

THE COMPOST COLLECTIVE



ANNUAL REPORT 2020/21



Programme Goal



The Compost Collective supports Auckland Council's vision to become zero waste by 2040, by inspiring and educating Aucklanders to compost their food scraps and garden waste at home or within their community.



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**

Programme specialist, facilitator and website coordinator
SJ manages programme development, and oversees community hubs, the website and the DIY systems.



ANNA KARY & MICHELA ENNA

Web and Social Media Coordinators

Anna K (left) and Michela (right) help spread the word via our very active social media channels, sharing tips, tricks and stories of composting heroes. Michela took over the role from Anna in March.



SANDRA ATKINS

Customer experience specialist, budget and sales coordinator
Sandra oversees admin and data collection of the programme, co-ordinating participant feedback and budget delivery.



CATHERINE ROSIE & AMANDA CHAPMAN

Auckland Council Contract Co-Managers

Catherine (left) and Amanda (right) are our key council contacts. They ensure 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

EcoMatters Acting Project Manager

Carla stepped in as Acting Project Manager this year to assist with the smooth running of the contract, as well as overseeing high level development and delivery initiatives.

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!



CAROLINE ROSE

Composting has always been a part of my life and I particularly love what we can achieve with Bokashi in terms of conditioning soil.



Community Facilitators

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.

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 & REVEREND 'IFALAME TEISI

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

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.



JAKE CLARKE

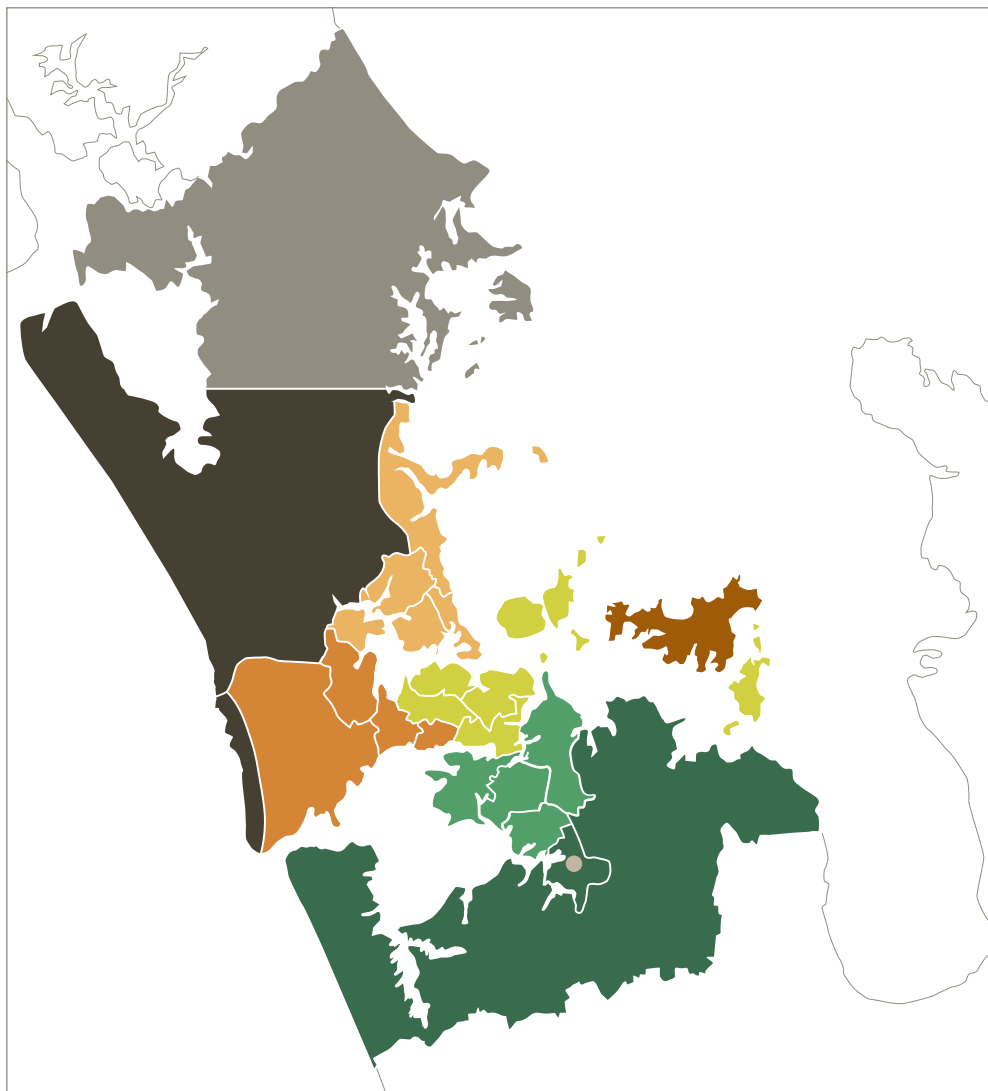
Growing up in rural north Yorkshire, I have always felt a great affinity with the natural world and an obligation to be a steward of the land and environment.

Korean Community



HYE JUNG KIM

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



Total **436** Workshops | **6,081** Participants

Regional

Rodney North | **11** Workshops | **102** Participants

Rodney Nor-West & West Beaches | **15** Workshops | **208** Participants

North Shore & Bays | **98** Workshops | **1442** Participants

West Auckland | **42** Workshops | **517** Participants

Waiheke | **12** Workshops | **201** Participants

Central | **47** Workshops | **619** Participants

Urban South East | **55** Workshops | **730** Participants

Rural South | **50** Workshops | **848** Participants

Sustainable Papakura | **10** Workshops | **60** Participants

Ethnic Communities and Special Programmes

Gardens for Health | **24** Workshops | **263** Participants

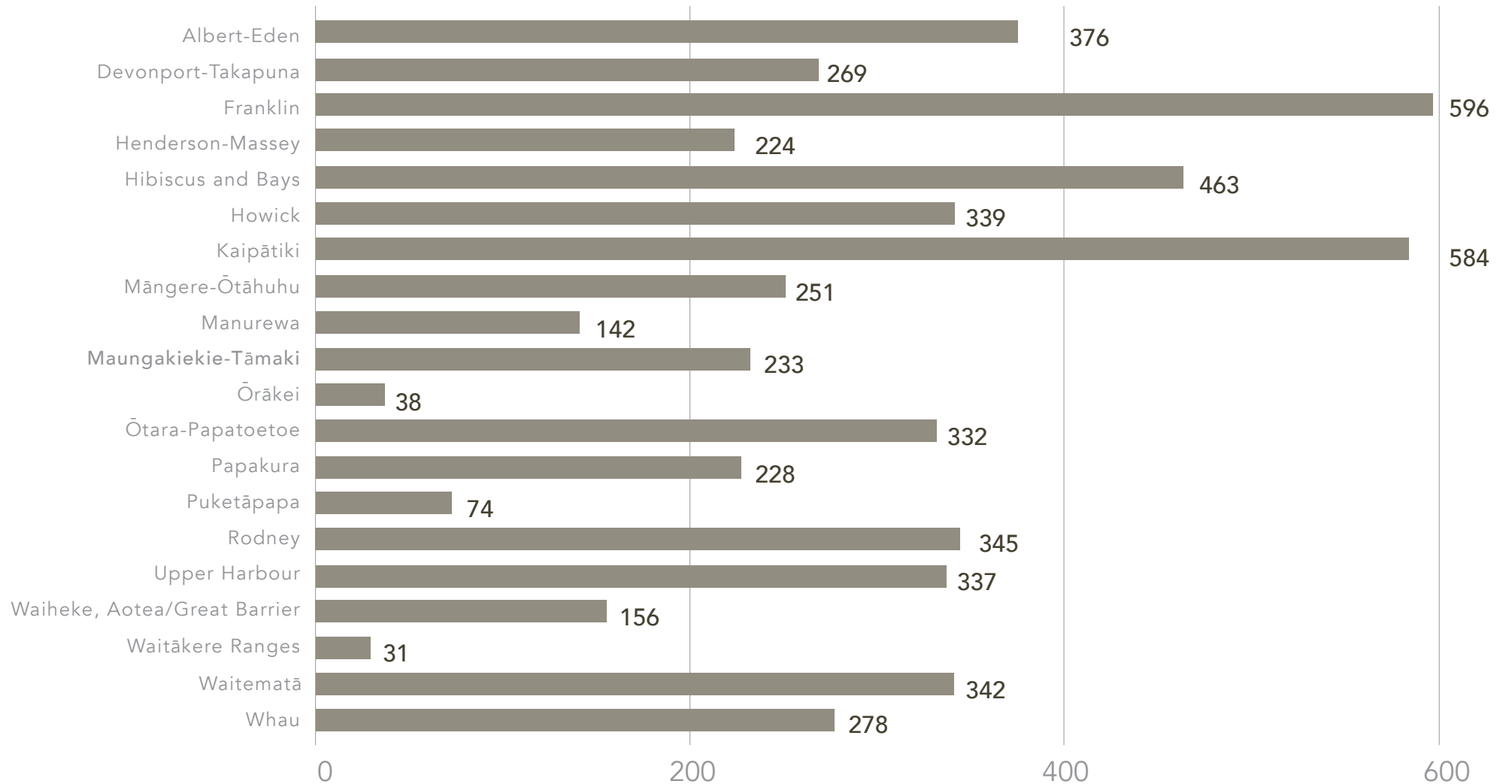
Pacifika & PVA | **32** Workshops | **313** Participants

Korean Community | **18** Workshops | **207** Participants

Chinese Community | **24** Workshops | **571** Participants

Workshop Participation By Local Board

2020/21



Participants

Total Participants **5,638** | Total Events **409**

Workshop Growth

**TOTAL
to DATE
25,662**



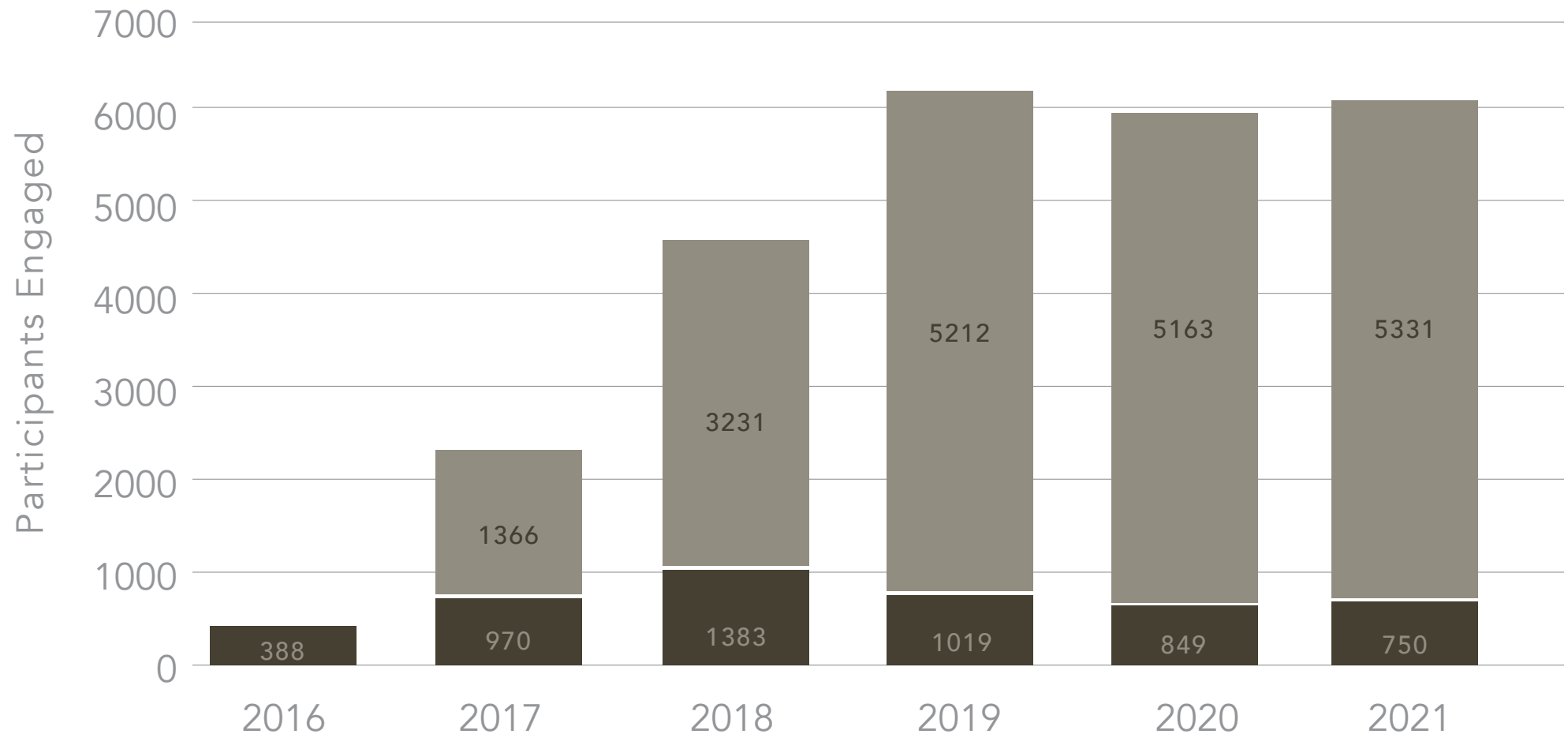
Composting 101

An introduction to the three main types of home composting systems, compost bin, worm farm and Bokashi.



Bespoke Workshops

More specialised workshops, to meet the needs of the community, business or event, from tasters to advanced composting.

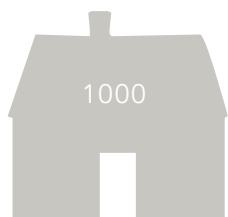
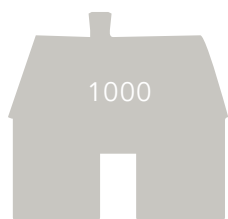


Food Waste Diverted From Landfill

2020/21

Households
Composting

2,615



Assumes a 50% success rate across
households reached in 2020/21

Average Food Waste
per Household

3 kg p/wk



160 kg p/yr



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

Tonnes of Food
Waste Diverted

419 tonnes



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



ShareWaste Registrations



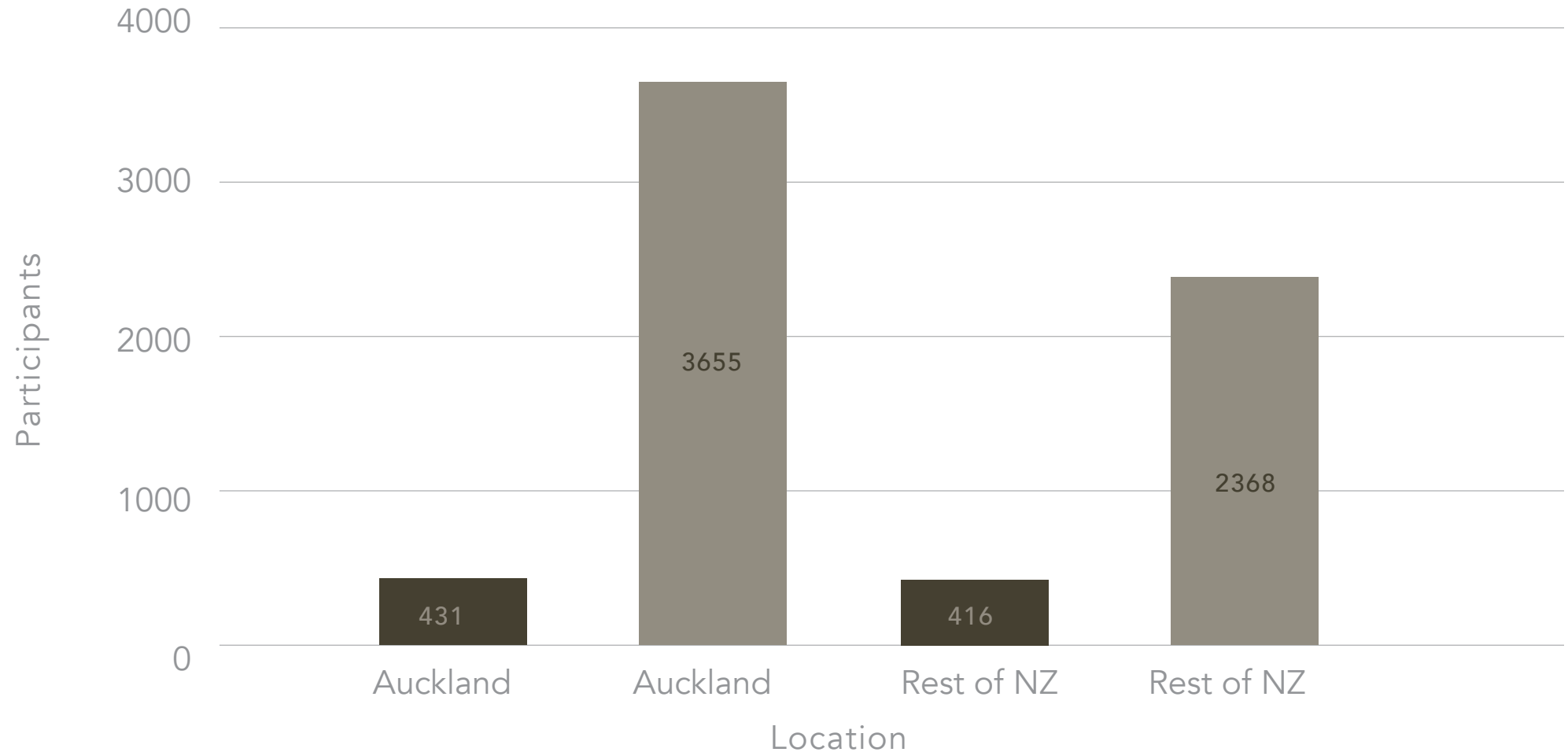
Hosts

A host is someone who receives food waste for their compost or backyard chickens.



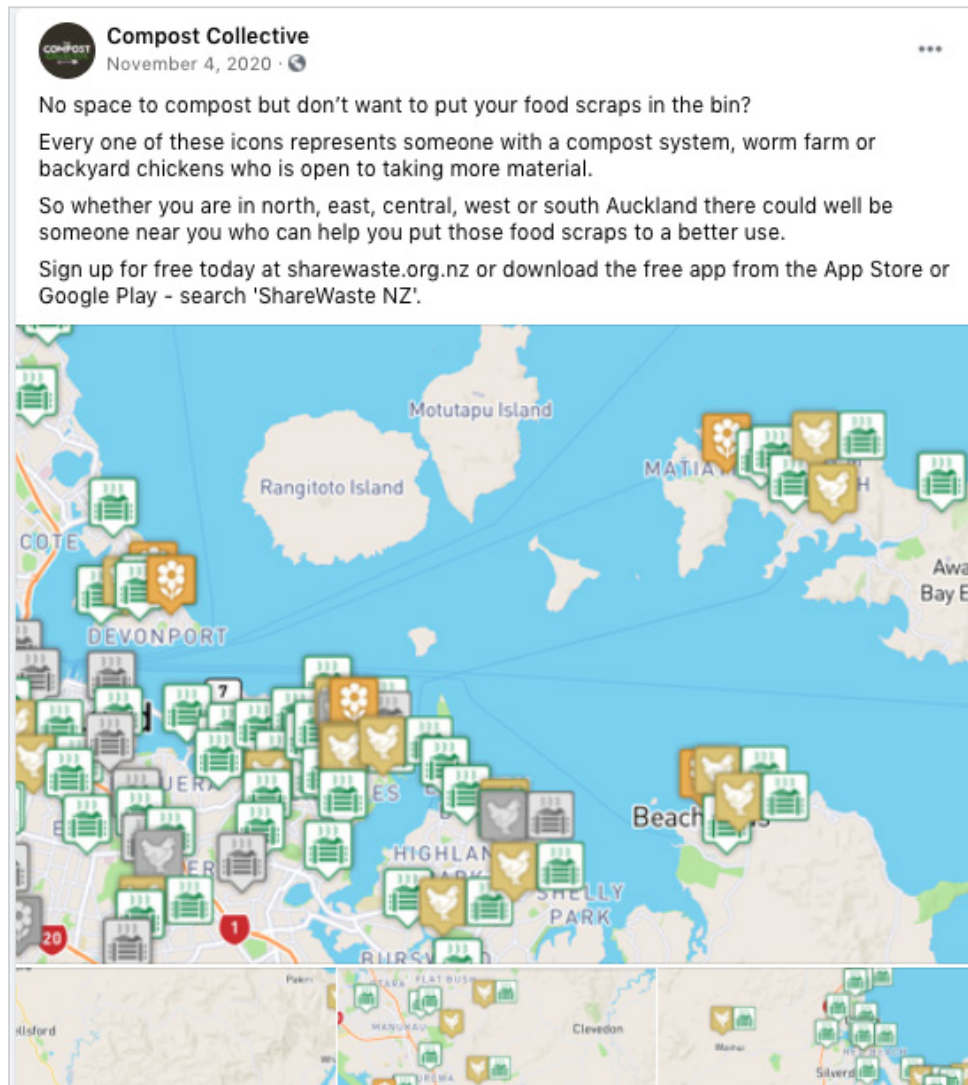
Donors

A donor is someone who offers their kitchen scraps to a local composter.



2020/21 Total Participants | Auckland **4,086** | Rest of New Zealand **2,784**

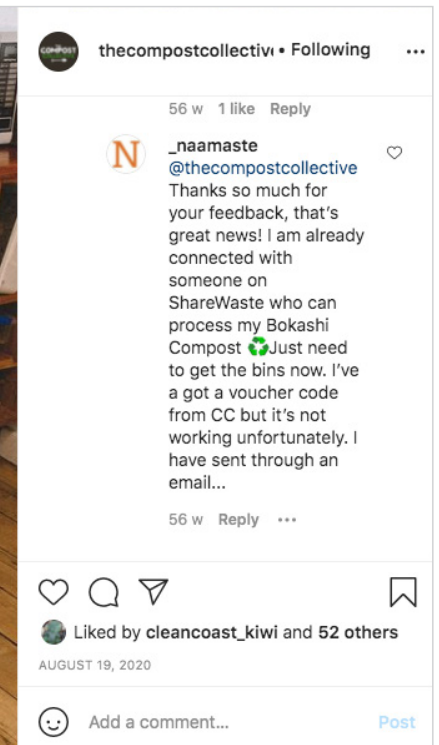
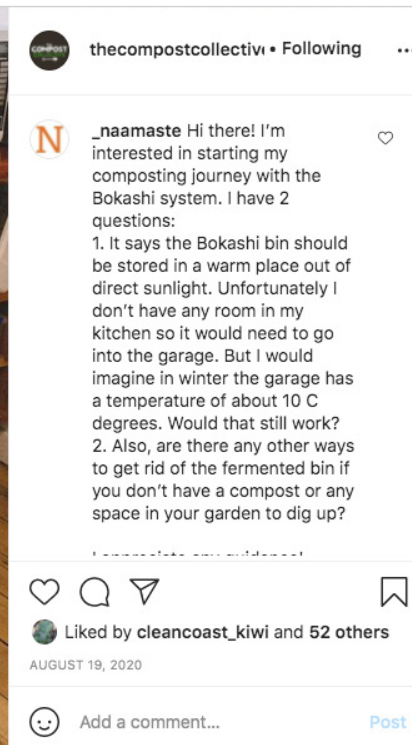
ShareWaste Social Media



There were many more social media mentions this past year of ShareWaste NZ, and we are seeing the results. We continue to build brand awareness and salience of ShareWaste in New Zealand, and continue to see the sign-up and engagement numbers rise.

Social media promotion includes specific ShareWaste social posts (two were among the posts with the most engagement, in quarter two and four), and promoting ShareWaste through conversations with individuals over private messaging and more general public composting posts.

ShareWaste Social Media Impact

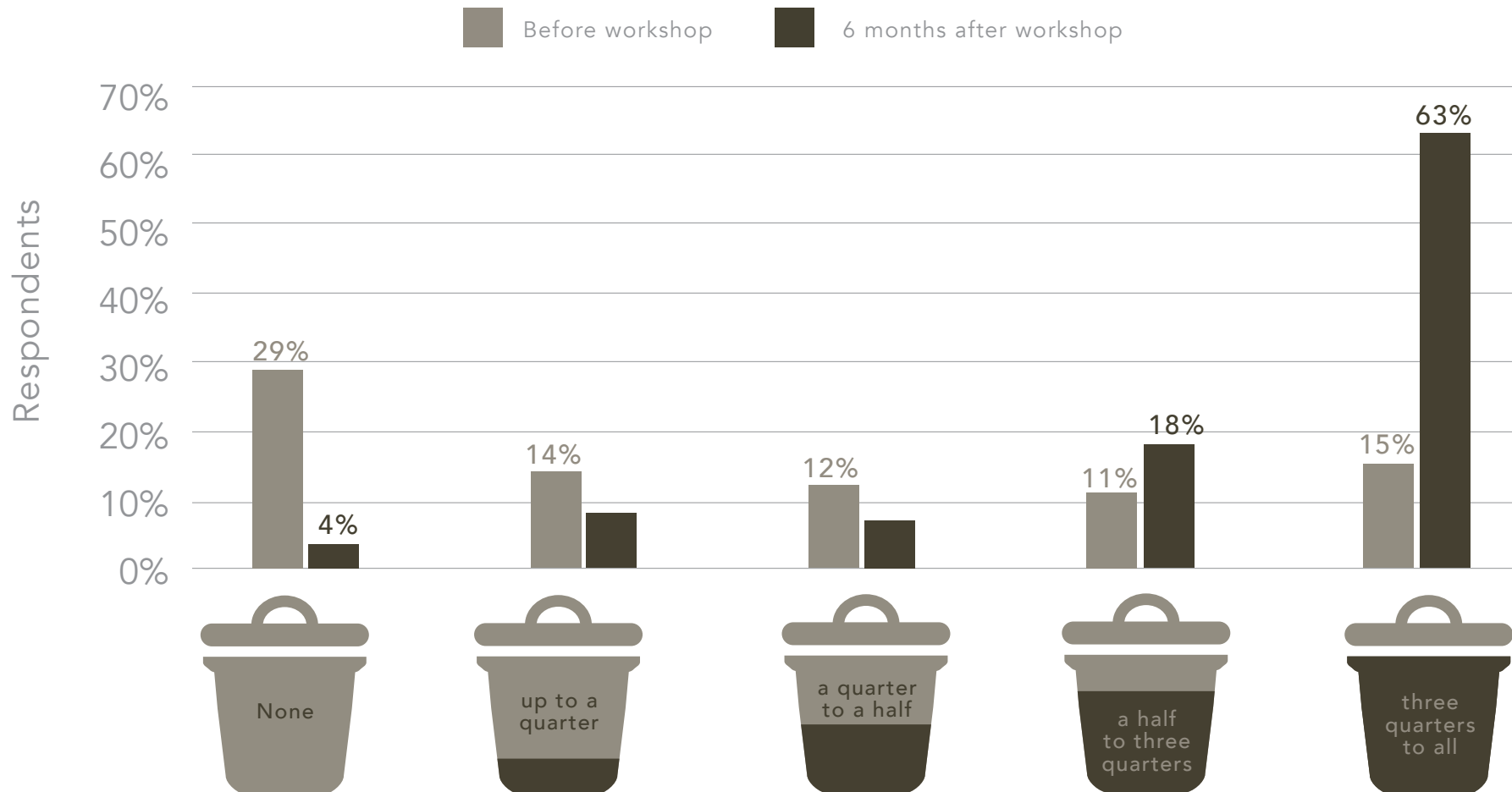


We have seen a few conversions through our conversations on social media, for example, a user commented on a post about Bokashi saying they want to try it, but feel they don't have the space. By the end of the conversation, the user let us know they signed up, and connected with a host.

ShareWaste NZ registrations were between 400 and 550 each quarter in 20/21, and website engagement rose from quarter two onwards, coinciding with more ShareWaste related social media mentions/posts. We also noticed a relationship between higher engaging ShareWaste social media posts, and increased interaction with the website.

How much of your food scraps are you currently composting?

Prior to attending a workshop 29% of survey respondents composted no food scraps at all. Six months after their workshop 63% composted three quarters to all of their food scraps.





Social Media Highlights

While we have been actively promoting Compost Collective on the Compost Collective social media accounts, other individuals and groups have also talked about us positively.

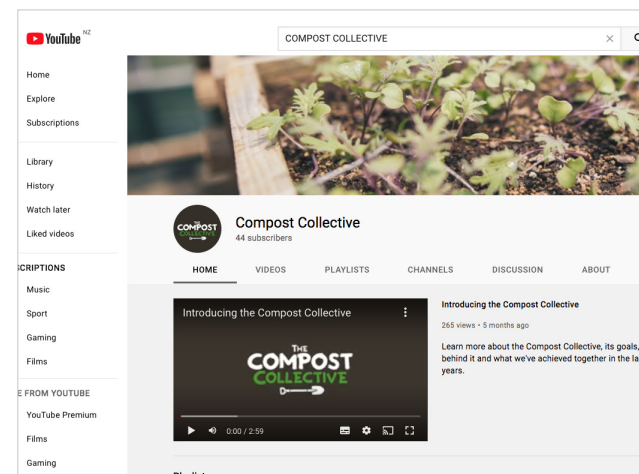
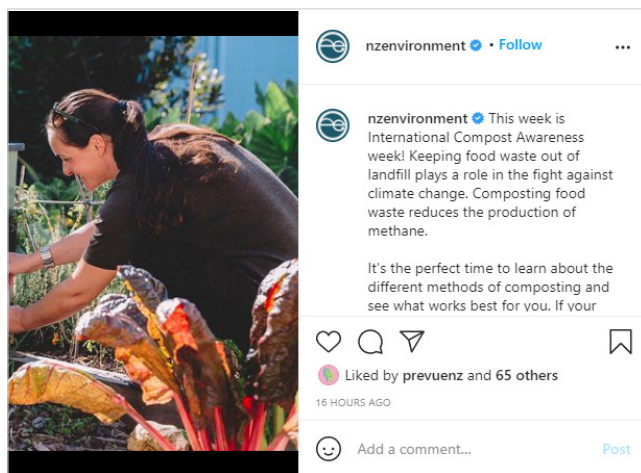
We see the extent our tutors and online resources are reaching people with the mentions across social media, including Ministry for the Environment referring people to Compost Collective for information during International Compost Awareness Week, Talking Trash NZ's inclusion of The Compost Collective as a resource in their introduction to composting, and a ZeroWaste NZ group member asking for composting help, and a response given by us to them.

There are also unsolicited testimonials showing how the workshop programme is resonating, and how useful people are finding our online resources, including Bucklands Beach Playcentre thanking tutor Hari for a workshop on their Instagram, and a Twitter user praising the Compost Collective resources as the "best online", and sharing pictures of signage she made for her family for using their home compost system.

Reviewing new ways to engage with our audiences, we recorded three live social media recordings with tutors during the year, including two Facebook Lives (Pip's Spring Planting Season in September 2020 and Judy's Mataraki / New Beginnings in July 2020) and

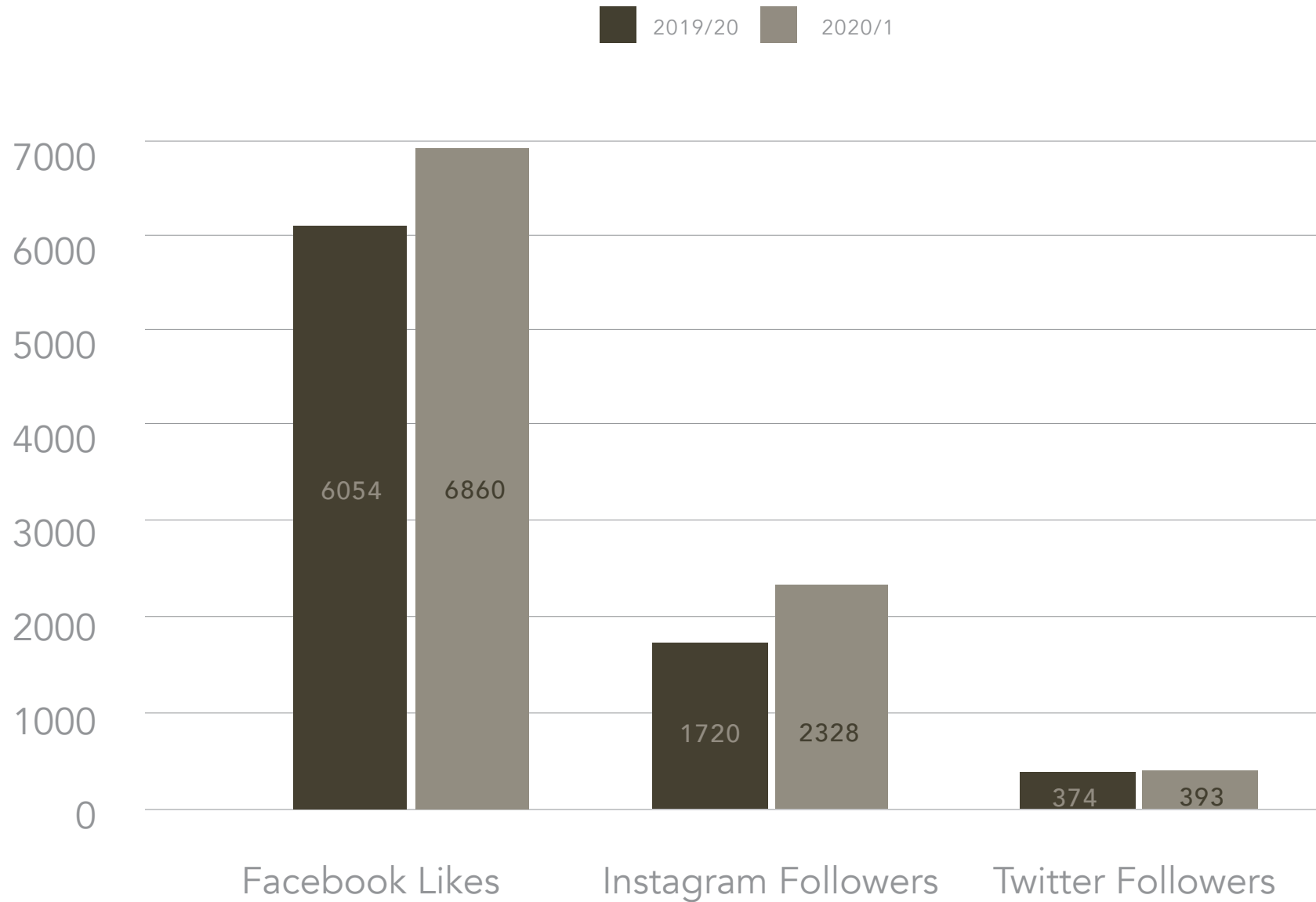
an Instagram Live (Amanda introducing Community Composting Hubs).

This year we also recorded a short video introducing The Compost Collective, which we shared with much success across our social media, including it as the video that plays when people visit our YouTube channel, which we also tidied up to ensure it is a useful and easy to use composting resource.





Social Media Growth





Sharing Success Stories

COMPOSTING HEROES FEATURED

This year, we put a bigger focus on sourcing and sharing the stories of how Aucklanders are making composting an easy part of their everyday life, to show how simple and fun it can be.



Celia Frame, Grey Lynn



Kauri Park School, North Shore



Ram Mandir Temple Farm, Henderson



Hobsonville Point Composting Hub



Papatoetoe Food Hub



Victor Loong, Wairau Valley



Andrew Shaw, Kaipātiki



Chris Davis, Birkenhead



Community Composting Hubs

HOBSONVILLE COMPOST HUB

Supported by Kaipātiki Project



Coordinator: Judith Rosamund

Community members: 36

Waste Diverted: Bokashi and Coffee Waste–594kg

Engagement activities:

- Supported Hobsonville Point Primary School to set up their compost bins, volunteering and experience of Hobsonville Point
- Secondary school students as part of sustainability project
- Visits from Northcote Intermediate School and Devonport residents looking to setup a school and community hubs.

NEW LYNN COMPOST HUB

Supported by EcoMatters



Coordinator: Amanda Hookham-Kraft

Community members: 8

Waste Diverted: The total food diverted for the year was 635 kg

Engagement activities:

- Five classes from Baverstock Primary School in Flat Bush
- A return visit from Te Atatu Primary School
- Newton School composting and community garden project lead by Karen Everett



PAPATOETOE COMMUNITY FOOD AND COMPOST HUB

Supported by Pacific Vision Aotearoa

One of the great success stories this year has been the Papatoetoe Food Hub, whose story is featured on the Compost Collective website.

The Hub is two years old and started their composting journey in May 2020.

They are working closely with local businesses, farmers, and their community to reduce food waste locally. In just one three month period, they kept almost 3,000kg of food and garden waste out of landfill, and instead used it to create compost to nourish the soil in their gardens.

Composting is a great fit with their driving principle of 'whenua to whenua' - by rescuing food and making compost, they are closing the loop and giving back to nature.

Their community composting site is a powerful educational tool, as they believe the best way to encourage others is to show composting in action so people can see just how easy it is. They'd love to see more sites like theirs right around Auckland, to help locals keep food scraps out of landfill.



PROGRAMME DEVELOPMENT

We are further developing and expanding the Compost Collective programme in response to community need. Our core deliverable remains equipping people with the skills to compost successfully at home, but more often now our tutors are also working regularly alongside community groups to deepen practice.

Tutors are doing amazing work in their communities driving both new and ongoing engagement, to extend people's composting journey and expand their knowledge, so they can go to the next level. This can involve multiple visits to support and empower groups, so these groups in turn can increase their impact with composting. This work goes hand in hand with our drive to develop more community composting hubs, to provide options for those with the desire to compost but without the space or need for it themselves.

Our work to embed composting as a normal, easy part of everyday life is also getting noticed across Aotearoa. We are supporting other communities and local authorities with best practice on getting started with similar models and endorsing the use of the ShareWaste app nationwide. Already Nelson City Council and Tasman District Council are promoting the ShareWaste app to their residents.



www.compostcollective.org.nz