



ANNUAL REPORT 2021/22



PROGRAMME GOAL



The Compost Collective supports Auckland Council's vision to educate, inspire and equip Aucklanders to divert their organic waste through local composting, by delivering and supporting a behaviour change programme, both in person and online, for the Auckland Region. This is consistent with the principles of the WMMP.

SUPPORTED BY



EcoMatters

EcoMatters Environment Trust is a registered charity that aims to connect people and place, and to nurture kaitiakitanga (guardianship).

We support the community with the knowledge and tools to live more sustainably.



Kaipātiki Project

Kaipātiki Project is an innovative Eco-Hub growing a sustainable future for people and nature.

We do this by empowering people, inspiring connection with nature and enabling sustainable living.

PLATFORM TEAM



**SARAH JANE (SJ)
MURRAY**

**Project Manager until
start of maternity leave
in January 2022**

SJ manages programme development, and oversees community hubs, the website and the DIY systems.



**SARAH DARCY
MURRAY**

**Project Manager
Feb 2022 – Present**

Sarah oversees the programme, coordinates the website, manages programme development, community hubs and DIY/converted composting systems.



MICHELA ENNA
**Web and Social Media
Coordinator**

Michela helps spread the word via our very active social media channels, sharing tips, tricks and stories of composting heroes.



SANDRA ATKINS
**Customer Experience
Specialist, Budget and
Sales Coordinator**

Sandra oversees admin and data collection of the programme, coordinating participant feedback and budget delivery.



ANA DAVISON
**Project Manager
Aug 2021 – Mar 2022**

Supporting Sarah Darcy Murray into the role from January 2022.



CATHERINE ROSIE
**Auckland Council
Contract Manager**

Catherine is our key council contact, and ensures this Auckland Council funded programme is working well for all Aucklanders.



ANNA SHAW
**Workshop and
Communications
Coordinator**

Anna ensures people know about workshops happening near them and oversees workshop bookings and composting system orders.



JANET COLE
**Kaipātiki Project
Contract Manager**

Janet contributes to high level project governance and contract management, to help ensure the project delivers and continues to develop.



CARLA GEE
CEO Ecomatters

Carla contributes to high level project governance and contract management, to help ensure the project delivers and continues to develop.

REGIONAL FACILITATORS

Rodney Nor-West & West Beaches

North Shore & Bays



PHILLIPA (PIP) BEAGLEY

I am passionate about growing food and therefore passionate about growing soil. Completing the cycle is important to me.

Urban South East



HARI NARAYAN

I want to share my gardening and composting knowledge to the rest of the community so we can maintain good soil health and grow healthy vegetables.

Waiheke



KAYLEIGH APPLETON

I believe composting, like surfing, is something that everyone in Aotearoa should enjoy on some scale because it immerses you in nature and it's cyclical systems.

Rodney North

West Auckland

Central



JUDY KEATS

I will encourage you to change your viewpoint on household waste, and show you how to turn it into a resource.

Rural South



JENNIFER KERR

I love building soil through composting. Worm farming is my favourite. Composting doesn't have to be hard work!

Urban Papakura



SUSTAINABLE PAPAKURA

We are a charitable organisation promoting waste minimisation and resource recovery in and around Papakura, keen to get more people on-board with composting.

COMMUNITY FACILITATORS



Gardens for Health



RICHARD MAIN

I am keen to share an organic approach to turning waste streams into black gold and grow an abundance of food.

Korean Community



HYE JUNG KIM

I am keen to share this useful information with our Korean community and nourish soil for the next generation.

Chinese Community



ESTELLA LEE

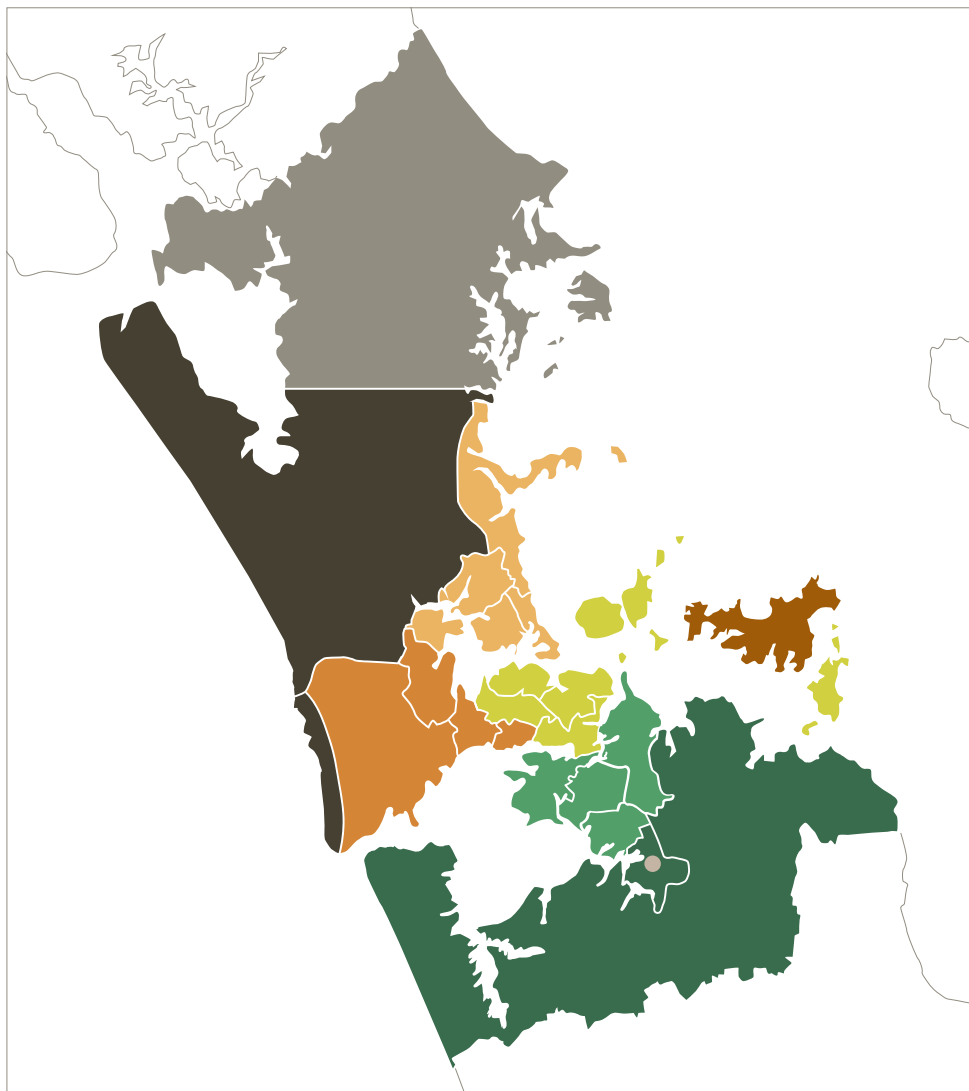
Composting is the best way to handle our organic waste and kitchen waste and enrich the soil in our home garden.

Pacifica Community / PVA



THERESE MANGOS

I enjoy all kinds of composting. The key is to keep it simple and choose a system that works for you.



Total: 324 Workshops | 3,475 Participants

REGIONAL

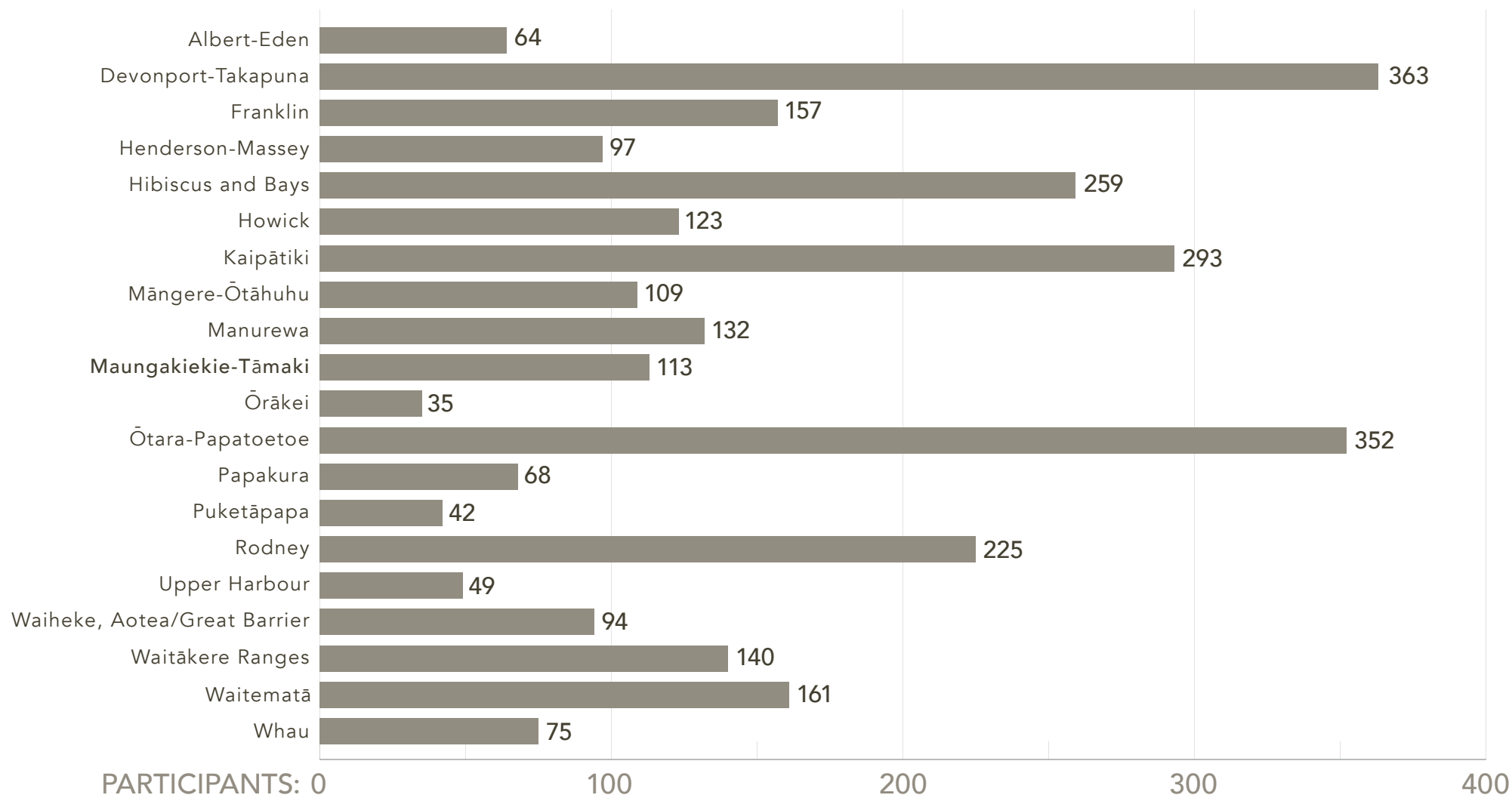
Rodney North: 5 Workshops 120 Participants
Rodney Nor-West & West Beaches: 10 Workshops 128 Participants
North Shore & Bays: 80 Workshops 883 Participants
West Auckland: 38 Workshops 357 Participants
Waiheke: 17 Workshops 103 Participants
Central: 35 Workshops 327 Participants
Urban South East: 31 Workshops 308 Participants
Rural South: 33 Workshops 262 Participants
Sustainable Papakura: 4 Workshops 10 Participants

ETHNIC COMMUNITIES AND SPECIAL PROGRAMMES

Gardens for Health: 7 Workshops 37 Participants
Pasifika & PVA: 34 Workshops 457 Participants
Korean Community: 17 Workshops 192 Participants
Chinese Community: 13 Workshops 291 Participants

WORKSHOP PARTICIPATION BY LOCAL BOARD

2021 / 22



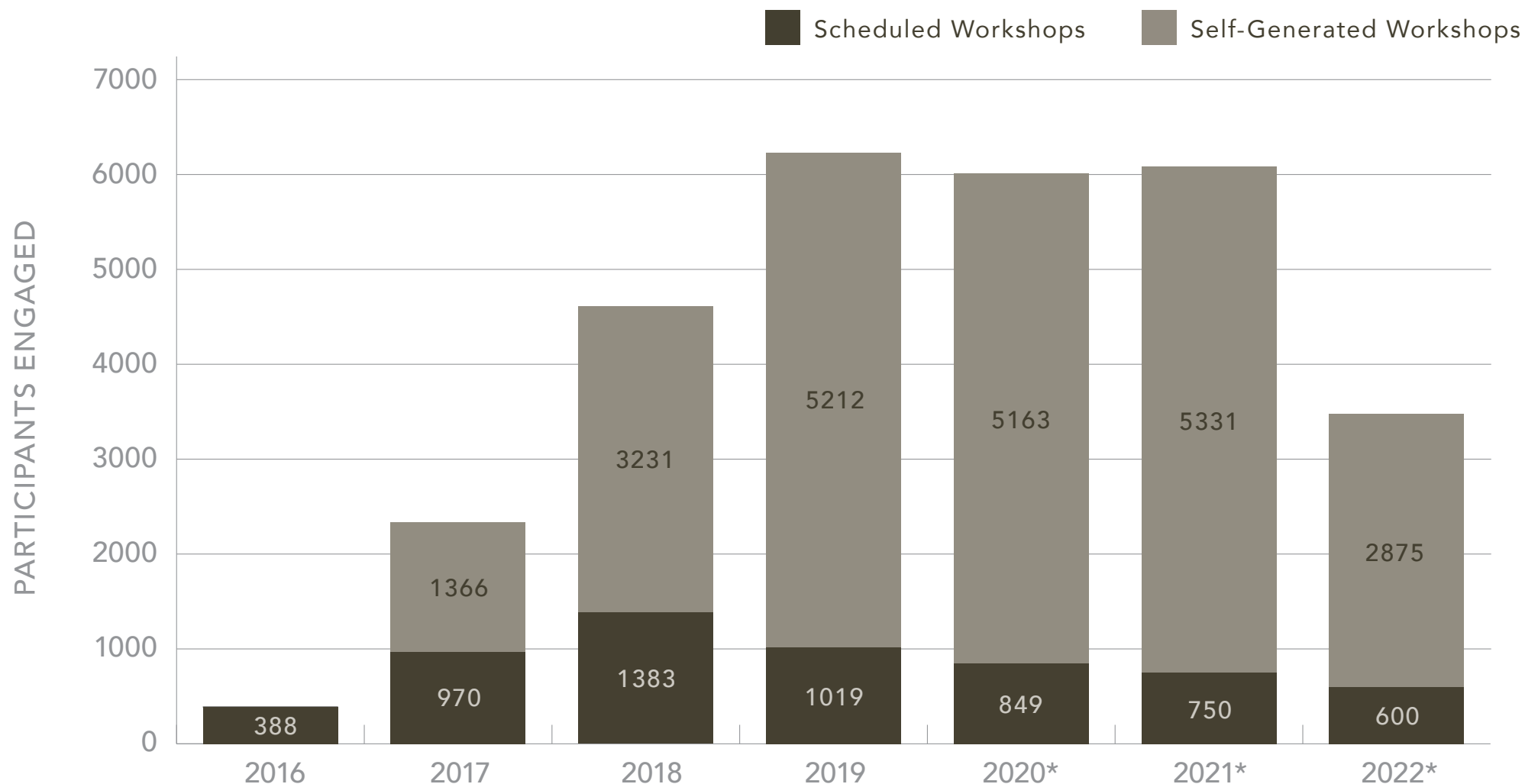
Zoom: Participants **357** | Scheduled Events **45**

Total: Participants **2,951** | Total Events **286**

Zoom scheduled workshop data has been included across board areas

WORKSHOP GROWTH

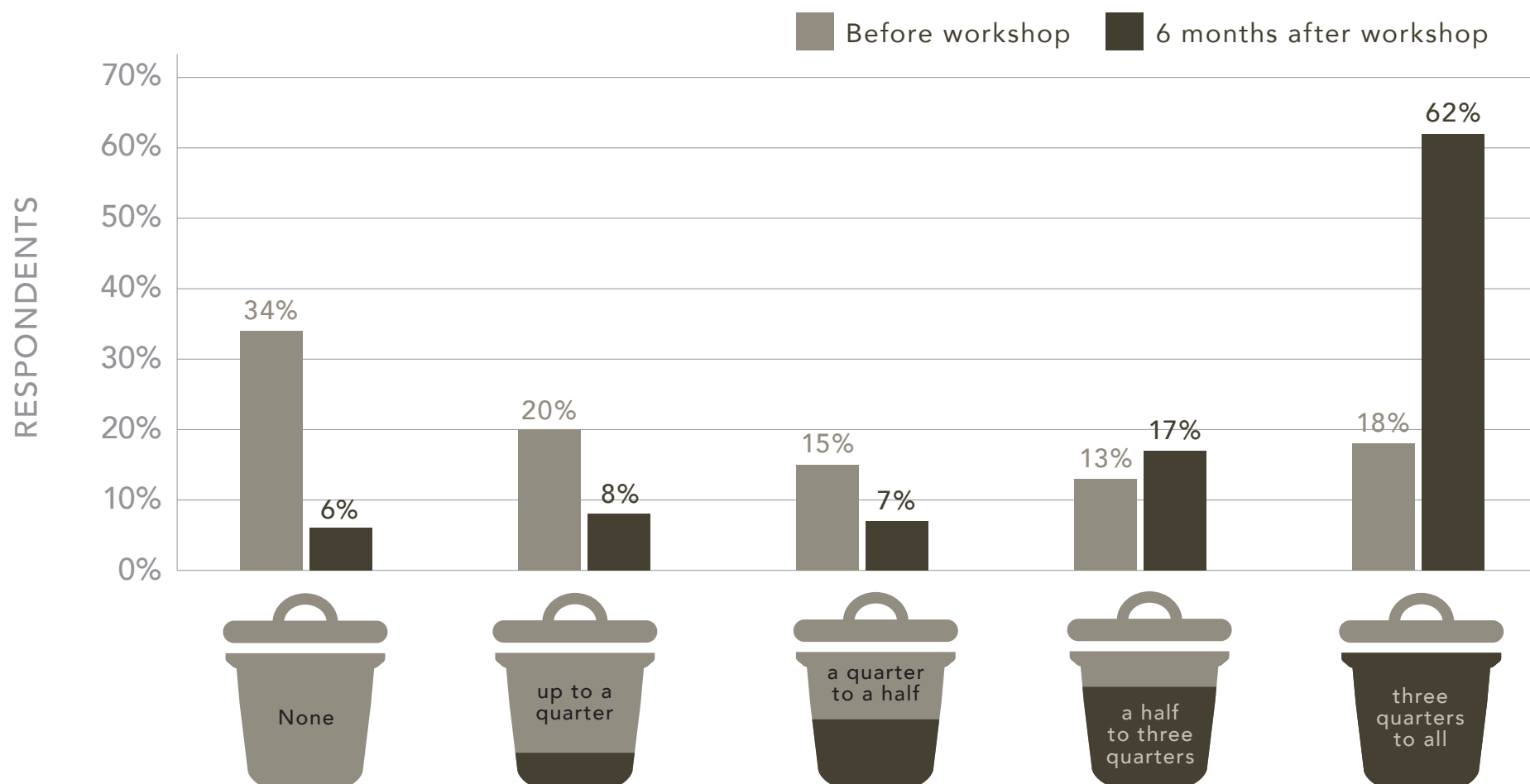
**TOTAL
to date:
25,662**



*Covid19 and lockdowns affecting engagement

How much of your food scraps are you currently composting?

Prior to attending a workshop 34% of survey respondents composted no food scraps at all. Six months after their workshop 62% composted three quarters to all of their food scraps.

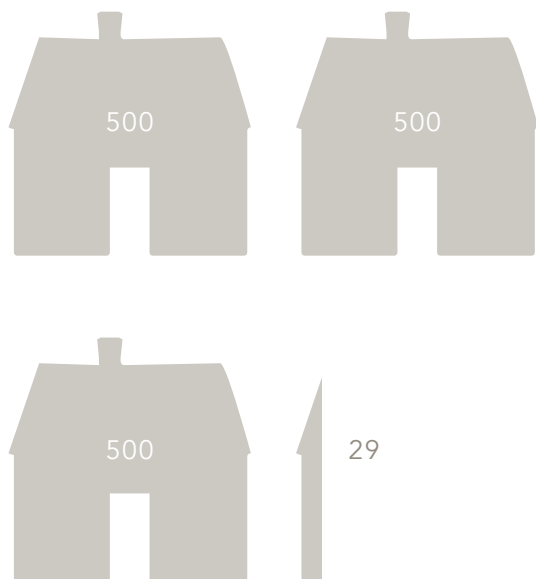


FOOD WASTE DIVERTED FROM LANDFILL

2021 / 22

Households
Composting

1,529



Assumes a 50% success rate across households reached in 2021/22

Average Food Waste
per Household

3kg p/wk



158kg p/yr

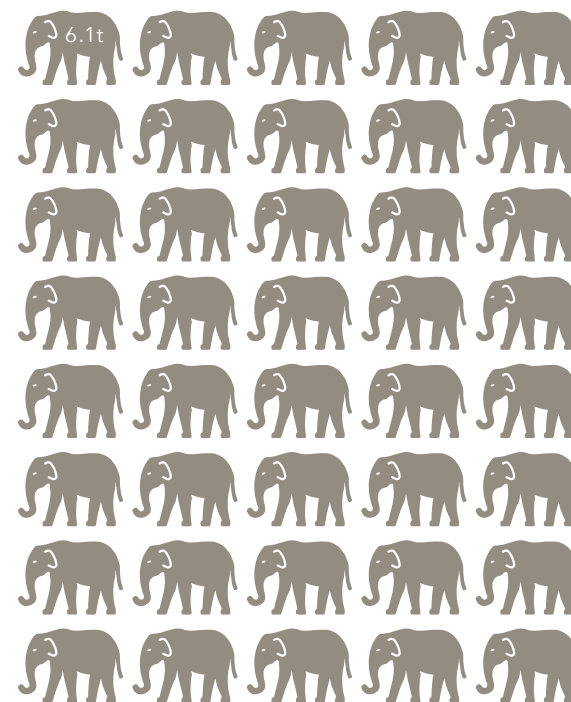


From the Solid Waste Audit Report (SWAP) 2016 which informed Auckland's Waste Assessment 2017

Tonnes of Food
Waste Diverted

241.1 tonnes

Equal to approximately 40 elephants

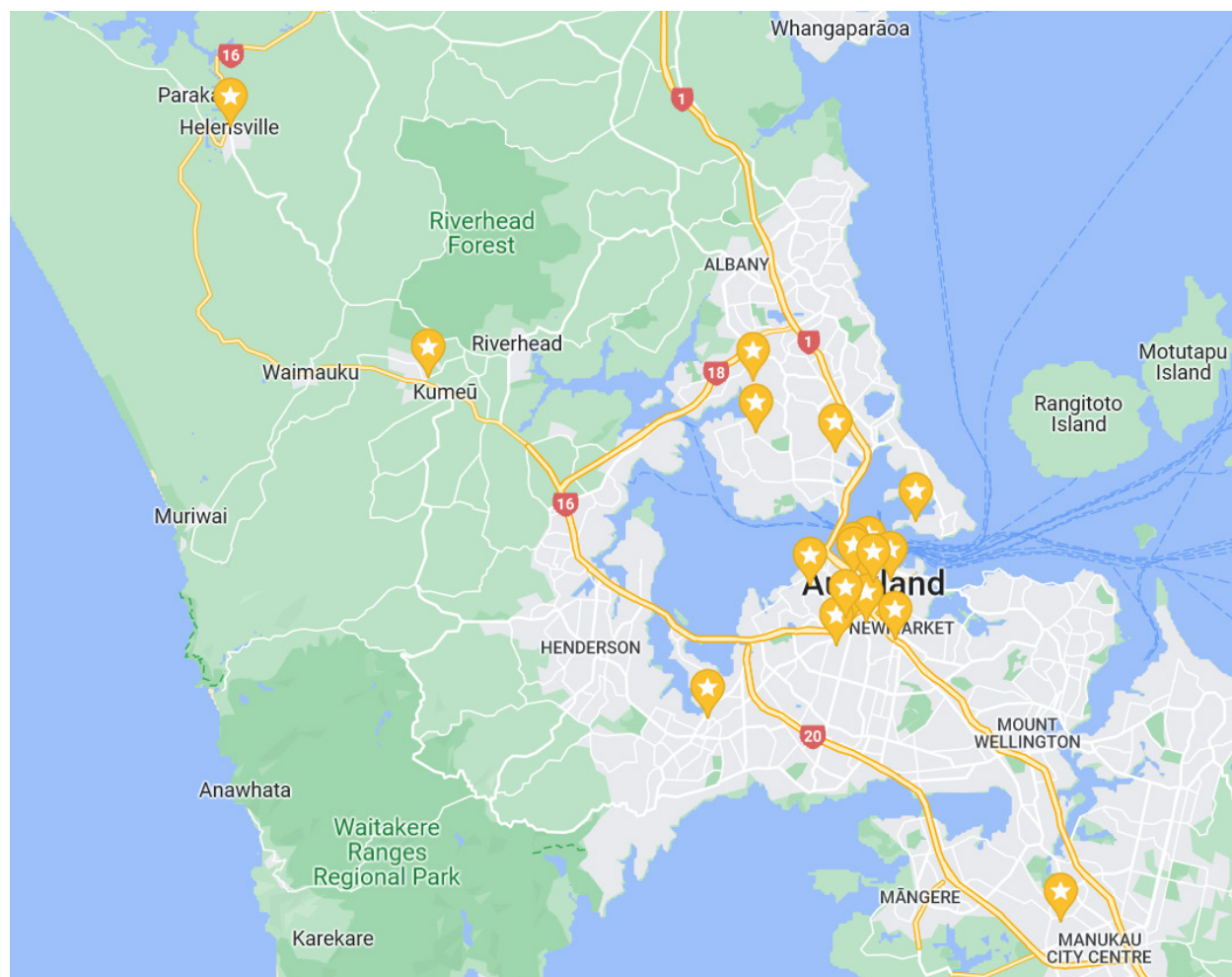


Assumes 80% of a household's annual food waste is being composted in some way. So this multiplies kg per household by number of households composting.



COMMUNITY COMPOSTING HUB FUND

In 2021, Compost Collective launched the Compost Hub Fund Grant, issuing grants of up to \$500 to support community composting. The grant was allocated in its entirety to 20 composting hubs in the region, and will continue into 2023.

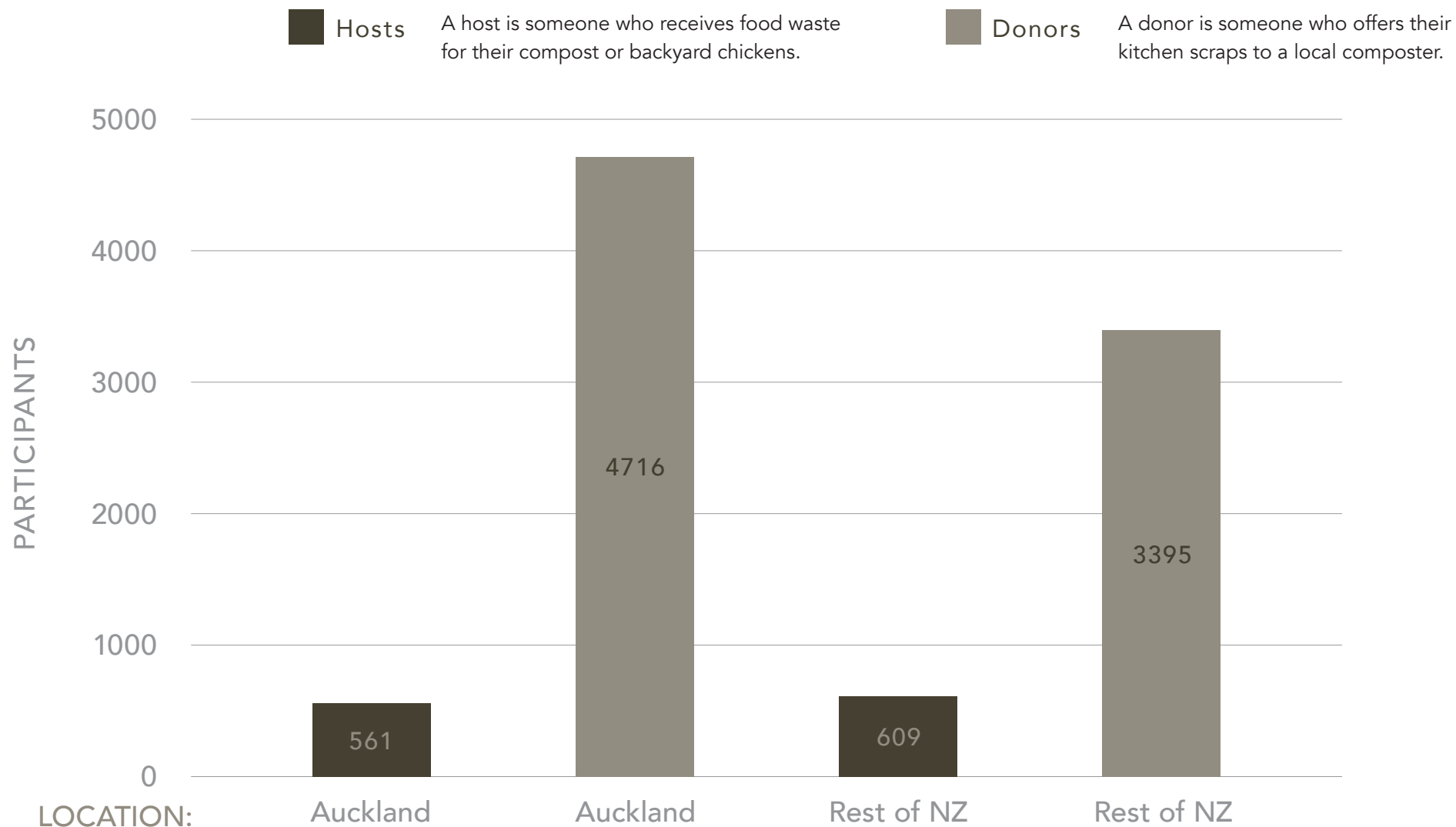


COMMUNITY COMPOST HUB GRANT RECIPIENTS

Kaipātiki Community Compost Hub
Newton Central School Doughnut Hub
Morningside Urban Compost Kitchen
Bayview Community Garden
Soil Factory
OMG Local Living Compost Hub
Highwic Local Living Compost Hub
Waitematā Local Compost Hub
Victoria Park Local Living Compost Hub
Aotea Station Local Living Compost Hub
HomeGround Compost Creators
Alexander Street Community Garden
Papatoetoe Food Hub
Kumeu Community Garden Compost Hub
South Kaipara Good Food Hub
UoA Bee Sanctuary
Stanley Bay School
Northcote Intermediate Compost Hub
Hope Garden Compost Hub



SHAREWASTE REGISTRATIONS



2021/22 Total Participants: Auckland **5,277** | Rest of New Zealand **4,004**

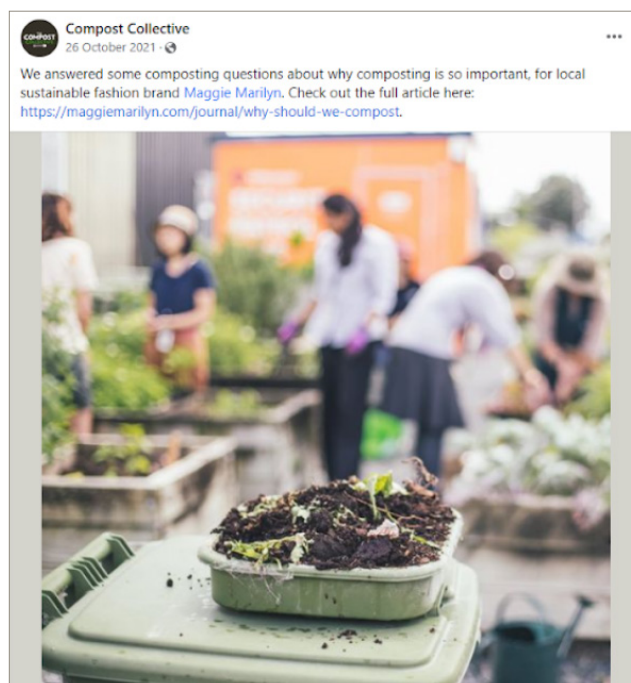
COMPOST COLLECTIVE PROMOTION HIGHLIGHTS

Social media collaboration success



PREDATOR FREE NZ

Rodents are the number one reason people say they don't compost. Together with PFNZ, we came up with a week of content for social media and shared top tips daily on keeping compost rodent-free, a Q&A was linked to with advice and tips from our tutors, and ran a giveaway of a rat trap.



MAGGIE MARILYN

Sustainable NZ clothing brand, Maggie Marilyn asked us to create some content for their newsletter and website on composting. We shared the article on social media, it went out in their newsletter and sits permanently on their website.


NZ Organic coverage




NZ ORGANIC MAGAZINE

We worked together with NZ Organic Magazine, supplying them with all the information they needed to write an article on worm farms, in their November issue. We also shared this on Facebook encouraging people to take a look at the article.

SHAREWASTE PROMOTION HIGHLIGHTS


EcoMatters Environment Trust
 Published by Anna Kary · 4 d ·


Our CEO Carla Gee was live on TVNZ Breakfast, explaining how [ShareWaste](#) and [Compost Collective](#) are offering easy ways for people to keep food scraps out of landfill. Check out what she had to say.



TVNZ.CO.NZ
 Watch Breakfast The app connecting Kiwis, making composting easy | TVNZ OnDemand

1,299	180	—	Boost post
People reached	Engagements	Distribution score	

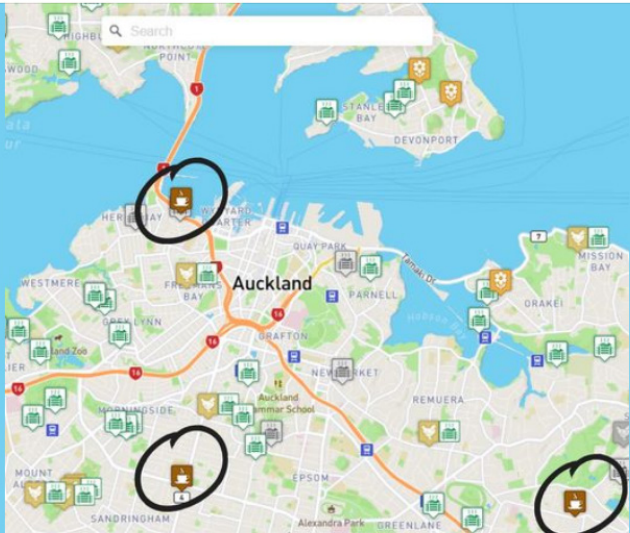
Carla (CEO of EcoMatters) was interviewed on TVNZ Breakfast on Thursday 9 June. The feedback was great and the spike we saw on social media, ShareWaste NZ app downloads, and the Compost Collective website, was huge.


Compost Collective
 25 April ·

Have you seen the little coffee cups that have popped up on the [ShareWaste NZ](#) map? 🍵

These are cafes and businesses that have various organic matter for you to collect for free - fish heads, bagasse (pulpy leftover from pressing sugarcane), coffee grinds, to name some.

If you are a cafe that would like to donate food scraps or other organic bits, join us at www.sharewaste.org.nz (or linktree in bio)



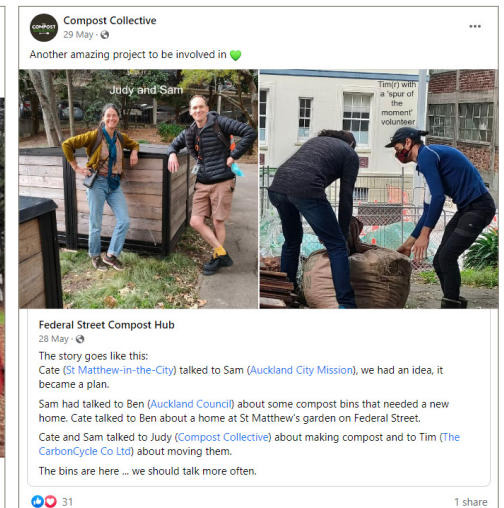
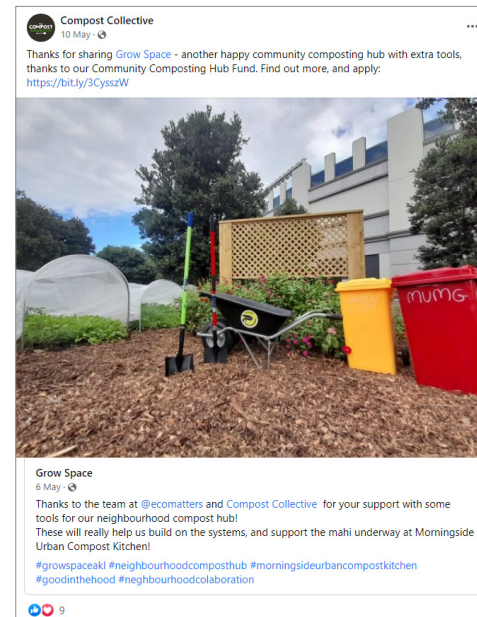
**HAVE YOU SEEN
SHAREWASTE'S NEWEST ICON?**

We have continued promotion of ShareWaste on social media, and have seen good results. There was a 188% rise in Android app downloads (525 downloads), and a 133% rise in Apple app downloads (800 downloads) across New Zealand, with users jumping up by around 2000, to 9,082, and map listings up by 344 to 1,190. Twelve of our social media posts were either about, or included ShareWaste, and continue to be amongst our posts with the highest engagement.

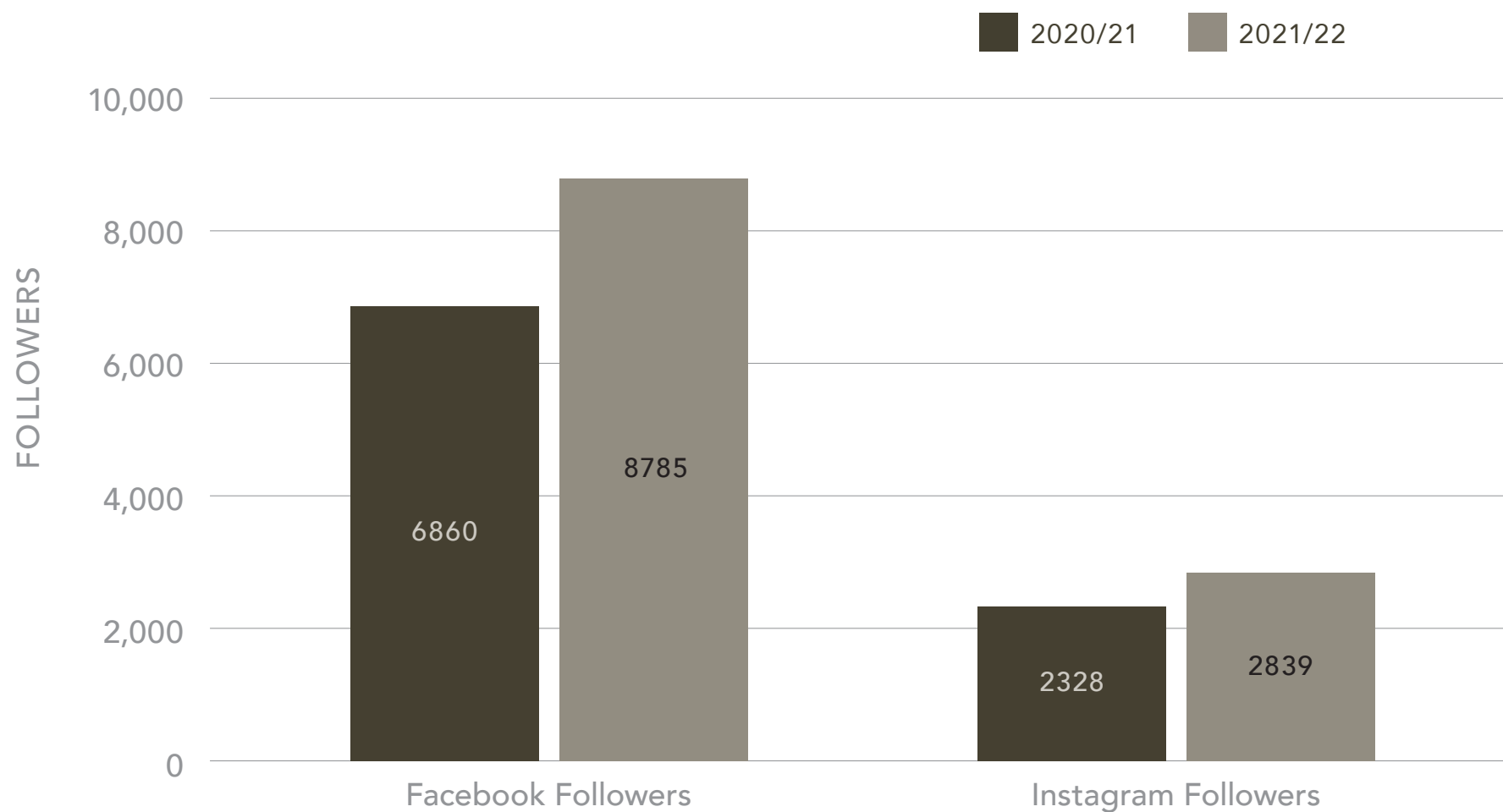


COMMUNITY COMPOSTING HUB FUND PROMOTION

We promoted the hub fund on our social media from its launch at the end of October. Recipients shared photos of their hub and how their money was spent on social media. This showed positive fund outcomes and inspired others to start their own, or join their local community hub. We also had an article in the November Getting to Zero newsletter, Make the Most of Waste website, the EcoMatters newsletter.



SOCIAL MEDIA GROWTH



SHARING SUCCESS STORIES

This year, we continued to source and share stories of how Aucklanders are making composting an easy part of their everyday life, to show how simple and fun it can be.



LENA'S COMPOSTING JOURNEY

Lena moved to New Zealand last year and starting composting for the first time. We checked in with her a few months after completing a workshop to find out how her journey is going.



EDUARDO, THE BOKASHI DONOR

Eduardo doesn't have the space for compost in his own home but is a keen composter. He tells us what he has learnt about Bokashi and how his local community composting hub has helped him.



SHAREWASTE ON HOLIDAY

Victoria was keen to continue composting on a family holiday. She connected with a host on ShareWaste, and each day would drop off the food waste created by several families camping together, to the host.



ADAM'S STORY

Adam wants his family to do their bit for the environment through composting. His small children love their worm farm and are involved in every step of the process.



www.compostcollective.org.nz