



# ŌTARA WATERWAYS AND LAKE PROJECT

*When the lake, waterways and wildlife flourish, the people flourish*

## OUTCOMES 2016-17



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The Ōtara Waterways and Lake project and Trust was proudly supported in 2016-17 by the Ōtara Papatoetoe Local Board



# Manukau Institute of Technology – Branding Project

As part of a long term relationship between the Trust and MIT, third year students were engaged to develop a brand for the Ōtara Waterways and Lake Trust. The students were provided with an open brief – the main outcome being sought was that the brand had to resonate and have a real connection with the local community.

The deliverables that were agreed were:

- Develop the brand - including logo and brand guidelines (ie fonts, colours etc)
- Develop a brand strategy – i.e. how the brand should be used
- Develop a comprehensive communications strategy and plan for the Trust to effectively communicate with the different audiences
- Starting a build of a website- based on approved brand

## Marketing students

A team of four marketing students undertook a comprehensive review of the Trust's current marketing materials and surveyed the Trustees and Community Panel members to understand what the Trust's key messages should be.

This work will be continued by the next group of students from July 2017 and will culminate in the creation of the brand strategy.

## Communication Student

A stakeholder analysis was undertaken as the first stage of the development of a comprehensive communications strategy for the Trust.

The Trust needs to be able to communicate with a wide range of stakeholders from a cultural and geographical perspective incorporating different beliefs, behaviours and uses of the waterways.

## Web design student

One student has designed the layout and functionality of a website for the Trust.

This work will be continued by the next group of students from July 2017 with the addition of all the branding components including colours, fonts and the agreed logo.

## Graphic Design students

Two graphic design students completed the design of an initial logo for the Trust

The draft logo was presented to the Community Panel in May with the students taking onboard comments and suggestions to create the final design (as shown over page).



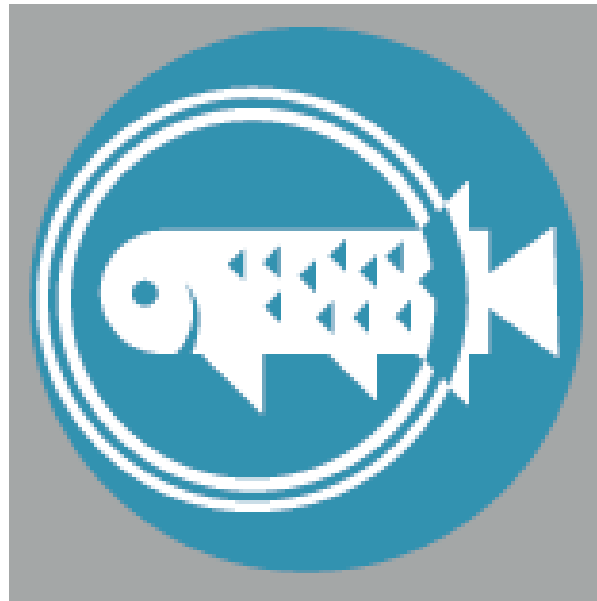
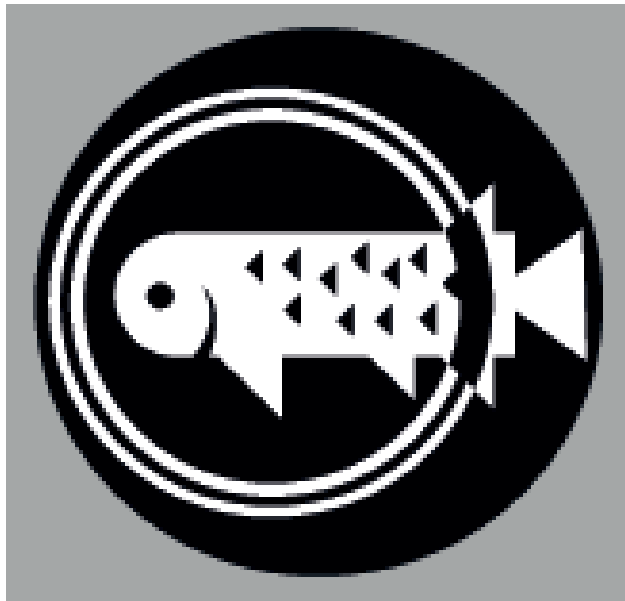
# Manukau Institute of Technology – Logo Design

After receiving feedback on the first logo design, the graphic design students decided to stick with a species orientated design for the Otara Waterways and Lake Trust logo. As directed the students investigated the information around species in and around the catchment area, finally settling on the Giant Kokopu as the hero species.

Initially the students designed an anatomically correct version of the giant kokopu while keeping the colour palette simple. However they chose to move to a geometric option as the design needed to be timeless, and a geometric design increases replicability giving the design broader appeal and useage.

The student's chose a primarily blue colour palette for the obvious reason of water but also because blue in graphic design represents preservation which in the student's opinion fits with what the trust is trying to do.

Finally the student's tried different ways of fitting the text in while still trying to keep to a minimalist approach. However the length of the text proved difficult – the student's solution was to use the acronym of OWL which made the placement of the text much easier.



# Adopt a Spot

*Supporting and empowering the community to care and restore sections of their local creek through litter removal, weed control and riparian planting and to care for these areas long-term.*

The Adopt a Spot project was created to provide greater opportunities and support for the Ōtara community to look after their local creeks. The main outcomes achieved in 2016-17 were:

## Recruitment of Groups

- Three Adopt a Spot groups formed
- Detailed restoration plans created for each group
- Interest ascertained for new groups/areas in 2017-18

## Ecological Outcomes

- Extensive weed control at all three sites
- 1,800 trees planted
- Litter removed from waterways

## Community engagement outcomes

- Important relationships formed and trust built with the local community and local leaders
- 70 volunteers over 6 action days

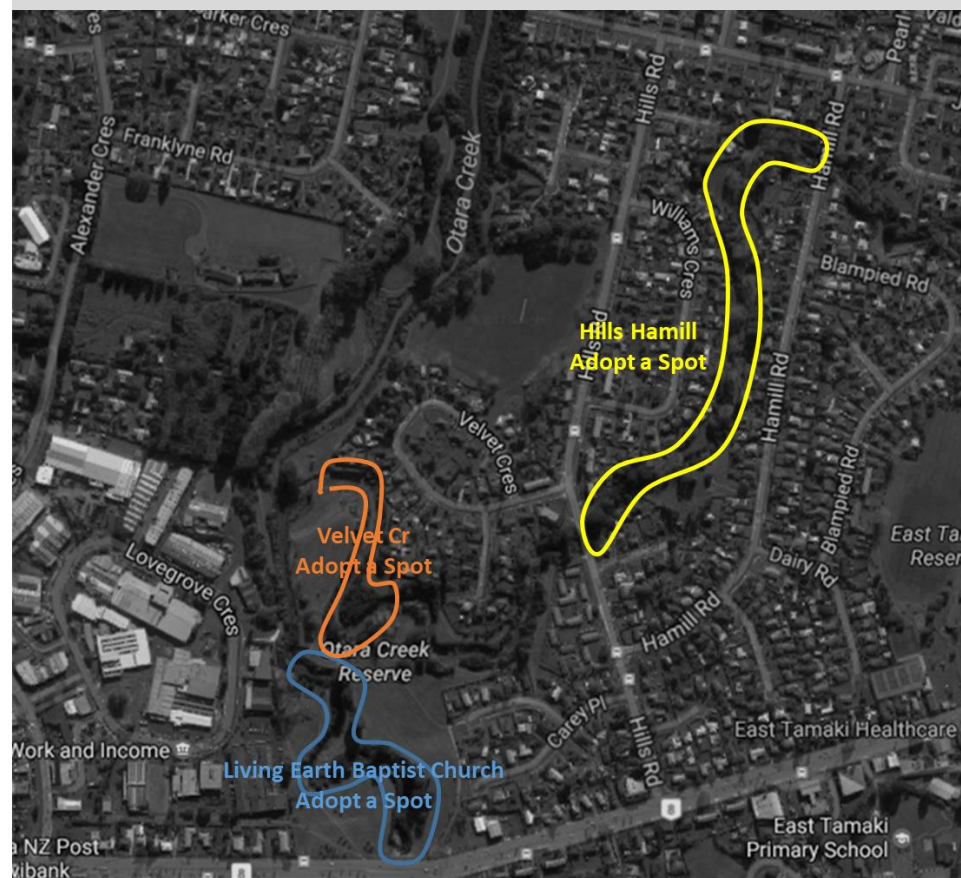
## Training

- Growsafe training for one Adopt a Spot member, with other Adopt a Spot members interested for 2017-18

## Important learning

- More time required to engage and support the groups
- Setting realistic goals for the group to match the capability and motivation of the volunteers
- Type of equipment needed

# Adopt a Spot



## Hills Hamill Adopt a Spot

- Group details: local residents from the Hills/Hamill Rd area, with support provided by the Ōtara Papatoetoe Youth Group (TOP Squad) and other Church groups
- Vision: Returning this stretch of the creek to what it used to be to allow greater use & enjoyment by local residents
- Number of volunteer days: two days with 30 volunteers
- Ecological outcomes: extensive weed control to prepare site for planting in 2017-18



## Velvet Crescent Adopt a Spot

- Group details: Small group of local residents from Velvet Crescent lead by Kipi Patea, with support provided the Ōtara Papatoetoe Youth Council (Top Squad)
- Vision: Removal of alligator weed to allow access by canoe/kayak up the Creek
- Number of volunteer days: two days with 20 volunteers
- Ecological outcomes: extensive weed control, planting of 1,000 plants



## Ōtara Creek Reserve Adopt a Spot

- Group details: Living Waters Ōtara Baptist Church lead by Paster Paul Gibson
- Vision: Living Waters Ōtara Baptist Church - Greater engagement of the Church's youth group.
- Number of volunteer days: 2 days with 20 volunteers
- Ecological outcomes: infill planting of 400 plants.



# Million Metres

The three Adopt a Spot sites have been listed as projects on the Million Metres Crowd Funding website to fundraising additional monetary support for the groups. The crowd funding campaign will end 31 October 2017.

The image shows a screenshot of a crowdfunding page for a project titled 'Project Title: Ōtara Creek Adopt a Spot Projects'. The page is designed to look like a spiral-bound notebook with a brown cover and silver rings. The background of the page is a photograph of a lush green landscape with a river and trees under a blue sky with white clouds. On the left side of the page, there is a small white button with a left-pointing arrow. The page features a green progress bar at the top, followed by a dollar sign icon. The project title is prominently displayed in the center. Below the title, the funding close date is listed as '31 OCT 2017 (3 MONTHS 28 DAYS REMAINING)'. To the right of the title, the project goal is stated as '\$31500 PROJECT GOAL'. A green 'DONATE' button is located on the right side of the page. At the bottom, there are three columns of information: the first column shows a map of New Zealand with a black dot indicating the location in Auckland; the second column shows a green line drawing of a plant growing in a stream, with a measurement of '114 m' below it; the third column shows a green line drawing of a hand holding a dollar bill, with the amount 'NZD \$5706.25' below it.

\$

\$31500 PROJECT GOAL

Project Title: Ōtara Creek Adopt a Spot Projects

FUNDING CLOSE DATE: 31 OCT 2017 (3 MONTHS 28 DAYS REMAINING)

DONATE

REGION:  
AUCKLAND

METRES PLANTED:  
114 m

INVESTED:  
NZD \$5706.25

# Ōtara Litter Action Plan

A draft litter action plan for the Ōtara community has been written with the aim to empower the community to take a stand against littering and illegal dumping.

The Ōtara Waterways and Lake Trust recognises that it cannot tackle the issue of litter and illegal dumping in Ōtara alone and that it must work alongside other organisations and agencies that also have a role and/or legal responsibility to address community waste issues.

Actions identified within the Action Plan are within the ability and capacity of the Ōtara Waterways and Lake Trust to be able to reduce the total amount of litter and illegal dumping entering the waterways and will take a community led or place making approach.

The five pillars to the Action Plan are as follows:



Two main Litter Action Plan activations were undertaken in 2016-17: Neat Streets and the Ōtara Creek Reserve Clean Up



# NEAT STREETS

HELPING YOU  
CARE FOR YOUR  
STREETS, HOMES  
AND CREEKS



Neat Streets is an Ōtara Waterways and Lake Trust initiative, resulting from the draft Ōtara Litter Action Plan. The aim of the Neat Streets programme is to reduce the incidences of illegal dumping and littering entering the waterways by:

- increasing the pride within the community and the connection they have to their local creeks,
- increasing the knowledge of residents of how to reduce waste and dispose of it responsibly
- connecting the community to other services and sources of information that will help them reduce their waste
- Provide the community with tools to deal with littering and illegal dumping in their community

A neighbourhood in Ōtara including Perth Street, Antrim Cres, Tyrone Street, Nairn Close, Angus Street, and from 1a to 45 Johnstone's Road was selected for the Neat Street project.

A series of activations were undertaken between April and July 2017 in the Neat Streets neighbourhood to engage and educate the community about waste reduction, looking after their creek and getting to know their neighbours.

## Neat Streets Activations

### Residents Survey

12 – 29 April

Door knock & surveys to understand resident's attitude towards waste, littering & illegal dumping.

### Stormwater Art

1 May- 30 June

Online competition seeking design ideas for art that can be painted around stormwater drains to raise awareness that only rain goes down the drain

### Neighbours Day

Saturday 29 April

Street BBQ get together organised by Neighbourhood Support. Initial launch of the Neat Streets programme to the community.

### Antrim Reserve Clean Up

Saturday 13 May

Community Creek clean up

### Mayfield Primary School Art Activation

Beautifying the Tyrone St entrance to Mayfield Primary School – fences to display anti-littering and illegal dumping messages as designed by the students.

### Gift It, Sort it, Repair It

Saturday 10<sup>th</sup> June

Inorganic sorting day to assist households to reduce unwanted inorganic items

# UPSouth stormwater drain design competition

A competition was run through UpSouth asking for design ideas for painting stormwater drains in the Neat Street area. The designs are to remind all who pass by that stormwater drains lead straight into streams and waterways.

The winning entries were from Sir Edmund Hilary Collegiate. Stage two of this project will be working with the students and teachers to get templates made and their designs painted onto stormwater drains.



Residents Survey  
30 homes surveyed in the  
Neat Streets neighbourhood

Neighbours Day  
Saturday 29 April  
Meeting the neighbourhood  
for the first time



Antrim Reserve Clean Up  
Saturday 13<sup>th</sup> May



# GIFT IT, SORT IT, REPAIR IT DAY

## SATURDAY 10 JUNE 2017



**Gifted**  
One full Habitat for Humanity Truck

**Sorted - Landfill**  
8 landfill skips 7.5 tonnes



**Sorted – Ewaste and General**

General Ewaste.....	734kg
Cardboard.....	104kg
Paper & Books.....	40kg
Polystyrene.....	6kg
Soft Plastic .....	4kg

**Sorted - Metals**  
1.6 tonnes



**Repaired**  
Bikes, household furniture and children's chairs repaired

**Households**  
65 households participated  
"this is a great way to get households together"



**Volunteers**  
30 volunteers – Maori Wardens, Roots Collective, neighbours, Auckland Council staff, friends and family



# Neat Streets Manukau Courier 4 July 2017



Isaac Taau repaired people's broken bicycles as part of the project.

## Residents pitching in

The Otara Waterways and Lake Trust's Neat Streets project helped locals to reduce their waste and tidy up the area. Go to page 11 for the story.



Volunteers helped to break down inorganic items local residents took to the Neat Streets sorting station.



Roots Collective member Nathan Ormsby 'upcycled' old furniture.



Gareth Courtney offered to help sort out his neighbour's waste.



Eight large skip bins were filled with more than 700kg of electronic waste, 104kg of cardboard, and 40kg of paper and books.

## Volunteers clean their community

### STAFF REPORTER

A South Auckland community organisation is fighting back against illegal rubbish dumping in the suburb's natural environment.

The Otara Waterways and Lake Trust is taking its mission to restore the mauri, or life force or essence, of the area's streams and rivers with the recent launch of its 'Neat Streets' project.

The programme aims to get entire neighbourhoods to become proactive against illegal dumping by recycling or repairing unwanted or broken items rather than throwing them away.

It began by giving more than 150 Otara households the chance to take part in a 'sort it and repair it' day.

Special workshops and other events have been held over the past two months in the area to help locals reduce their household waste and tidy their streets and Otara Creek.

During the event people were asked to remove unwanted inorganic items from their homes and properties to be disposed of.

Members of The Roots Collective creative entrepreneurs group led a 'repair it' site where locals were taught how to fix broken items.

Pupils from Mayfield Primary School did their bit by creating anti-litter and illegal dumping murals that will be installed near the school's Tyrone St entrance.

A competition is also being run calling for creative ideas of art or

**"Streams with rubbish are often perceived by the public as also having poor water quality."**

Richard Myhre

messages that can be painted around stormwater drains in Otara.

They're to remind people that only rain should go down the drain.

Trust chairman Richard Myhre says factors including a lack of community connection to local waterways has led to Otara Lake and streams becoming a "convenient dumping ground" for litter and waste.

"This happens when litter is blown from the street into waterways but also the deliberate dumping of items such as white-ware, shopping trolleys, and bags of rubbish."

Myhre says such dumping is visually unappealing and dangerous.

It can also attract vermin and more litter, contributing further to the "disconnection" between people and the place, he says.

"Streams with rubbish are often perceived by the public as also having poor water quality, which discourages interaction and meaningful exchanges with waterways."

The initiative is supported with funding from the Otara-Papatoetoe Local Board.



# Neat Streets Mayfield Primary School Art Activation

Students at Mayfield Primary School have created six large mural boards to be installed on the entrance to the school from Tyrone Crescent.

The boards are to communicate to the neighbourhood the key messages from the Neat Streets project, but in the words and artistry of the students.

The students have been supported by Sue Clark from Art at Work.

The mural boards will be installed at the start of term 3, in conjunction with an assembly presentation.



*Entrance to the school  
where the boards will  
be installed*





# Ōtara Litter Action Plan

Ōtara Creek Reserve Clean Up Saturday 29<sup>th</sup> April

44  
volunteers

50 Bags of  
rubbish





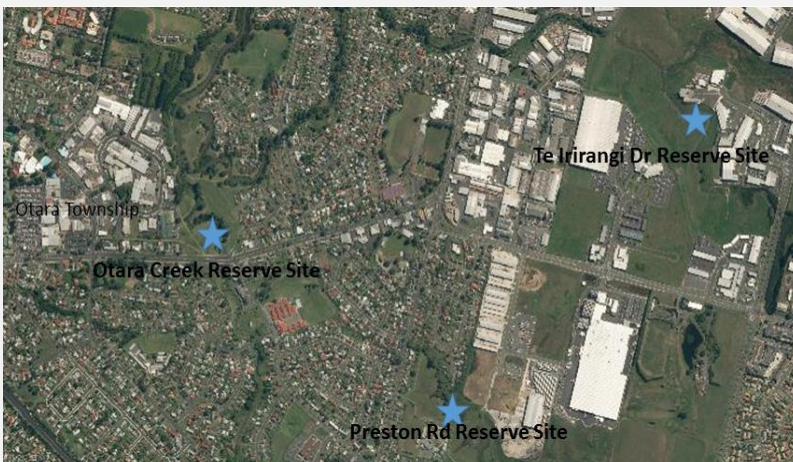
# Planting maintenance

In 2016 the riparian margin of three sites in Ōtara were planted to provide an opportunity for the community to get involved and to continue the ecological restoration of the waterways.

To ensure the survival of the plants planted in 2016, the sites received four rounds of maintenance from July 2016 – June 2017, involving the use of a range of herbicides.

The maintenance was undertaken by New Zealand Biosecurity as part of their original contract to supply the plants. Mulch was originally laid when the planting was undertaken to further suppress the weeds.

Maintenance in some form will be continued at the three sites in 2017-18.



## Preston Rd Reserve

This was the smallest of the sites planted in 2016 with 800 plants, and unfortunately half the plants were stolen the night after the planting.

This site was selected to provide planting after the removal of Crack Willow from the stream and to provide a planting opportunity for Rongomai School.

Parks indicated that replacement of the plants was not to occur until the risk of vandalism had been managed.



## Te Irirangi Reserve

This site was selected to continue the planting undertaken the as part of the Auckland Airport mitigation project.

200 metres, with a width of 10metres was planted with 1,700 plants along the true left of the creek in 2016 . The planting was undertaken by various primary schools and volunteers from Lion Breweries.

The planting was affected by pukeko and hares. 170 replacements plants were added by NZ Biosecurity in June 2017.



## Ōtara Creek Reserve

This was the largest of the planting sites in 2016, with 4,000 plants. The site was selected because of the close proximity to the Ōtara township and opportunity for community engagement.

A major community planting day was held on Sunday 29 May 2016.

The upper section of this site has now been adopted by the Living Waters Baptist Church Adopt a Spot group. It is anticipated this group will take over the maintenance of this site.

800 plants were added in June 2017 by the Adopt a Spot group.



## Community Panel

6 meetings in 2016-17  
Review of membership  
MIT Community Panel Survey

## Ōtara Waterways and Lake Trust

Continued consolidation of the new Trust  
Election of Richard Myhre as Chairman  
Two further Trustees recruited  
Eight Trust meetings in 2016-17

## Relationships Built

Conversations with key stakeholders  
at a Trustee level  
Relationship being built with the  
Howick Local Board  
Continued strong support from the  
Ōtara Papatoetoe Local Board

## Community Engagement

Important relationships built as a result of  
the Litter Action Plan, Neat Streets and  
Adopt a Spot projects  
Community engagement supported by the  
Ōtara Network Action Committee

## Funding applications

Department of Conservation Community  
Fund 2016 - declined  
Auckland Council Regional Environment  
and Heritage Fund 2016 – declined  
Howick Local Board Local Grants 2016 –  
declined

## New Projects Developed for the Trust

Schools project – being developed for  
the 2018 school year  
Small Building Sites Ambassador –  
now a project of the Howick Local  
Board  
Adopt a Spot and Neat Streets