
ORDINARY MEETING

OF

CITY STRATEGY COMMITTEE

MINUTE ITEM ATTACHMENTS

Time: 9.30am
Date: Thursday, 15 November 2018
Venue: Committee Room 1
Ground Floor, Council Offices
101 Wakefield Street
Wellington

Business

Page No.

1.6 Public Participation – Erinn Aspell

1. Beach Clean Up Presentation

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Why I decided to organize the clean up

- Noticed bits of small plastic on a supposedly clean beach
- To raise awareness about plastic pollution in Wellington.



How did it happen?

- I created an event on Facebook and it quickly received interest
- I then contacted various businesses, including Countdown who ended up sponsoring me.
- Organized equipment and materials for the event.
- Then contacted Wellington City Council about the event.



OCT
7

Wellington Beach Clean Up

Public · Hosted by Wellington Beach Clean up

✓ Interested ▾

➔ Share ▾

⋮

INSIGHTS

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182K

People Reached
+15.4K last 7 days



6.9K

Responses
+373 last 7 days



Track ticket sales

Add Ticket Link

Audience

Women 18-24
28% of total responses



Get More Responses

Boost your event to reach more people.

My Parents
helping out by
cooking sausages.



What was the
result of the
event.

- 100+ people coming to the event.
- Multiple rubbish bags of plastic were collected.
- 40kg of micro plastics being collected from Oriental Bay Beach.

Some of the rubbish that was picked up





Next Step

- Water Vacuums.
- Beach Clean Up every 4+ months













Thank you!

