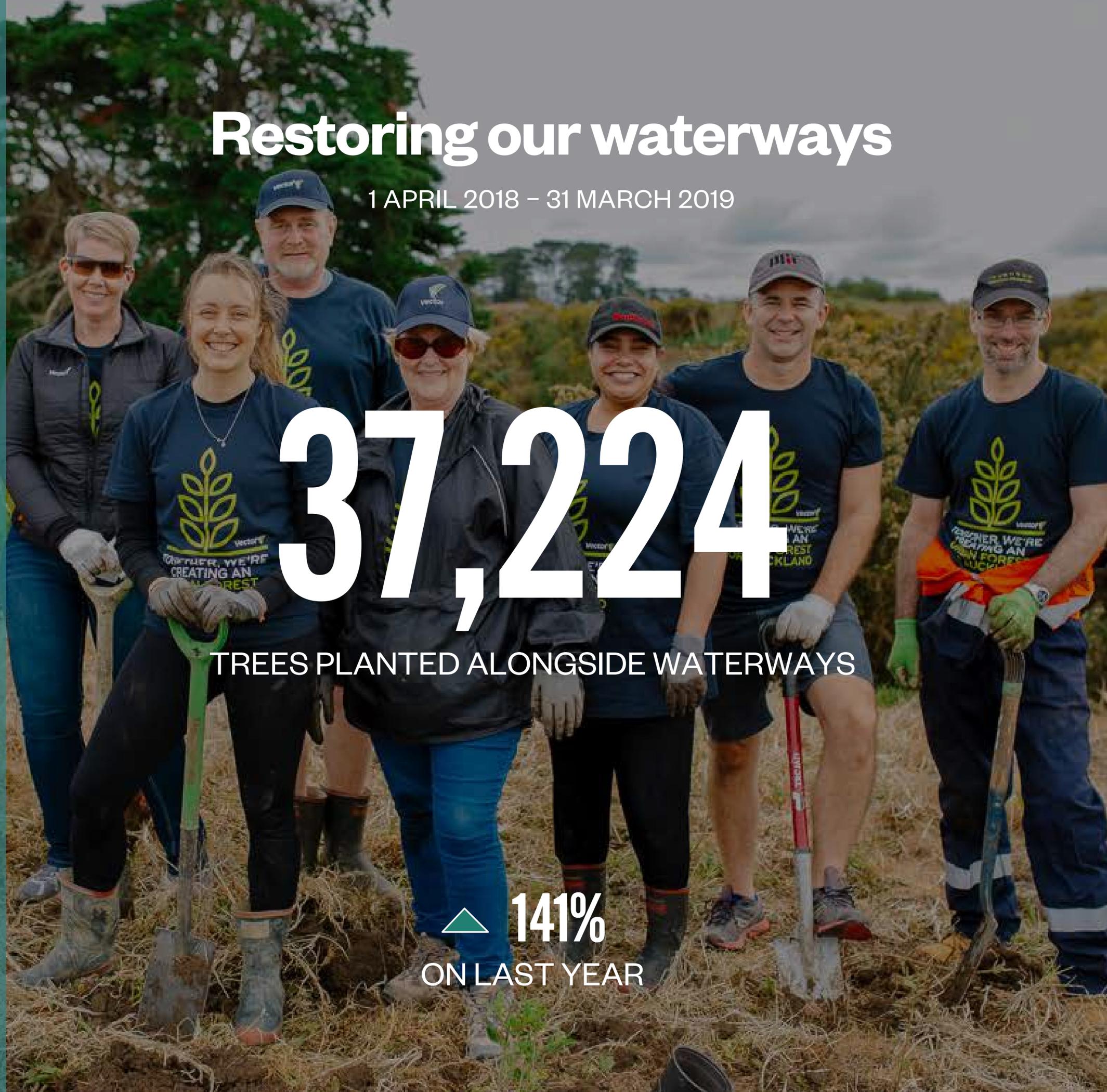
Restoring our waterways

1 APRIL 2018 – 31 MARCH 2019

37,224

TREES PLANTED ALONGSIDE WATERWAYS

▲ 141%
ON LAST YEAR





Restoring our waterways

1 APRIL 2018 – 31 MARCH 2019

Tree planting activities are always collaborative, but these results represent only the trees planted directly through events led by Sustainable Coastlines. Read on for impact achieved where we have used our skills and experience to help other community groups on tree planting projects.



Okorewa Lagoon, Wairarapa
27 May 2018

92

WEEDS REMOVED (CUBIC METRES)

▲ 15% ON LAST YEAR

67

WATERWAY RESTORATION ACTIVITIES

▼ 48% ON LAST YEAR

1,876

RESTORATION PARTICIPANTS

▲ 22% ON LAST YEAR

7,541

RESTORATION HOURS

▲ 50% ON LAST YEAR



Our education programmes inspire people to look after the places they love, and this core metric remains a crucial part of our work. Numbers have dropped from previous years as we focus on developing a new, more holistic education curriculum that arms teachers and students with the skills to spread their positive influence throughout their community.



Let's Spread the word the beach!

1 APRIL 2018 - 31 MARCH 2019



17,885

PRESENTATION ATTENDEES

▼ 37%
ON LAST YEAR



Waikanae Beach, Gisborne
26 October 2018



We cannot solve the challenges we work on alone. Through training programmes and immersive environmental experiences at The Flagship Education Centre, we reach thousands of people and exponentially scale up our impacts.



Wynyard Quarter, Auckland
5 October 2018

Spreading the word

1 APRIL 2018 – 31 MARCH 2019

233

EDUCATIONAL PRESENTATIONS

▼ 23% ON LAST YEAR

5,272

VISITORS TO THE FLAGSHIP
EDUCATION CENTRE

▼ 36% ON LAST YEAR

42

TRAINING WORKSHOPS

▲ 50% ON LAST YEAR



sustainable coastlines

Through our new Litter Intelligence programme, we are training people from communities around Aotearoa to be 'Citizen Scientists', monitoring litter on their local beach to provide a better understanding of the problem, and help to solve it long-term.



Litter Intelligence.

Data. Insights. Action.



Hatea River, Whangarei
1 February 2019

Training Citizen Scientists

1 APRIL 2018 – 31 MARCH 2019

42

LITTER SURVEYS
NEW CATEGORY

702

PARTICIPANTS IN
CITIZEN SCIENCE
NEW CATEGORY

17

CITIZEN SCIENCE WORKSHOPS
NEW CATEGORY





This category reflects the impacts delivered through our highly-popular Ambassador Programme, our ramped-up efforts to support others through our 'DIY' programme, and through organisations that we support by putting our resources and time into helping them deliver their own events.

Enabling others

1 APRIL 2018 – 31 MARCH 2019



119

ENABLED EVENTS

▲ 109% ON LAST YEAR

37

ENABLED EDUCATIONAL PRESENTATIONS

▼ 39% ON LAST YEAR



sustainable
coastlines

We are currently developing new approaches to help our enabled collaborators by investing in the development of resources. While these measures have dropped on balance, we are expecting them to dramatically rise in years to come.

Enabling others

1 APRIL 2018 – 31 MARCH 2019

150,760

TREES PLANTED
ALONGSIDE WATERWAYS

▲ 264% ON LAST YEAR

550,000

SEEDLINGS PROPAGATED

▲ 218% ON LAST YEAR



About us

SUSTAINABLE COASTLINES CHARITABLE TRUST • CC46615

Sustainable Coastlines is a multi award-winning charity on a mission to enable people to look after the coastlines and waterways they love. To deliver on this mission, we coordinate and support large-scale coastal clean-up events, riparian planting and restoration activities, education programmes, public awareness campaigns and training workshops.

Through our work cleaning-up beaches and restoring freshwater ecosystems, we work with local communities to develop capacity to solve these issues long-term. We work collaboratively with a range of demographics around New Zealand, bringing together local and central government, community groups, NGOs, businesses, schools, universities and the general public to address marine and freshwater pollution.

We are passionate about creating solutions for environmental challenges through ground-breaking collaborative projects.

Sustainable Coastlines was founded in 2008 by three young New Zealanders in the Galápagos Islands. Two of the co-founders, Sam Judd and James Bailey, returned to New

Zealand to formalise the organisation, and Sustainable Coastlines was first formed as an incorporated society in March 2009. It was subsequently registered as a charitable entity under the Charities Act 2005 in April 2009.

The Sustainable Coastlines Charitable Trust was formed to facilitate a change in structure for the organisation from an Incorporated Society into a Charitable Trust – providing a stronger legal structure. It was incorporated in April 2010 under the Charitable Trusts Act 1957 and the Trust was then registered as a charitable entity in May 2011 under the Charities Act 2005.

We are proud to have created jobs in the charitable sector, predominantly through raising our own funding through social enterprise activities that allow us to deliver on our charitable purpose while raising money. Our charity's team comprises of 11 highly skilled professionals from diverse backgrounds that complement each other to create a productive, effective and enjoyable workplace.

We are governed by a Board of Trustees who act in an advisory capacity to our Leadership

Team in all matters concerning the interests and management of the charity. Our five Trustees are professionals who donate time to the cause to ensure efficient and streamlined decision-making during this high-growth phase. The Chairperson of the Board of Trustees is responsible for the management, development and effective performance of the Board and provides leadership to the Board for all aspects of their work.

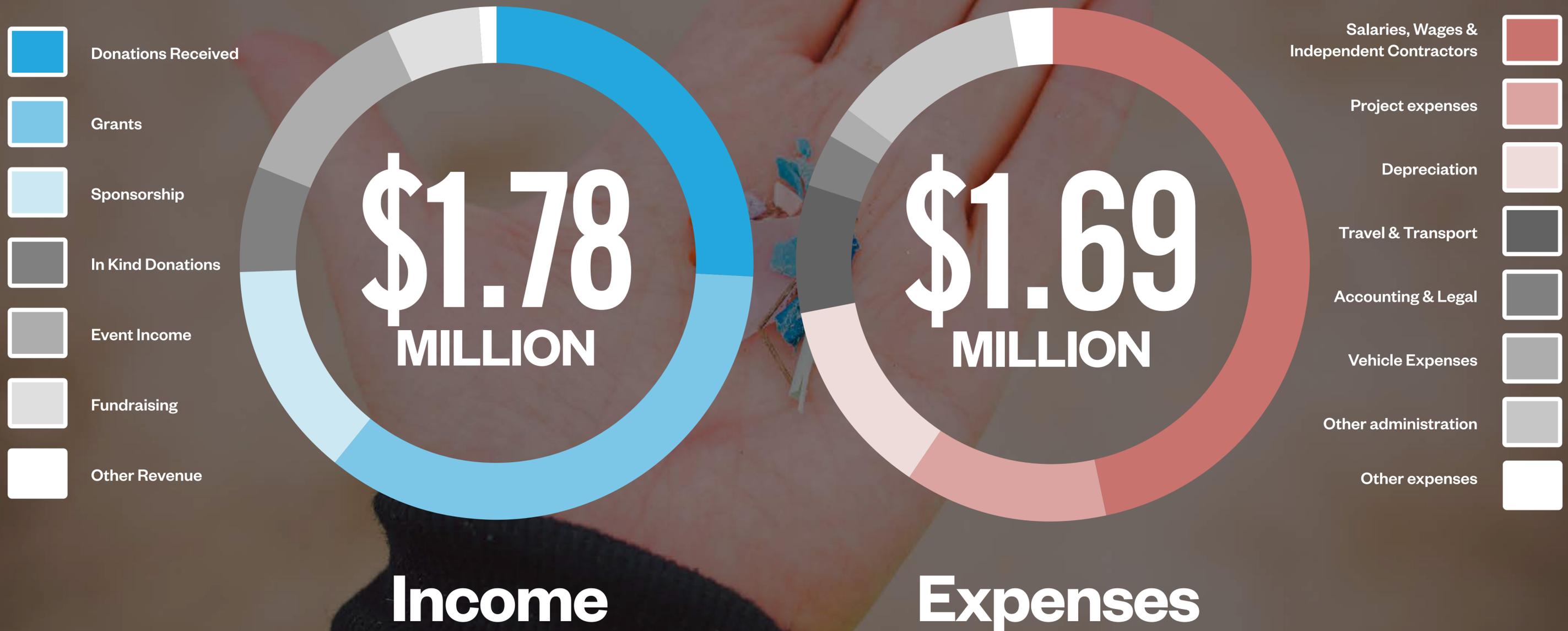
We are regularly called upon by a wide variety of universities, hundreds of schools, community organisations, conference organisers and international development organisations (including various offices of the United Nations) to assist with developing capacity to boost the performance of waste minimisation and water quality in New Zealand and overseas.

As a rule, Sustainable Coastlines is strictly a-political and we are prohibited from direct advocacy or lobbying activities. We simply build solutions for people of all ages, backgrounds and sectors, creating open sourced resources to equip communities to look after the places they love.



Financial highlights

1 APRIL 2018 – 31 MARCH 2019



Thank you to the team at BDO for providing their services pro-bono to prepare our annual accounts. Our audit was conducted by the team at KPMG. Our full Financial Statements and Auditor's Report can be downloaded at www.register.charities.govt.nz/Charity/CC46615



Find out more at www.sustainablecoastlines.org
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Photo: Russell Ord Photography