

Marlborough Environment Awards Trust

2021 Annual Report and Accounts to the Cawthron Institute Trust Board

Introduction

The 13th Cawthron Marlborough Environment Awards have been successfully run from July 2020 through to June 2021, with further field days still to come later this year.

The Awards are gaining more traction each year. Greater effort to connect through industry and community networks are paying off with strong entries across all categories for 2021. We are also seeing the impact of the Awards with record numbers at the presentation dinner and public field days booked out.

Cawthron's support has been critical to the growing success of these Awards. The association with the Awards has given Cawthron a profile and name recognition that previously did not exist in Marlborough outside the aquaculture industry.

As part of the Sponsorship Agreement the Marlborough Environment Awards Trust provides this annual report and accounts to the Cawthron Institute Trust Board. This report provides background on the Awards and an overview of the process from the launch to the field days at the winners.

A summary of the financial accounts for the two years ending 30 June 2021 and the four-year financial forecast is on page 10.

1. Marlborough Environment Awards Trust

The Marlborough Environment Awards were established in 1997 as a joint project between the Department of Conservation, Federated Farmers and the Marlborough District Council (MDC). Other industry groups have supported the Awards from the outset.

In September 1998 a Charitable Trust was established to oversee the Awards process and is charged with 'promoting, advancing and recognising environmentally sound practices in the Marlborough region, through an awards-based system'. The theme of the awards is "Sound environmental management is good business."



Retiring Awards Trust chairman Peter Jerram is acknowledged at the 2021 Awards dinner.

The organisations represented on the Trust are: Marlborough Winegrowers, Marlborough Environment Centre, Marlborough Federated Farmers, the Marlborough Forest Industry Association, Marlborough District Council and the Department of Conservation. Long-serving chairman Peter Jerram stood down in June 2021, pleased to have achieved his aim of seeing younger people come on board as trustees. The new chair is Jo Grigg, a farmer, winegrower and rural journalist with strong networks throughout the region. New trustees appointed this year were:

- Chris Dawkins, farmer, winegrower and former Supreme Award winner replacing David Dillon as Federated Farmers representative.
- Angela McKenzie, environmental consultant, replacing Kevin Parkes as Marlborough Forest Industry Association representative.

2. Sponsors

2020/21 was the fourth Awards with the Cawthron Institute Trust as the anchor sponsor with naming rights. MDC is the other principal sponsor.

Along with seven category sponsors, the Marlborough Research Centre and Plant & Food Research provide joint sponsorship of the overall Supreme Award. We appreciated the doubling of sponsorship from MRC to \$5K this year to help with increasing costs.

Nelmac sponsors the Awards dinner, which helps keep ticket prices down and pays for guest speaker travel and accommodation.

Radich Law withdrew as sponsor of the Community Innovation category and was replaced by Kūmānu Environmental, the conservation services branch of Nelmac.



Category	Sponsor
Marine	Port Marlborough
Farming	Federated Farmers of NZ
Landscape and Habitat Enhancement	Morgans Road Nursery
Business Innovation	Cuddon Engineering
Wine Industry Innovation	Wine Marlborough
Community Innovation	Kūmānu Environmental
Forestry	Marlborough Forest Industry Assn

3. Launch of the 2020/21 Awards



Networking to encourage entries is an important part of the Awards launch

The Awards were launched at Scenic Hotel, Blenheim, on August 6, 2020. About 80 invited guests attended including sponsors, industry representatives, trustees, previous winners and media. Elizabeth Bean spoke on behalf of Cawthron, highlighting the Institute's centenary and the philanthropic intent of Thomas Cawthron's legacy. Richard Dawkins, 2019 Supreme Award winner, talked about the unexpected benefits of entering the Awards - the sharing of knowledge and connections made, and gaining the confidence to set up a freshwater catchment group with his neighbours.

4. Entries

Entries were made online through the Awards website. A revamped entry form and submission management software was purchased from submit.com, which gave more flexibility for entrants to come back to their application and attach documents and images before submitting. There were further efficiencies with judges able to access directly all the applications in their category.

Twenty-six entries were received by the closing date of September 30, 2020, which is within the usual range of 20-30 entrants. It was heartening to see a strong increase in forestry candidates, with five this time compared to just one in 2019. This was attributed to encouragement from industry leaders and a growing appreciation of the benefits of entering the Awards.

For the second time in a row, just one entry was received in the Farming category, perhaps reflecting the change in land use in the region and other pressures on the industry. Trustees are working with farming organisations and possible candidates to improve participation in 2022-2023.

THE ENTRANTS

Wine Industry

Lawson's Dry Hills

Reducing environmental impact

Bragato Research Institute

Green winery design

Hunter's Wines

Showcase for native plantings

Forestry

M&R Forestland Management

Stream health monitoring and improvement

Rai Valley Forestry

Mixed plantation for high-value timber

PF Olsen & One Forty One

Log accreditation programme

One Forty One

Reducing Kaituna Sawmill's carbon footprint

Geolnsight Remote HQ

Software for forestry monitoring

Farming

Mount Oliver

Mahakipawa dairy improvement

Marine

E-Ko Tours

Sounds wildlife tours and education

Sounds Summer Slam

Spearfishing contest and awareness

Marine Farming Association

Restoring Pelorus mussel beds

Community Innovation

Picton Dawn Chorus

Community predator trapping project

Waikawa Bay School

Living and learning with nature

Waikawa Wattle Project

Working together to eradicate pest trees

Marlborough Community Gardens

Growing and connecting with people

Tui to Town Seddon

Transforming SH1 wasteland

Landscape and Habitat Enhancement

Te Whanau Hou Grovetown Lagoon

Restoration, planting and education

South Marl Landscape Restoration Trust

Wilding pine control programme

Te Paranui

Permaculture homestead and sanctuary

Marlborough Sounds Restoration Trust

Community action on wilding pines

Business Innovation

Omega Innovations

Pet food made from salmon

Pinoli Premium Pine Nuts

Creating a pine nut business

Two Small Rooms

Organic hair studio

Elemental Distillers

Making gin the sustainable way

Arbour Restaurant

Local, ethical, sustainable dining

5. Judging



Judging ran from October 2020 to January 2021 with teams of three, including a paid judging co-ordinator who also writes the judging report. Each visit takes between two and three hours. It is a friendly two-way process aimed at getting the best information and sharing experience.

All entrants received a comprehensive written report. The key objectives were to:

- Detail and acknowledge the work done by the entrant
- Provide guidance on further improvement
- Share the judging reports with the public via the website and media.

The Trust is indebted to the judges who approach the job in a very professional manner, even though most receive negligible payment. As well as the judging visit they spend time reviewing each report and meeting to select the winners.

Category	Judges	Credentials
Wine Industry	Andy Frost Matt Oliver Bev Doole	Winemaker, previous winner MDC land use manager Co-ordinator
Farming	Pete Anderson Chris Beech Penny Wardle	Veterinary consultant Farmer, previous winner Co-ordinator
Marine	Charlotte Šunde Eric Jorgensen Bev Doole	Cawthron scientist Marine consultant Co-ordinator
Habitat Enhancement/ Landscape	Dave Hayes Chris Beech Penny Wardle	DOC manager Botanist, previous winner Co-ordinator
Forestry	Ket Bradshaw Rick Osborne Penny Wardle	Forest owner and consultant Forest and sawmill owner Co-ordinator
Business Innovation	Dorien Vermaas Helen Smale Bev Doole	MDC economic development manager Business consultant Co-ordinator

Community Innovation	Kay Saville Smith Anna Crowe Kaja Jungersen	Social scientist and consultant MDC Environmental Science educator Co-ordinator
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6. Awards Dinner

The 2021 winners were announced at the Awards Dinner, held at the Marlborough Convention Centre on Friday April 23. This was later than usual after a rise in Covid Alert levels derailed the event initially planned for March 5. As part of the planning, the Trust had secured the later date but there was still a lot of extra work confirming guests, taking new bookings and providing repayments. We still achieved a record number of 274 guests.



Perhaps because of the lack of public events in the past 12 months, this year's Awards dinner was described by many as the best yet. Some hotly contested categories and an inspiring guest speaker (Prof Hugh Campbell from Otago University) added to the success of the night.

John Palmer, Chair of Cawthron Institute Trust Board, gave a warm and welcoming speech as principal sponsor. The Awards dinner recognises all the entrants and features individual slideshows to describe their projects and environmental benefits. The Trust received positive feedback on the night as enjoyable, a unique insight into the variety of environmental efforts in the region, and a valuable opportunity for networking.



"Congratulations again on a super awards event - many outstanding entries but of most importance was bringing together such a large group of regional leaders and doers to share the successes."

Morgan Williams, former Parliamentary Commissioner for the Environment

"This Award has provided such a nice boost for our hard-working team. I had no idea what a big deal the Awards Dinner was until I arrived there, and only then did it hit me what an amazing job you have done with this programme."

Andy Wiltshire, director of Pinoli Pine Nuts, Business Innovation winner

7. The Winners

Category	Winner	Project
Supreme Award and Habitat Enhancement	Marlborough Sounds Restoration Trust	Wilding pine control to bring back the bush
Wine Industry	Lawson's Dry Hills	Reducing their environmental impact
Marine	Marine Farming Association	Restoration of wild mussel beds
Farming	Mt Oliver	Mahikipawa dairy improvement
Forestry	OneFortyOne Kaituna Sawmill	Reduction in carbon footprint
Business Innovation	Pinoli Premium Pine Nuts	Creating a zero-waste business
Community Innovation	Marlborough Community Gardens	Growing food and connections

8. Field Days

Each winner hosts a field day to showcase their project or property. This is an important part of the Awards process, providing the opportunity to promote good practice and learn from discussion and interaction on the day.

Because of the delay in announcing the winners, only one field day was completed by June 30, 2021. The rest will be held later in the year apart from the Farming winner which has been severely affected by the July floods and will be held in autumn 2022. The extended field day timetable helps keep the Awards in the public eye and allows more time to work with industry and community groups to boost numbers attending.



Tuesday June 29, 2021

Business Innovation Award winner: Pinoli Premium Pine Nuts

Creating a zero-waste business: hosted by Pinoli at their Wairau Valley *pinus pinea* orchard and processing plant. 100 people attended, with many more on the waiting list, to find out how Pinoli created this new business from the ground up. Highlights included the use of all parts of the tree and cone, producing biofuel, mulch and firewood; and the potential to expand plantations as a crop well adapted to climate change. This field day attracted a diverse audience of farmers, winegrowers, foresters, Plant & Food Research scientists and others interested in this new form of forestry and food production. The Awards Trust also facilitated a visit to Pinoli by Climate Change Minister James Shaw to seek his help in having *pinus pinea* included in the Emissions Trading Scheme and therefore eligible for carbon credits.



9. Media and Communications

We worked hard to get coverage in print media and achieved a preview series of four articles in the **Marlborough Express** in the run-up to the Awards dinner. These also ran on stuff.co.nz. Other articles written by the Awards Co-ordinator featured in community papers The Blenheim Sun, Midweek Express and Saturday Express.

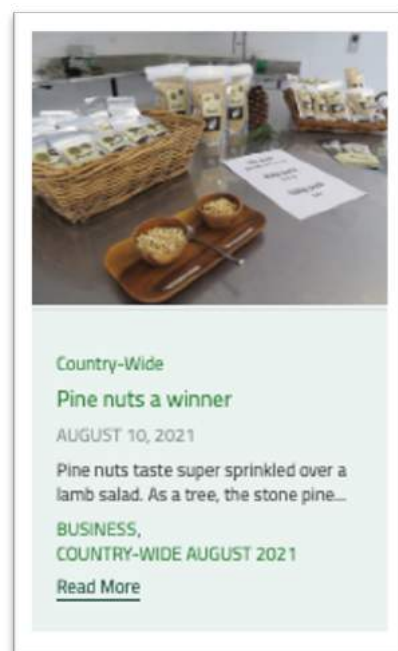
As part of the MDC sponsorship agreement, stories promoting Awards events are also run on the Council's page in the Midweek Express and Sun.

Wine Press: The monthly magazine for the wine industry previewed all three entrants in the Wine Industry Award category. The winner, Lawson's Dry Hills, focused on the benefits of achieving carbonzero accreditation in terms of improved sustainability, efficiency and marketing profile with customers.

Nelson Marlborough Farming: This publication is delivered free each month to rural areas in the top of the South and covers forestry, farming, aquaculture and winegrowing. They have been strong supporters of the Awards, and their coverage this year included articles to attract entries and front-page recognition of all category winners.

Country-Wide: This magazine and online publication is aimed at the rural sector. The article on the Pinoli Pine Nuts field day reached a national audience.

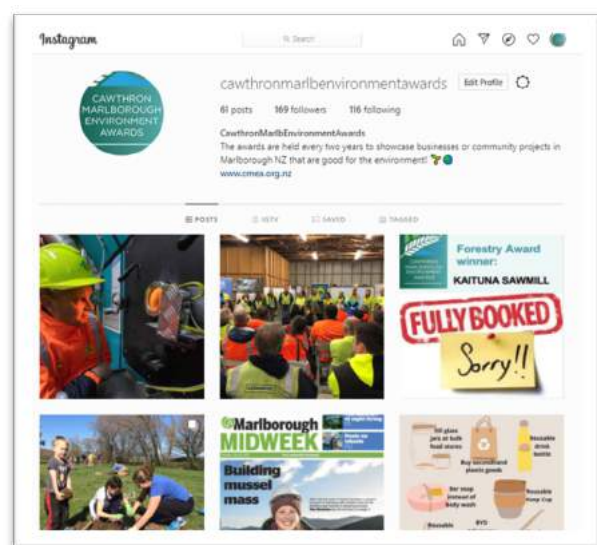
Digital channels: Invitations to the launch, dinner and field days were sent out by email to industry groups, the Chamber of Commerce, environmental groups and the Awards network of sponsors, judges and previous entrants. Recipients were also encouraged to circulate the emails through their networks to spread the word. This was backed up by posts on facebook, listings on Eventfinda and information on the website. The greater use of digital channels has spread the reach of the Awards and the Trust believes this is a key factor in higher numbers at the Awards dinner and field days.
[See examples at end of this report]



Social media - Facebook: There was a step-change in online activity this year after a social media strategy was commissioned by the Trust. As well as promoting entrants and events there have been more connections with sponsors' pages including Cawthron Institute and NZ Rivers Awards. Facebook ads were created for key events and were particularly effective for raising the profile of the Awards dinner. There's been a strong improvement in the annual reach of the page to 19,625 people, up from 9766 in June 2019. (Reach is defined as the number of people who saw any content from our page or about our page, including posts, stories, ads and comments.) The top facebook post was on 23 April 2021 announcing the winners with a reach of 3000 people, 121 likes, 15 comments, 12 shares and 531 people clicking through to the Awards website.



Social media - Instagram: The Cawthron Marlborough Environment Awards launched on Instagram in September 2020. We have posted 61 times and have 169 followers, and we are following 116 accounts. The majority of our followers are businesses and groups, which helps spread the word about the Awards to key audiences. Many of our sponsors and entrants are on Instagram, so we can easily tag them in posts and interact with them. Our Instagram reach (the number of accounts that saw any of our posts or stories at least once) has grown to 846.



Website: The Awards website www.cmea.org.nz was redesigned this year by staff at Marlborough District Council to give a more modern look for the Awards. As part of efforts to share environmental messages, there is an expanded section for case studies of previous awards winners and entrants, featuring their judging reports. This extends the audience for the reports, which highlight innovation and practical solutions to environmental issues in the region. There were 4678 website views for the year to June 30, 2021, with spikes after social media posts about the dinner and field days.



10. Financial Accounts

The Cawthron Marlborough Environment Awards are run over a two-year cycle, with the bulk of the activity and spending in the second year. The accounts below include income and expenditure for the second and busier year, 1 July 2020 - 30 June 2021.

The financial statement for the two years ended June 30, 2021 shows a surplus of \$7640. However, ongoing expenses for the six remaining field days and co-ordination services will result in a smaller surplus.

The four-year forecast shows that an increase in income will be needed to keep up the high standards set by the Awards. The Trust will be seeking new and increased sponsorship to cover rising costs of the dinner venue and catering, additional co-ordination staff and extending the reach of the Awards by creating online videos of each entrant.

Cawthron Marlborough Environment Awards Financial Statements for two years ended 30 June 2021

	2019-20	2020-21	2019-21
Bank Account Opening Balance			
Cheque Account	\$13,619.94	\$43,313.50	\$13,619.94
Income			
Marlborough District Council contribution	\$15,000.00	\$15,000.00	\$30,000.00
Cawthron contribution	\$15,000.00	\$15,000.00	\$30,000.00
Department of Conservation contribution	\$5,000.00	\$5,000.00	\$10,000.00
Sponsorship	-	\$24,500.00	\$24,500.00
Ticket sales for presentation dinner	-	\$12,780.00	\$12,780.00
Interest	\$5.17	\$10.51	\$15.68
Field day income	-	-	-
Total Income	\$35,005.17	\$72,290.51	\$107,295.68
Expenditure			
Coordinator role	\$4,378.00	\$31,528.00	\$35,906.00
Prize money	-	\$9,000.00	\$9,000.00
Presentation dinner	-	\$20,836.45	\$20,836.45
Judging fees	-	\$26,081.75	\$26,081.75
Field days	-	-	-
Sundry	\$108.61	\$191.60	\$300.21
Publicity and design	\$20.00	\$1,327.24	\$1,347.24
Bank charges	-	-	-
Event manager	-	\$3,450.00	\$3,450.00
Social media	\$805.00	-	\$805.00
Online awards management	-	\$988.32	\$988.32
Launch	-	\$940.00	\$940.00
Total expenditure	\$5,311.61	\$94,343.36	\$99,654.97
Net surplus / (deficit)	\$29,693.56	(\$22,052.85)	\$7,640.71
Expenses for previous year awards but paid this y	\$8,428.72		\$8,428.72
Bank Account Closing Balance			
Cheque Account	\$34,884.78	\$21,260.65	\$12,831.93

*Note 1: This surplus will decrease with further expenses to finish off 2021 Awards, including six field days and co-ordinator fees.

Cawthron Marlborough Environment Awards Four-Year Financial Forecast 2021-2025

	2019-21		2021-22	2022-23	2021-23	2023-24	2024-25	2023-25
	forecast	actual	forecast	forecast	forecast	forecast	forecast	forecast
Bank Account Opening Balance								
Cheque Account	5,191	13,620	12,832	25,342	12,832	21,102	33,612	21,102
Income								
Marlborough District Council contribution	30,000	30,000	20,000	20,000	40,000	20,000	20,000	40,000
Cawthron contribution	30,000	30,000	20,000	20,000	40,000	20,000	20,000	40,000
Department of Conservation contribution	10,000	10,000	5,000	5,000	10,000	5,000	5,000	10,000
Sponsorship	24,500	24,500	-	43,000	43,000	-	43,000	43,000
Ticket sales for presentation dinner	13,500	12,780	-	13,500	13,500	-	14,250	14,250
Interest	20	16	10	10	20	10	10	20
Total Income	108,020	107,296	45,010	101,510	146,520	45,010	102,260	147,270
Expenditure								
Coordinator role	40,000	35,906	30,000	30,000	60,000	30,000	30,000	60,000
Prize money	9,000	9,000	-	9,000	9,000	-	9,000	9,000
Videos	-	-	-	10,000	10,000	-	10,000	10,000
Presentation dinner	21,000	20,836	-	24,000	24,000	-	25,500	25,500
Judging fees	25,000	26,082	-	26,000	26,000	-	27,000	27,000
Field days	3,000	-	2,000	1,000	3,000	2,000	1,000	3,000
Sundry	1,000	300	-	1,000	1,000	-	1,000	1,000
Publicity and design	3,000	1,347	500	2,500	3,000	500	2,500	3,000
Event manager	3,000	3,450	-	-	-	-	-	-
Social media	805	805	-	-	-	-	-	-
Online awards management	1,000	988	-	1,000	1,000	-	1,000	1,000
Bank charges	50	-	-	50	50	-	50	50
Launch	1,000	940	-	1,200	1,200	-	1,200	1,200
Total expenditure	107,855	99,655	32,500	105,750	138,250	32,500	108,250	140,750
Net surplus / (deficit)	165	7,641	12,510	-4,240	8,270	12,510	-5,990	6,520
Bank Account Closing Balance								
Cheque Account	5,356	12,832	25,342	21,102	21,102	33,612	27,622	27,622

* Includes new video sponsorship of \$10K

** Includes \$20k new assistant co-ordinator position, who also takes over event management

*** Most of forecasted surplus will be spent on co-ordination and field days that are held after the end of the financial year.

The accounts were verified by Marlborough District Council accountant Rainbow Zhao on 23 August 2021.

6. In conclusion

The Marlborough Environment Awards Trust extends its thanks to the Cawthron Institute Trust Board as our partnership continues to grow. We believe Cawthron is getting good value for its sponsorship, with high name recognition in Marlborough (to the point that many people think the Awards are run by Cawthron Institute).

The booked-out presentation dinner and field days point to the impact these Awards are having on the broader public in showcasing projects that demonstrate "Sound environmental management is good business".



Jo Grigg, Chairman, Marlborough Environment Awards Trust
August 2021

Promotional material for 2020-21



CAWTHRON MARLBOROUGH ENVIRONMENT AWARDS 2020-2021

The Awards are open to any business, community group or individual working to look after the Marlborough environment.

The categories are:

- Wine Industry Innovation
- Farming
- Forestry
- Marine
- Landscape and Habitat Enhancement
- Business Innovation
- Community Innovation

PRIZES OF \$1000-\$3000

Enter online www.cmea.org.nz

Entries close on September 30, 2020

Contact: Awards co-ordinator Bev Doole
bev.doole@icloud.com Ph: 03 570 5233
www.cmea.org.nz

MARLBOROUGH DISTRICT COUNCIL

Port Marlborough, Marlborough District Council, NELMAC, Department of Environment and Heritage, Forest, Kūmānu, and other local partners are listed at the bottom.




AWARDS FIELD DAY

Business Innovation Award winner

PINOLI PREMIUM PINE NUTS



Come and see how the Pinoli team have created a pine nut business from the ground up. Zero waste, adapted to climate change and a delicious product.

Tuesday June 29 1pm - 3.30pm
3649 Wairau Valley Road

Everyone welcome – please book by June 25: bev.doole@icloud.com

www.cmea.org.nz

CAWTHRON, MARLBOROUGH DISTRICT COUNCIL, and other partners are listed at the bottom.



CAWTHRON MARLBOROUGH ENVIRONMENT AWARDS PRESENTATION DINNER 2021

Marlborough Convention Centre
5.30pm Friday 23 April 2021



Awards dinner proudly sponsored by **NELMAC**

Your invitation to the **AWARDS DINNER OF THE 2021 CAWTHRON MARLBOROUGH ENVIRONMENT AWARDS**

Friday 5th March, 2021

Guest Speaker Prof. Hugh Campbell

5.30pm
Marlborough Convention Centre
42a Alfred Street
Blenheim

Tickets: \$90 incl dinner & drinks
To book your seat: www.cmea.org.nz
kathy@opevents.nz
Ph 027 281 6444

TICKET SALES CLOSE FEBRUARY 25, 2021

CAWTHRON, MARLBOROUGH DISTRICT COUNCIL, and other partners are listed at the bottom.