

**Keeping
New Zealand
Beautiful
since 1967**



WELCOME!

By starting a Keep New Zealand Beautiful Community Branch you're joining a network of members and volunteers throughout the country who are working hard to create a better New Zealand.

This handbook is designed to help get you started and guide you and your supporting volunteers in the start of up of your branch. It provides some background information about Keep New Zealand Beautiful and our structure, what it means to be a Keep New Zealand Beautiful Community Branch, what is required from a branch committee and provides you with ideas, guidelines and support to help build your branch and run successful environmental programmes in your local area.



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WHO WE ARE & WHAT WE'RE ALL ABOUT

Keep New Zealand Beautiful Society Inc. is an iconic not-for-profit organisation dedicated to keeping our communities clean, safe and beautiful. As the country's longest standing environmental charity, our campaigns 'Be A Tidy Kiwi' and 'Do the Right Thing' have been part of New Zealand's DNA for over 50 years. Our rainbow logo is as recognisably Kiwi as L&P and jandals, and still proudly worn on our retro t-shirts today.

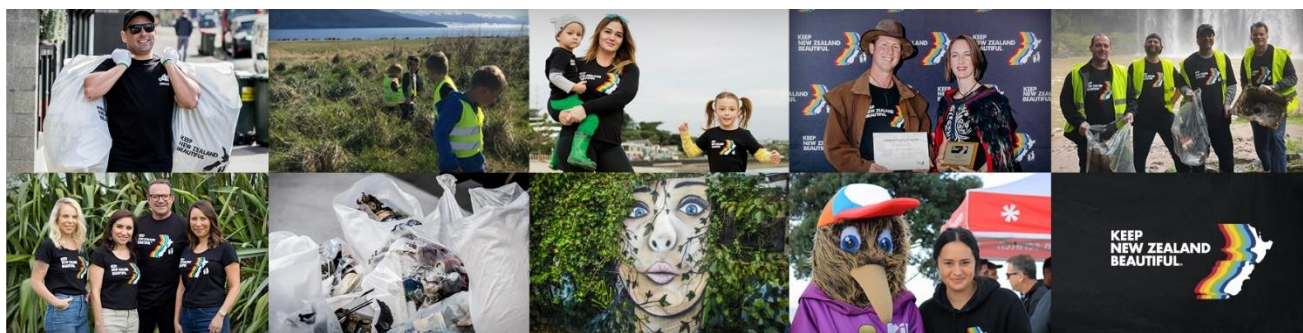
We were originally established by the Government in 1967 as the Anti-Litter Council. At the time, it was felt that a voluntary organisation, supported by the Government, would be the most effective way of approaching the litter problem and would attract backing from a wide variety of organisations.

In 1979, as the New Zealand Litter Control Council, the organisation became an incorporated Society with a new constitution and structure. In the same year the Litter Act 1979 introduced stronger anti-litter laws and gave official recognition to the Council as the body primarily responsible for the promotion of litter abatement in New Zealand.

The Council again changed its name in 1984, this time to Keep New Zealand Beautiful Society Inc., to give it a more positive image and to add impetus to a totally community-based approach to the litter problem.

Our programmes have grown over the years to not only address litter abatement, but to also tackle broader environmental objectives such as: tree plantings, stream restoration efforts, community beautification initiatives and environmental education programmes, which are designed to inspire children's interest in their environment.

Our mission statement is to **EDUCATE**, **INSPIRE** and **EMPOWER** New Zealanders to participate and do their bit for the restoration, care and protection of their local and national environment.





OUR PROGRAMMES

EDUCATE AOTEAROA

Education, information and training are proactive measures required to embed sustainable practices and to achieve long-term, life-long positive behavioural change.

KIKI KIWI & FRIENDS

Kiki Kiwi & Friends – Litter Less is a school litter reduction resource for 5-11 year old children which helps them to understand the impact of dumping litter in the environment. Aligned to the curriculum, the programme includes lesson plans and interactive support resources with informative learning material that is designed to raise awareness and inspire action. Students are encouraged to look at litter in the real world, how it moves and where to, how to conduct litter audits in their environment, and plan their vision for a litter free school.

In partnership with the Ministry of Education the resource has been provided to all primary and intermediate schools across Aotearoa and is also available in a digital format online at www.litterless.knzb.org.nz.

YOUNG REPORTERS FOR THE ENVIRONMENT

Young Reporters for the Environment is an international programme currently running in 45 countries. The Young Reporters for the Environment Litter Less Programme (YRE) empowers young people to report on local environmental issues through environmental journalism.

Aimed at educating youth between the ages of 11-25 years old, YRE considers the environmental, economic and social impacts of littering and gives students a platform to research environmental issues and promote solutions through investigative reporting, photography, and video journalism. Students submit their projects to the annual YRE competition to win prizes and a place in the YRE Winners Workshop.

Participation in the programme provides many opportunities for young people. YRE students are regularly invited to attend United Nations forums and each entry in the competition must show a link to at least one of the UN Sustainable Development Goals. Schools registering to run the YRE programme are eligible to apply for a funding grant of up to \$500 to undertake an environmental campaign or project to enhance the school environment. Further information and registration for the programme is available on our [website](#).



CONSUMER EDUCATION

It's no longer enough just to 'put it in the bin'. We need to demystify conversations around creating waste and broaden the littering conversation to also educate Kiwis on how they can reduce litter by creating less personal waste from the get go, and how they can minimise the amount of material going to landfill by disposing of the waste they do produce responsibly. We offer an array of consumer education initiatives that not only helps to address the waste issue in New Zealand, but also helps people to save money and minimise their environmental footprint.

IN DEVELOPMENT

The following educational initiatives are currently in development and will be an exciting addition to our school programming when they're launched in the near future.

ECO-SCHOOLS

Eco-Schools is the largest sustainable schools programme in the world with 19.5 million children, young people and educators engaged worldwide in 68 different countries.

Eco-Schools encourages young people to engage in their environment by allowing them the opportunity to actively protect it. It starts in the classroom; it expands to the school and eventually fosters change in the community at large. Through this programme, young people experience a sense of achievement at being able to have a say in the environmental management policies of their schools, ultimately steering them towards certification and the prestige which comes with being awarded a Green Flag. The Eco-Schools programme is an ideal way for schools to embark on a meaningful path towards improving the environment in both the school and the local community while at the same time having a life-long positive impact on the lives of young people, their families, school staff and local authorities.

CLIMATE CHANGE AMBASSADORS

Our National Climate Ambassador Programme is a new initiative designed to train and support individuals taking action on climate change. This free programme will have an annual intake of participants which will be selected with a demographic of 50% adults, 25% tertiary students and 25% secondary students. The aim of the programme is to empower participants to connect and educate others on climate change, which will result in a positive cumulative impact on the wider community.



INSPIRE AOTEAROA

PAINT NEW ZEALAND BEAUTIFUL

Our Paint New Zealand Beautiful programmes were created to encourage artists, volunteers and local communities to come together and paint their community beautiful. Research has shown that the beautification of public spaces deters anti-social behavior such as graffitiing, littering and vandalism.

RESENE NATURE MURALS

Our Nature Murals competition runs annually and invites submissions from artists to design a mural for their local community which incorporates an environmental message. The programme is sponsored by Resene and ten winning artists win paint vouchers and supplies to create their mural as well as a commission on completion. The programme has grown in popularity and we now have an extensive database of artists throughout New Zealand to promote the programme to. We share each completed winning Nature Mural via our online and social media channels as well as to local press to drive engagement.

RESENE WALL WORTHY

Our Wall Worthy competition runs annually and is also sponsored by Resene. Wall Worthy is aimed at schools, youth groups and community groups who are invited to submit mural designs for their school grounds or a wall in their community which incorporates an environmental message or a link to their local heritage. This competition runs in the first term of the school year and we receive a fantastic response from many schools and community youth groups throughout the country. From all of the submissions, finalists are chosen and put to public vote via our Facebook page. Once voting closes the ten winners are provided with paint vouchers and resources to bring their artwork to life, publicised through our online channels and the mural is shared with local media once it has been completed.

RESENE ADOPT-A-SPOT

Adopt-a-Spot is another one of our paint programmes. Thanks again to our partner Resene, we provide free graffiti removal kits year-round to help locals paint out graffiti in their community. Each kit includes a Resene voucher for white, grey, green, brown or cream paint to cover the graffiti, a drop cloth, high-vis vest, graffiti cleaner, paint brushes, paint scraper and more. We also have resources available including a detailed event and health and safety guide. You can order an Adopt-a-Spot kit on our [website](#).



PLANT NEW ZEALAND BEAUTIFUL

Plantings are a great opportunity for branches to get out into their community and make a difference. Over the past three years, through our branches, volunteers have planted just over 168,000 native seedlings across Aotearoa.

TREES FOR BUSINESSES

We encourage businesses to join Keep New Zealand Beautiful as a member to offset their carbon emissions through these plantings.

BUSINESS SIZE	TREES PLANTED	ANNUAL BENEFIT (OFFSET)	LIFETIME BENEFIT (OFFSET)
Business up to 5	1 Tree	22 kilograms CO ₂	1 tonne CO ₂
Business up to 20	2 Trees	44 kilograms CO ₂	2 tonnes CO ₂
Business up to 50	5 Trees	110 kilograms CO ₂	5 tonnes CO ₂
Business up to 100	10 Trees	220 kilograms CO ₂	10 tonnes CO ₂
Business up to 150	30 Trees	660 kilograms CO ₂	30 tonnes CO ₂
Business over 150	50 Trees	1,100 kilograms CO ₂	50 tonnes CO ₂

We are always looking for more ways that we can support local community planting initiatives, so if you have any suggestions, please get in touch!





CLEAN NEW ZEALAND BEAUTIFUL

Litter was a primary focus for Keep New Zealand Beautiful when it was established in 1967 and it is still a major part of what we do today. Clean up events are another great way for branches to get out and about in their local community and make a difference.

CLEAN UP WEEK

Each year we hold our annual Clean Up Week - a week-long event which takes place every September. Clean Up Week is growing from strength to strength, and we currently mobilise over 50,000 volunteers each year during the event. Between 2016-2019, we've had over 142,226 volunteers participate. This equates to 284,452 hours of manpower and \$4,681,205 worth of community contribution. We can provide groups with a free clean up kit if required which includes an event/H&S guide, rubbish/recycling bags, and gloves.

We also provide free clean up kits throughout the rest of the year for events taking place outside of Clean Up Week. You can request a kit on our website.

BUTT BINS

Our National Litter Audit 2019 identified cigarette butts as the most commonly littered item by count nationally. We offer free butt bins to members, councils and businesses to eradicate cigarette butt litter from our streets.

CELEBRATING BEAUTIFUL KIWIS, PLACE & SPACES

We like to call our volunteers 'Beautiful Kiwis'. They are the peoplepower behind our organisation. They are local heroes and deserve recognition for the great work they are doing in our communities.

BEAUTIFUL AWARDS

Our Beautiful Awards provide a benchmark for environmental excellence. Run annually, they inspire, recognise and acknowledge those individuals, schools, community groups, towns and cities who are working hard across Aotearoa to Keep New Zealand Beautiful.

TIDY KIWI VOLUNTEER OF THE MONTH

Each month nominations are open for our Tidy Kiwi Volunteer of the Month. This award is for a deserving Kiwi who is doing great work in their community in support of the environment and sustainability.

The winner receives \$100, a Keep New Zealand Beautiful merchandise pack, Resene paint voucher and more - along with being automatically entered into the annual Beautiful Awards! Nominations can be made via our website.



EMPOWER AOTEAROA

Litter research is an essential part of the work we do as it provides us with insight into where to focus our energy and attention. It guides our programming, gauges the effectiveness of our campaigns and provides guidance at both a local and national government level.

LITTER BEHAVIOUR STUDY

In 2018, we completed a litter behaviour study. Our team of experts observed people in their natural habitat and interviewed those who used bins and those who littered; all to determine the attitudinal and behavioural differences between each group.

The study showed that nationally, 84% of people observed to dispose of their rubbish did the right thing and disposed of it in a rubbish bin, with a litter rate of 16%.

Of the 16% disposal acts that were littering, nationally 78% were of cigarette butts. Only 4% of the 1,705 disposal acts observed during the research were littering of something other than a cigarette butt.

The full report is available to read on our [website](#).

NATIONAL LITTER AUDIT

In 2016, over 190,000 tonnes of litter was collected from the streets of New Zealand by approximately 86,000 Keep New Zealand Beautiful volunteers. Motivated by this and with the support of the New Zealand Government, we carried out a National Litter Audit in 2019 which compiled data through the physical inspection and visual counting of litter in a number of specific, fixed sites. The information collected provides data on the quantities, types, locations, and brands of litter deposited across the country.

The National Litter Audit 2019 was developed in consultation with Statistics New Zealand, the Department of Conservation and the Ministry for the Environment. It will help to address the land based litter problem by providing Tier 1 statistics and baseline data on litter across New Zealand to help inform policy development, and will provide the basis for ongoing environmental reporting on litter.

Key Findings:

- Cigarette butts were the most frequently identified item nationally, with 39 butts recorded per 1000m²
- Disposable nappies represented the largest contribution to the estimated national litter volumes, recording 1.50 ltr of volume per 1,000 m²
- Glass beer bottles (less than 750 ml, all colours) represented the largest contribution to the national litter weights, recording 0.12 kg of weight per 1,000 m²



- Illegal dumping contributed the largest proportion to the total estimated litter volume at highway and railway sites nationally, recording 17.36 ltr per 1,000 m² and 11.93 ltr of volume per 1,000 m² respectively.

The full report can be read on our [website](#).

“New Zealand prides itself on its reputation as being ‘clean and green’. Ensuring that reality matches the image we need major shifts in the way we care for the land and waters of Aotearoa, and the climate, to reduce the impacts of human activities. We need nature to sustain us and we need to connect with and restore nature.

Research for Keep New Zealand Beautiful has found that 99% of New Zealanders believe it is crucial for our country to maintain its clean, green image, with 93% believing it is very important not to litter. We need to do much more to reduce waste and work is happening here. It is heartening to learn that 84% of waste that could become litter is dealt with appropriately, by being put in the bin (preferably a recycling bin if it can be recycled). That still leaves 16% that isn’t. In tonnage terms, this is significant.

And it represents an unacceptable amount of litter pollution that ends up in nature, including in rivers and streams and the ocean. We can and must do much better.

Shifting to more sustainable practices requires changes in behaviour. Central and local government need to make this easy but individual actions around what products to use and consume, and what happens to our stuff at the end of its life, make a big difference.

Funded through the Government’s Waste Minimisation Fund, this report is one of various initiatives underway to better manage litter in New Zealand. These projects are providing better data, helping to raise awareness about the impacts of litter, and encouraging people to refrain from littering.

Better data helps identify the policy changes that will be the most effective and where investment is required. This report also gives us a baseline dataset to monitor litter into the future. It helps us shift to a circular economy, where we focus on designing out waste and pollution, keeping products and materials in use longer, and restoring and being restored by nature.

This Keep New Zealand Beautiful report helps fill an important gap in our knowledge around litter to ensure our “clean green” image is a reality.”

Associate Minister for the Environment Eugenie Sage, National Litter Audit 2019 Foreword



OUR STRUCTURE

Ultimate control of Keep New Zealand Beautiful lies with our Board Members, who are elected by our members and who are responsible in law for the actions of the Society. Committees at branch, region and national level are all fully part of the Society, subject to the decisions of the Board Members and management structures, but are allowed a significant degree of autonomy whenever possible.

You can find out more about our Board Members on our [website](#).

We are a membership based organisation supported by individuals, households, businesses, not-for-profit organisations, and local territorial authorities.

Our headquarters are small but mighty, with a team of six part time employees, we do our best to support our local branches and nearly 100,000 volunteers per annum. You can find out more about our team on our [website](#).





OUR BRANCHES

We take a collaborative approach to achieving our strategic outcomes. We partner with central and local government, iwi, community funders, corporates, schools, and community organisations to realise our shared objectives.

However, the main way we make progress on our charitable objectives is through our local active members and our volunteers, i.e. our branches. You!

We have two different types of branches:

Educational Branches. These are composed of schools who are committed to sustainability and environmental stewardship, and who illustrate this in their key values.

Educational Branches provide students with engaging opportunities for sustainability learning and highlight the importance of caring for the school and local environment. Educators have the flexibility to focus on the initiatives and programmes that best fit in with their individual school's environmental needs, student numbers and time available.

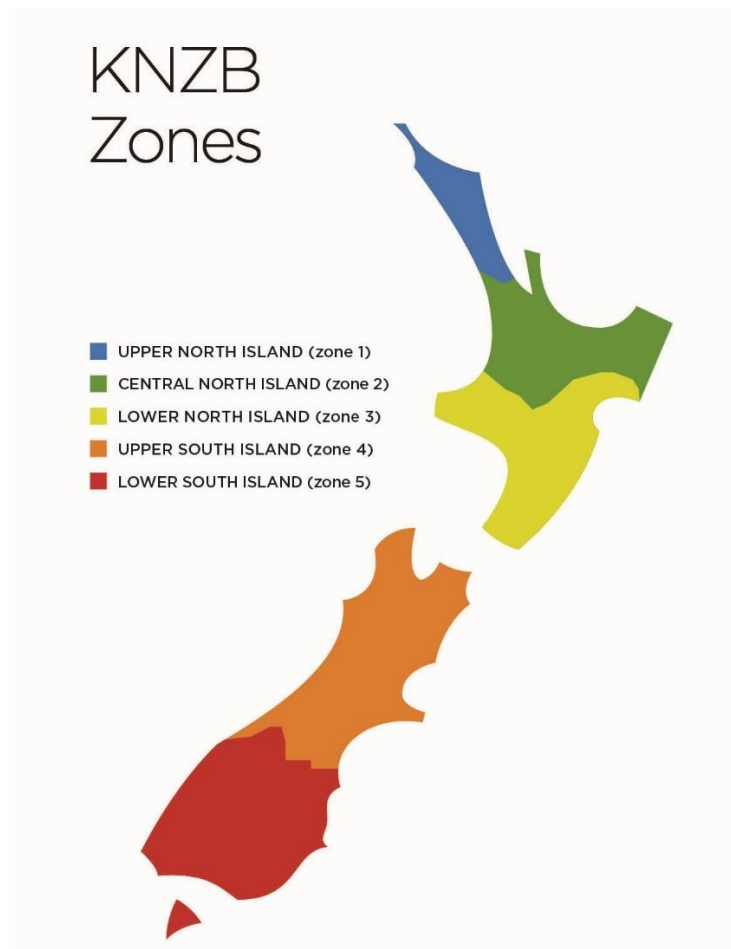
For more information about Educational Branches please contact info@knzb.org.nz.

Community Branches. These are groups of Keep New Zealand Beautiful members and volunteers who have an interest in keeping their towns tidy and their cities sustainable in a geographical area.

One of the main strengths of a Community Branch is their knowledge of their local community and the relationships they have with others who support them. Every branch is different, reflecting the surrounding community, members and individual strengths and time availability of its volunteers.



Our Community and Educational Branches are spread across the length New Zealand, grouped into five zones – upper, middle and lower North Island and upper, lower South Island. Each zone has a Zone Representative who works closely with the branches in their area to support them, share ideas, and create synergies.



A full list of Keep New Zealand Beautiful branches and Zone Representative contact details, can be found on our [website](#).



WHAT'S THE PURPOSE OF A COMMUNITY BRANCH?

All of our branches help to further Keep New Zealand Beautiful's vision, but Community Branches are key to engaging people in the local area – through events, campaigns and volunteering.

As a Community Branch, you're free to set your own priorities and activities, subject to the remit of Keep New Zealand Beautiful and ultimate authority of the Board Members. This allows each branch to address the specific needs of their individual community and make the most of the skills and interests of volunteers in their local area.

We have resources available online or on request to support you.

Educate: Talking to community groups or schools, either informally or as an official Keep New Zealand Beautiful representative, to inform, identify and campaign on sustainability issues, to identify potential partnerships and to form strong working relationships with those of influence in sustainability and waste strategy such as local government and policymakers.

Inspire: Engaging members and the public in activities to ensure community sustainability such as environmental-related walks, talks, campaigns and activations. Publicising Keep New Zealand Beautiful, our campaigns and the environment through social media, all helping to attract new members and generate positive publicity.

Empower: Working to achieve sustainable communities for all by forming close working relationships with those who manage waste and carrying out at least two Keep New Zealand Beautiful sustainable initiatives to improve the environment and amenities, conserving the heritage and protecting our environment, through advice, practical help and commenting on Local Plan policies.

Community Branch activities should aim to promote and further the work of Keep New Zealand Beautiful, whilst minimising our liability and risk to our volunteers, the public and our environment.

WHAT DOES A COMMUNITY BRANCH DO?

As a Community Branch, the potential for implementing different environmental activities and initiatives is only limited by your ideas, enthusiasm and the resources that you have available to you.

These events can be social, fun and family friendly, and/or educational - and are a great way to bring the community together. Ideas range from participating in Keep New Zealand Beautiful events like Clean Up Week, holding planting days, graffiti paint outs, community working bees, right through to more creative ideas such as participating in community Santa parades to raise awareness.



WHAT IS REQUIRED OF A COMMUNITY BRANCH?

It's free to become a Keep New Zealand Beautiful Community Branch! The only expectation is that you hold a minimum of two public environmental events each year.

Each region is different, each community is different, and each branch is different. It's up to you to decide how best to keep your little neck of New Zealand clean and green.

We can support you by providing clean up or graffiti paint out kits, health and safety resources, spot prizes, educational materials, marketing and public relations, plus much more.

KEEPING CONNECTED

Our mission is shared with a number of other organisations, and keeping in touch with them as well as with other Keep New Zealand Beautiful branches and volunteers is a key way to learn what others are doing in your area, spot opportunities for working together and consider what could work for your branch.

We keep in touch with our branches through a variety of communications, including emails, website, social media, and our e-newsletter.

If you haven't done so already, you can find out more about Keep New Zealand Beautiful and stay up to date on all our news, programmes and events by checking out our website at www.knzb.org.nz. You can also connect with us through our social media pages on [Facebook](#), [Instagram](#) and [LinkedIn](#).

We encourage every Community Branch to have their own social media pages to promote their activities and local initiatives, and to tag in Keep New Zealand Beautiful where appropriate.

If you let us know about all of the wonderful environmental events and initiatives you're up to, we can include them in our monthly newsletter and share via our social media channels. You can email your photos and stories to info@knzb.org.nz.

Our AGM, Beautiful Awards and Helping Hands events are a great opportunity for branches to come together, collaborate and meet other members of the Keep New Zealand Beautiful national network.

You can find a full list of branches and their contact details on our [website](#).



WHAT'S IN IT FOR ME?

As a Keep New Zealand Beautiful Community Branch, you're part of a nationwide movement, affiliated with an iconic Kiwi brand, with support and access to resources, promotion, marketing and advocacy. As well as opportunities to enter competitions and awards. This is a great opportunity to look after your patch of New Zealand, and effect change for future generations.

Being involved with Keep New Zealand Beautiful and a Community Branch also brings many personal benefits for its members such as building stronger personal and business connections, increasing leadership opportunities, and developing individual member's talents by giving them a chance to put their skills into action!





BRANCH ORGANISATION

Every Community Branch is different, with activities and roles reflecting the number, skills and interest of individuals and the tasks that need doing locally.

Your branch structure can be as formal, or as informal as you'd like.

All Community Branches receive voting rights at our AGM. There is no minimum number of members in a Community Branch. However, we do encourage our branches to recruit volunteers to help further our mission. We have a draft set of bylaws which outline a more formal structure, which is best practice if your Community Branch is keen to get any fundraising activities underway. To receive a copy of this simply email info@knzb.org.nz

We do require all branches to adhere to the Keep New Zealand Beautiful code of conduct, and all logos are the intellectual property of Keep New Zealand Beautiful. [Our constitution and code of conduct can be found here.](#)

RECRUITMENT

People have many different motivations for volunteering, but many will donate their time and skills to an organisation that they feel aligns with their interests, where they can make a difference and in return can receive a good volunteer experience with a sense of achievement.

Encouraging others to become active, and stay active, with your branch can become easier when you know what steps to take and the support available to you.

The best way to recruit volunteers is to ask people directly, so keep your ears open for anyone who you think might be a good fit with what you're looking for – in everyday conversations, at events or in meetings with other organisations.

When someone is interested in getting involved:

- Find out about them - informally ask questions about their skills and interests.
- Suggest how they could get involved: Let them know about your programming, try to be flexible and see how their enthusiasm and skills align.
- Encourage them to become a Keep New Zealand Beautiful member.
- Talk to them about what we do: explain why our mission is so vital to the overall health and wellbeing of the everyday Kiwi.
- Show them - we have lots of content on our website and various social media channels. Let them see us in action!



YOUTH MEMBERS

Recruiting the next generation to reinvigorate the Society is crucial, and the value that they add is endless - energy, muscle power, tech savvy, some new skillsets. It's easy to get them on board, and a great way for them to give back, effect change, add value to their CV and fulfil on requirement for programmes such as The Duke of Edinburgh Award and our upcoming Climate Ambassador Programme.

As previously mentioned, our new Climate Ambassador Programme encourages young people aged 14-30 to make a difference in their local communities through positive environmental actions and communications. Ambassadors are encouraged to connect and contribute to their local branch to help achieve these goals. Actions could include running workshops, participating or organising an event or festival, connecting with environmental groups in the community on climate projects such as upcycling, plantings, reducing food waste, clean ups etc. Communications include conducting a climate presentation in local schools or community groups, communicate through media and social media, talk to politicians, conducting surveys etc.



BRANCH SUPPORT

Branches are supported in many ways, with your main point of contact being your local Zone Representative, who can provide or arrange any help you may need.

Other key areas of support:

Resources. We provide all the resources you need to support your branch activities, including a logo suite and social media tiles. Our team are also currently working on creating collateral such as letterhead and power point presentations etc.

Branch Network. We have Community Branches across New Zealand, and you can get in touch with them via the branch contact list on our website.

Zone Network. Each Community Branch sits within a Keep New Zealand Beautiful Zone, which has a Zone Representative. Together with our team, your Zone Representative can help in various ways including planning the year ahead, discussing common topics or concerns and getting in touch with the right people.

Campaigns. We have a number of campaigns that we run throughout the year, and we invite branches to cross promote these campaigns so that we can grow our reach and fulfill our mission. Campaign collateral can be supplied upon request.

Programme Support. We provide year-round programming and all the supplies that you need to get stuck in. We are also always here to assist branches in their activities. If you need help, just contact us.

Administrative Support. Our team can help send out branch emails, welcome new members, get events into publications and onto social media, apply for awards and grants, write press releases, give guidance for your activities, assist with branding, provide prizes and incentives when available, give advice on partnership negotiations and much more.



OUR CONTACT DETAILS

Here's our contact details if you need our help:

info@knzb.co.nz

09 264 1434

www.knzb.org.nz

PO Box 58932 Botany, Auckland 2163

And here's how you can connect with us:



[KeepNZBeautiful](#)



[keepnewzealandbeautiful](#)



[Keep New Zealand Beautiful](#)



[Keep NZ Beautiful](#)

#keepnewzealandbeautiful

#dotherightthing

#beatidykiwi

#everylitterbitcounts

#kikikiwi

#cleanupweeknz

#paintnzbeautiful

#plantnzbeautiful