



Jo Grigg
Chairperson
Marlborough Environment Awards Trust

Correspondence to: Bev Doole
Awards Co-ordinator, bev.doole@icloud.com
021 069 7836

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Marlborough District Council
2022/23 Annual Plan/Long Term Plan
annualplan@marlborough.govt.nz

Dear Mayor Leggett and Marlborough District Councillors

Request for a \$5K increase in annual funding for the Cawthron Marlborough Environment Awards

The Cawthron Marlborough Environment Awards are held every two years to recognise and encourage business and community projects that look after the environment. The Awards are run by a charitable trust, supported by the Cawthron Institute, Marlborough District Council and local sponsors.

The Awards Trust is grateful for Council's long-standing contribution, which dates back to the 1998 establishment of the Awards. In recent years, supported by sponsors, the Awards have improved and expanded considerably with increased entrant numbers and greater public outreach to share examples of good environmental practice.

However, with this Awards growth comes an increase in costs and the need for risk management.

MDC currently provides \$15K per year towards running the Awards and this is matched by the Cawthron Institute. Council has also given considerable in-kind support, with environmental staff managing social media, the website and helping with field days. However, due to increasing workloads at Council, this staff assistance is no longer available.

At the same time, the Awards Co-ordinator's workload has grown, with the risk of too much responsibility resting on one person. The Awards Trust's response is to employ an assistant co-ordinator to take over event management and the work previously done at Council. They will also develop an understanding of the whole process and be able to support the Co-ordinator.

To help fund this position, Cawthron has agreed to increase their financial contribution by \$5K a year, to \$20K a year. We are seeking the same from Marlborough District Council with the first payment due in February 2023.

The seven category sponsors and the Supreme Award sponsors have agreed to increase their financial support for the 2023 Awards. (List of sponsors in attached annual report).

Key benefits for Marlborough District Council in continuing to support the Awards:

- Alignment with a strong and positive environmental event

- Alignment with MDC Long-Term Plan Community Outcomes: “Marlborough’s communities are guardians of our unique place. Our landscape, water, air, natural features and biodiversity are managed, protected, enhanced and valued as the cornerstone to our quality of life”
- The Awards provide good examples that promote Council’s responsibilities for National Policy Statements (Biodiversity, Freshwater, Plantation Forestry)
- Visible involvement of Council as an organisation that supports the community in protecting and enhancing our environment now and for the future
- Council logo features on marketing and promotional material for the Awards (website, launch invitation, Dinner invitation and programme)

As the Awards have grown, so has our impact:

- Entrant numbers have increased to average 26 candidates per Awards round
- Dinner and public field days are booked out
- Benefits to entrants include a comprehensive judging report and assessment of their work, increased profile, marketing advantage and encouragement for staff
- Attracting top speakers including Dame Anne Salmond, Rod Oram and Climate Change Minister James Shaw
- Media coverage from launch to field days
- Significant increase in facebook and website views. (19,625 annual reach on facebook, 4,678 views of the website in 2021.)

The Awards Trust is taking a positive approach to raising funds to keep up the high standard of the Awards rather than cut back on what is being offered. Trustees do not want to compromise what is being achieved, particularly at a time when the broader community is showing strong interest and awareness in environmental and climate change issues.

The Trust looks forward to speaking to this submission at the June hearings.

Thank you for considering our request.

Yours sincerely,



Jo Grigg
Chairperson
Cawthron Marlborough Environment Awards

Attached: 2021 annual report for the Cawthron Marlborough Environment Awards