



PROJECT / CRIMSON

# Annual Report 2018





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# Nau mai, Haere mai Welcome to our year in review

**Chair**  
**JORIS DE BRES**

**Project Crimson Trust has proudly been at the heart of conservation efforts in New Zealand for close to three decades. Our efforts began with protecting our beloved 'Christmas tree' – the pōhutukawa, which was on the path to extinction in 1990. We then expanded our efforts and rallied even more New Zealanders to help restore numbers of its close relative, the northern and southern rātā.**

While pōhutukawa and rātā numbers are, thankfully, thriving again, our native trees and forests remain just as critical as ever to the future of our environment and quality of life here in New Zealand. Unfortunately, the arrival of myrtle rust to our shores in 2017 has put pōhutukawa and rātā under threat once more, bringing home the importance of growing more native forests to support ecosystems that are robust and resilient to new diseases. We're continuing to get the message out to planters and communities alike about identifying and reporting sightings of myrtle rust in their regions.

Of course, climate change and dwindling biodiversity is another threat to our environment which cannot be ignored. Born of the simple question 'How many native trees are planted in New Zealand each year and could we plant more to help mitigate climate change?', we started our Trees That Count programme in 2016 to expand our efforts to include all native tree species.

Planting native trees is one of the most powerful actions we can take to combat climate change.

The success of Trees That Count in 2018 has proved once again how many New Zealanders value and love native trees. As well as sequestering carbon from the atmosphere, our native trees provide places for our children

to play and create habitats for our unique, indigenous wildlife. Planting native trees is one of the most powerful actions we can take to combat climate change and protect our beautiful landscapes, waterways and forests for future generations.

We know that it takes all New Zealanders to get behind native trees to really make a difference, which is why our flagship education programme TREEmendous – run in partnership with the Mazda Foundation – continues to inspire communities across the country.

By getting children out in nature to learn and care for the environment in TREEmendous outdoor learning spaces, we're empowering children with the know-how and desire to continue protecting our environment throughout their lifetimes.

It's clear that Project Crimson and our programmes have captured the hearts and efforts of New Zealanders, perhaps more than ever before. Project Crimson has had a phenomenal year, having almost doubled our income from \$1.34 million in 2017 to \$2.72 million.

**Project Crimson and our programmes have captured the hearts and efforts of New Zealanders, perhaps more than ever before.**

We've also been fortunate enough to maintain or develop major funding arrangements with The Tindall Foundation, Ministry for Primary Industries, the Mazda Foundation, Z Energy, Honda NZ and the Department of Conservation, as well as receiving significant contributions from an array of other businesses, organisations and thousands of everyday New Zealanders.

To meet the challenges and exciting opportunities of rapid growth, we've responded quickly and effectively to set new structures in place, including implementing a strategic plan and a new staff structure to help navigate our way forward.

We have established a network of regional advisors, opened a new office and appointed a number of new Wellington staff. We have delivered four TREEmendous projects and initiated discussions on a broader environmental education programme, for schools.

We also launched the country's first community Tree Marketplace through Trees That Count, making it easier than ever for New Zealanders to fund trees for community projects. We enhanced our gifting programme, introduced Tree Registries and conducted a major Christmas gifting campaign. We've also developed a Committed To Climate award scheme for businesses committed to mitigating the effects of climate change by funding native trees through Trees That Count.

We are thrilled that our successes translate to a better environment for all New Zealanders, and we're proud to share our highlights and achievements from 2018 with you.

# Strategic plan 2018-2022

We adopted a five-year strategic plan in March. Our Vision remains: *New Zealanders actively connected to nature* and our Mission: *Creating a culture of restoring, planting and protecting native trees.*

For us to help New Zealanders fund, gift and plant more native trees, we've set clear goals to help us inspire individuals, families and businesses to care enough about our native trees to take action.

- **Make it easy**

New Zealanders have the tools and knowledge and resources to plant and care for native trees.

- **Inspire the young**

Children experience, understand and act to protect their natural environment.

- **Say it with trees**

We inspire a cultural shift where gifting trees for occasions becomes the Kiwi thing to do, from large-scale corporate investment into tree planting through to acknowledging the work of grass roots organisations and 'backyard' planting.

The plan emphasises that we must also be a sustainable organisation. A fourth strategic goal is therefore to ensure we reduce our risk and are appropriately funded and structured to face future challenges and opportunities.

## OUR VISION

New Zealanders actively connected to nature.

## OUR MISSION

Creating a culture of restoring, planting and protecting native trees.

## Appointing Acting CEO, Adele Fitzpatrick

We contracted Deputy Chair Adele Fitzpatrick to develop a proposal for the Trust's future structure, roles and programme management for consideration, which was approved in June of 2018. She was appointed as Acting Chief Executive in July to lead the Trust through the process of implementation.

Adele has an established history with Project Crimson, beginning with sponsoring the Trust when she was Communications Manager at Meridian Energy in 2005, and

acting as Trustee before moving into the role as Deputy Chair. Her career history is as a strategic communicator and marketer, having developed strategies, creative campaigns, brands, digital channels and managed media and crisis communications. She brings a breadth of business experience and a deep personal commitment to improving the environment for all New Zealanders.

We moved to a new office in September capable of accommodating our expanded team and appointments were made to a number of key positions. The process of appointing staff to the new structure will be completed in the first quarter of 2019.

We inspire a cultural shift where gifting trees for occasions becomes the Kiwi thing to do.

## Our Trustees

Trustees at the start of 2018 were Joris de Bres (Chair), Adele Fitzpatrick (Deputy Chair), Dr Gordon Hosking, Ruud Kleinpaste, Dr David Bergin and Graci Kim Cribbens. Dr Hosking retired in June, having been a Trustee for almost the entire period since the Trust's foundation in 1990. We were delighted that he was made an Officer of the New Zealand Order of Merit in the 2018 Queen's Birthday Honours.

Dr Hosking has made an outstanding contribution to the Trust over the past three decades, and has been a key part of the organisation's efforts to protect pōhutukawa, rātā, and other native trees.

Dr Hosking has planted thousands of trees at Project Crimson events and has contributed to the Trust's environmental education initiatives. He led operations for the Living Legends conservation project, which from 2011 to 2016 saw more than 170,000 native trees planted to commemorate New Zealand's hosting of the 2011 Rugby World Cup. Dr Hosking also helped establish Trees That Count in 2016.

We were also delighted earlier in the year to congratulate Ruud Kleinpaste on being made an honorary Member of the NZ Order of Merit in the New Year's Honours List for his services to entomology, conservation and entertainment.



*Dr Gordon Hosking.*

## Regional Programme: Growing local connections

In a new direction for the Trust, made possible by vital funding from Te Uru Rākau through the One Billion Trees programme, we have developed a Regional Strategy and started the process of recruiting a network of regional advisors to increase our reach into regional New Zealand to champion and increase native tree planting.

Regional Advisors will do this via a three pronged approach of:

- Gaining awareness of planting projects and potential planting projects in each region, and capturing that data via planter registrations with Trees That Count.
- Increasing the size of regional planting projects and ensuring their likelihood by offering to supply native trees via the Trees That Count Marketplace.
- Identifying where Trees That Count can package and promote our services (technical/science expertise, knowledge of other available tree funding, corporate connections, access to carbon trading partners).

Our Regional Advisors will look to identify sites which will benefit from native tree planting and regeneration, or the establishment of a permanent native forest. Ultimately, and over the longer term, we also want to attract regional funders and match their funding with worthy community planting projects in their region.

We'll also develop region-specific learning resources and field-based practical workshops for interested planters in the region.

Initial Regional Advisor appointments have been made in Northland, East Coast and Manawatū. Further appointments are planned in Canterbury, West Coast, Bay of Plenty and/or Waikato and Otago/Southland.



*Northland regional Advisor Paul Quinlan brings a background in native forestry management and landscape planning to his role in the far north.*

# View beyond the canopy: Our vision for 2019

Acting CEO  
ADELE FITZPATRICK



**In today's environmental climate, and with our own country facing threats to biodiversity that risk the very survival of our indigenous flora and fauna, I feel more strongly than ever that New Zealanders need to stay focused on the practical actions we can take to make a difference for our future.**

Our down-to-earth sensibilities, are what makes us proud to be Kiwis. We're not afraid to pitch in and do the hard work when our friends, our families and our communities need us. And right now, it's clear our environment, and our native trees, need us.

I'm honoured to be tasked with helping an organisation I've deeply respected, and

Right now, it's clear  
our environment,  
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trees, need us.

have been privileged to be involved with, for many years. It's an extremely exciting time for Project Crimson, and with the addition of Trees That Count to our conservation programmes, we have been able to broaden our horizons to significantly increase the numbers of all native tree species planted across the country.

Trees That Count is already resonating with the New Zealand public, and our Marketplace has now made it so easy for all New Zealanders to fund or gift a tree, and make a difference for their environment. In 2018 alone, a staggering 136,000 trees were funded to our Marketplace. This enabled us to support 56 community planting projects across the country, helping turn small projects into mighty ones. We share some of those amazing stories with you later in this report.

We, of course, wouldn't be able to achieve this without the generous support of our government and industry funders and partners. The funding we've received from

Te Uru Rākau through the One Billion Trees Programme will enable us to build capability and capacity, and to grow brand awareness so we can inspire New Zealanders everywhere to fund trees into the Marketplace.

We have no shortage of requests from community groups looking for free native trees to upscale their projects, so our priority for 2019 will be to bring in more funding so we can get more native trees into the ground.

We're at a point in our growth, where to ensure the work we're doing is of a large enough scale to make a real difference, we need to be applying a commercial way of thinking to running the organisation – to do the most good. In 2019, we'll be focused on strengthening our capacity to meet the increase in growth, and to ensure our Marketplace is operating smoothly so our supply continues to meet demand.

We know to do that we must invest in people, and it takes a lot of people to plant millions of trees. Our regional team are already making those connections between planters, and aspiring planters, and ensuring we're working with trusted nurseries so our native trees are of the highest quality and have the best chance of surviving and thriving.

Every single native tree counts, and with your help, the future is looking brighter for all of us.

We've employed top marketers to engage with New Zealanders and tell the stories

of our funders and planters. We also know education is vital through our TREEmendous programme and providing relevant, practical resources for planters and community. We don't just want people to plant a tree and walk away, we want our forests to leave legacies that last for generations.

There is so much to look forward to in 2019, and we can't wait to reach the milestone of 30 years as a leading conservation charity in New Zealand. We hope we'll be here for 30 more as New Zealanders everywhere help us plant millions more native trees.

Lastly, thank you to every single New Zealander who has gone the extra mile to plant or fund a native tree. Every single native tree counts, and with your help, the future is looking brighter for all of us.

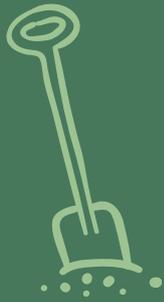
Poipoia te kākano kia puawai.  
Nurture the seed and it will blossom.



**Joris De Bres**  
CHAIR



**Adele Fitzpatrick**  
ACTING CEO



# Our native trees are growing in numbers



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The impact since Trees That Count began:

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**22+ million**

native trees added to the national count

**107 planting projects**

supported with trees from Trees That Count

**230,000 native trees**

funded through the Marketplace

**2345 funders**

helping turn small projects into mighty ones

**950 planters**

ensuring our native trees thrive and survive

# New Zealanders show their love for native trees in 2018

**136,333 native trees**  
funded through  
the Marketplace

**1570 new funders**  
contributed to growing  
our forests in 2018

**56 planting projects**  
for the 2018  
planting season  
supported through  
Trees That Count

**323 new planters**  
join our community

**8 million native trees**  
added to the count

We're spreading the  
word about native trees

We're connecting  
young New Zealanders  
to nature

**500,000 New Zealanders**  
saw our 2018 Christmas  
campaign video resulting  
in **28,606 native trees**  
gifted at Christmas

**\$40,000** towards four  
outdoor learning areas at  
**TREEmendous Schools**



# TREEmendous - Connecting children with nature

*Kids at Trentham School joined families and the local community for their TREEmendous planting day.*



**Since 2004, Mazda New Zealand has been a proud partner of Project Crimson, sharing our commitment towards protecting the natural environment for our future generations.**

As part of this support venture, the Mazda Foundation and Project Crimson launched TREEmendous in 2007.

Four New Zealand primary schools or intermediates are chosen each year to have an area of their grounds turned into an outdoor classroom. It might include a lizard garden, native tree planting, creating bird habitats or more. It's a prize worth \$10,000 and this year's final school visit marked the 44th school to have received an outdoor learning space which inspires environmental

education, out in nature, for students. This year our lucky winners were:

- Clifton School (Bulls).
- Trentham School (Upper Hutt).
- Beckenham Te Kura o Pūroto (Christchurch).
- Anchorage Park School (Auckland).

We have received over 80 applications for 2019 grants already, and the lucky winners are: Aparima College in Riverton, Hukerenui School in Hikurangi, Coromandel Area School, Konini School in Wainuiomata and Te Uku School in Raglan.



## Clifton School

### BULLS

Clifton School was the first school to be visited by the TREEmendous team this year. The school brought its outdoor learning dreams to life and will now be able to hold classes outdoors amongst 900 native trees and shrubs that were planted to create a new outdoor learning area.

The Bulls community got behind the project, with 90 members of the school, local community, staff from Mazda New Zealand, the Mazda Foundation, and Project Crimson turning up to plant on the day.

The school used a method called 'lasagne/ layered gardening' that sees compost, clippings and cardboard layered on top of the grass. This provides nutrients to the soil while at the same time keeping the area weed free.

School Principal Adrian Burn says the school has a strong environmental focus.

"We try to give our students as much opportunity as possible to immerse themselves in nature and this new space which will bring beautiful wildlife to the school, is such an important teaching resource."



**"This new space which will bring beautiful wildlife to the school, is such an important teaching resource."**

**PRINCIPAL ADRIAN BURN  
CLIFTON SCHOOL, BULLS**

## Trentham School

### UPPER HUTT



**WATCH:**  
**Trentham School's transformation**

A previously unused field at Trentham School was transformed into an outdoor learning area by the mass planting of native trees and shrubs with a pathway to a brand

new meeting area. New seating now allows children to gather and immerse themselves in the native plants and wildlife.

The school community worked tirelessly to plan the TREEmendous event and the planting was completed through the efforts of members of the school including past and future pupils, local community, Mazda Foundation Trustees and the team from Project Crimson.



## Beckenham Te Kura o Pūroto (The school of the ponds)

### CHRISTCHURCH

The students at Beckenham Te Kura o Pūroto are now a TREEmendous School after 880 native trees and shrubs were planted framing the exciting new outdoor education space.

A previously under-used pathway, already home to significant native and exotic trees, was converted into an area where children can now play and experience nature. Two spaces were cleared for timber tables, creating working stations for open-air group work.

School Principal Sandy Hastings says the school is grateful for the opportunity to provide their students with a safe place to learn outdoors.

“Many of our students are still showing post traumatic symptoms following the earthquakes and this area will provide teachers with a safe space where they are

stimulated, engaged and involved in learning and exploring their physical environment.

“The area will also provide an opportunity to care for an outdoor environment, tending to gardens and managing food waste as well as using compost to care for the new plants.”



*Planting at Beckenham Te Kura o Pūroto.*



*Conservation Minister Eugenie Sage planting a punga tree with Principal Sandy Hastings, Beckenham Te Kura o Pūroto.*

“The area will also provide an opportunity to care for an outdoor environment, tending to gardens and managing food waste as well as using compost to care for the new plants.”

**PRINCIPAL SANDY HASTINGS  
BECKENHAM TE KURA O PŪROTO, CHRISTCHURCH**



## Anchorage Park School

### PAKURANGA, AUCKLAND

Anchorage Park School students dreamed of a native bush walk with bird feeders, wētā enclosures, insect hotels and worm farms for their school. Thanks to TREEmendous, that dream became a reality.

Over 2,000 native plants, shrubs and trees were planted to create a place of exploration on an unused area on the school grounds, turning the area into a dedicated outdoor learning space.

School Principal Belinda Johnston hopes that turning previous bare grass into a space where the students can learn more about ecosystems through hands-on experience will inspire a lifelong care for the environment in the children.

“Having a hands-on learning space will help them to really understand and connect with ecosystems of our local environment.”



*Anchorage Park School planting day.*

“My hope is that by being able to get stuck in and get their hands dirty, the children will understand the importance of taking care of the wonderful wildlife we have in our community.”



“Having a hands-on learning space will help them really understand and connect with ecosystems of our local environment.”

PRINCIPAL BELINDA JOHNSTON  
ANCHORAGE PARK SCHOOL, PAKURANGA

# Trees That Count - Working with New Zealanders to plant millions more native trees

*It was happy faces all round at Kani Rangī Park in Murupara for their community planting day.*



TREES THAT COUNT



TE RAHI O TĀNE

**Trees That Count** is a national programme that brings together business, community and everyday Kiwis, with the vision of helping plant 200 million native trees across the country.

Our community Marketplace helps to increase native tree planting in New Zealand by providing funders with a rewarding, measurable and easy way to fund native trees, in turn supporting planters throughout the country to increase their tree planting work.

We're generously supported by The Tindall Foundation, Te Uru Rākau and the many Kiwi businesses, individuals and families who are helping to create a greener future by funding trees through Trees That Count.

## Monitoring the national tree count

Current national tree count:  
22 million

Added in 2018: 8 million

Goal: 200 million trees counted by 2026

Trees That Count is continuing to build a picture of the planting efforts in New Zealand by counting the native trees which are planted by community groups, government agencies, schools and people in their own backyards.

We have exceeded our target of 20 million trees in the count, with a current total of almost 23 million. The biggest contributors to the count are manuka honey growers, especially NZ Mānuka Group with 7.4 million and Comvita with just over 4 million. Following them are regional councils (notably Auckland, Waikato, Taranaki and Hawkes Bay) and a native forest carbon farmer.

## The Marketplace

In 2018 we started the country's first community marketplace for native trees, connecting funded and gifted native trees with planting groups looking to make a bigger impact for the environment.

Essentially we make it easy for Kiwi businesses, philanthropists and the general public to make a difference, and we give those dedicated community groups the support and free trees they need to turn small projects into mighty ones.

As of December 2018, a total of just under 230,000 trees have been funded through the Marketplace. Notable funders include The Tindall Foundation with 66,000 trees, and Z Energy with 48,000 trees. Both Mazda and Honda have also funded significant numbers of trees.

## HOW OUR MARKETPLACE WORKS

When people fund trees, we match those trees with planting groups to get more natives into the ground.





## Projects we've supported

We've worked with schools, iwi, community, farmers and more to plant native trees throughout 2018. Here's a snapshot of some of the passionate New Zealanders working to build a better environment for us all.

### Kaitiaki in action: Waikato farmer making a difference

#### 9,000 TREES FROM TREES THAT COUNT

2018 Kiwibank Waikato Local Hero winner Stu Muir is a local legend, and for good reason.

Stu's family have farmed on the same piece of land in the Waikato since the 1890s, with Stu and wife Kim currently running a dairy farm with a difference. Stu believes being a good farmer and custodian of the land goes hand in hand, and he's set about to prove it.

In the 1920s, the local Awapuni Dam released silt that blocked all the natural streams in the area, leaving a large stagnant tributary of the Waikato River on the farm.

For decades the stream and swamplands were clogged with willows and pondweed, but after years of hard work Stu has turned it all around.

Stu and his family have cleared many kilometres of the Papa and Mangati waterways, turning them from choked and dying waterways into vibrant living streams.



Stu believes being a good farmer and custodian of the land goes hand in hand, and he's set about to prove it.

Pest species were removed from the swamp and the family set about restoring the native ecosystem through replanting.

So far, Stu and his family have created dozens of spawning ponds for whitebait and restored habitat for the rare bittern and fernbirds to live and breed. They've planted approximately 40,000 wetland plants and established a pest eradication programme covering over 400 hectares targeting mustelids, possums and rats.



Trees That Count were thrilled to help the Muirs plant another 9,000 native trees this year, but Stu's not stopping there.

“If individually and collectively we can all do a bit, then our land will be better for everyone.”

“All I'm doing is taking bits of land that are marginal and putting them back as they were,” says Stu. “It's such a cool playground for the kids, they love it. They've got canoes, they're eeling, whitebaiting, catching mullet and there's even freshwater crayfish and mussels.”

Stu's work turning a heavily-farmed piece of land into an eco-conscious dairy farm and thriving native wetlands is a fantastic example of kaitiaki in action. His commitment to work alongside Waikato iwi and the local council

toward a shared goal of restoration, education and protection is a model that all New Zealanders benefit from.

“If individually and collectively we can all do a bit, then our land will be better for everyone.”

## **A team effort – restoring Canterbury's Silverstream Reserve**

### **400 TREES FROM TREES THAT COUNT**

Just outside of Clarkville in Canterbury is [Silverstream Reserve](#) – 52 acres of land named for the spring-fed stream which runs through it. The stream is clear, tranquil and significant to tangata whenua for the food it has provided for generations.

Community volunteers formed the [Silverstream Reserve Advisory Group](#) with the goal of re-establishing native vegetation to encourage native wildlife to return to the area.



*Planting native trees at Canterbury's Silverstream Reserve.*

It will support the pūkeko, kererū, bellbirds, pīwakawaka and Paradise Shelducks that reside by the river, offering these species more nesting areas and food sources.



In June 2018, Trees That Count provided 400 trees towards their efforts, made possible by members of the public and [Westpac](#) funding trees through our Marketplace.

Starting with established trees to provide shelter for new growth, the first 200 trees were planted on the community's first Arbor Day volunteer planting.

The focus for 2019 is to restore and infill these areas with kānuka, purei and other large species like kahikatea.

The community group believe it will support the pūkeko, kererū, bellbirds, pīwakawaka and Paradise Shelducks that reside by the river, offering these species more nesting areas and food sources.

## Bringing a community vision to life in Murupara

### 5,000 TREES FROM TREES THAT COUNT

Restoring a 10 hectare reserve to a native podocarp/hardwood forest is no easy feat, but that's not slowing down the community of Murupara and Ngāti Manawa.

To restore the Kani Rangī Park reserve – Te Roopu Manaaki, Whakatāne District Council, DOC, The Ngā Whenua Rāhui Fund, local schools, and many others are working together to bring this long-term vision to life.

Maramena Vercoe, General Manager of Te Rūnanga O Ngāti Manawa, oversees the Kani Rangī Project and says they're planting for the generations to come.

"In just two years of planting, all our people have enjoyed being able to work together to restore their land."

The planting programme was initiated by Ngāti Manawa on land restored to them as



"The reward is seeing our community working together for a common goal."

MARAMENA VERCOE  
GENERAL MANAGER,  
TE RŪNANGA O NGĀTI MANAWA

part of the cultural redress in a 2011 Treaty settlement with the Crown. Named after Staff Sergeant Kani Rangitauira, the Kani Rangī Reserve had been in a state of disrepair before the planting programme began.

"The park had degenerated due to forestry in the early 80s and was a very poor tribute to Staff Sergeant Kani Rangitauira," says Maramena.

"There were lots of noxious weeds and illegal rubbish dumping. We wanted to provide leadership and guidance to the community – to have pride in our place."



As a result, a buzzing community of local volunteers – young and old – have come out in droves on planting days.

Through Trees That Count's partnership with [Kiwibank](#), we've bolstered the plantings with a total of 5,000 native trees to date.

"It's not about the time it takes to restore the park that matters. The reward is seeing our community working together for a common goal," says Maramena.

## Bringing back the hihi to Rangikapiti Pā, Northland

### 1,500 TREES FROM TREES THAT COUNT

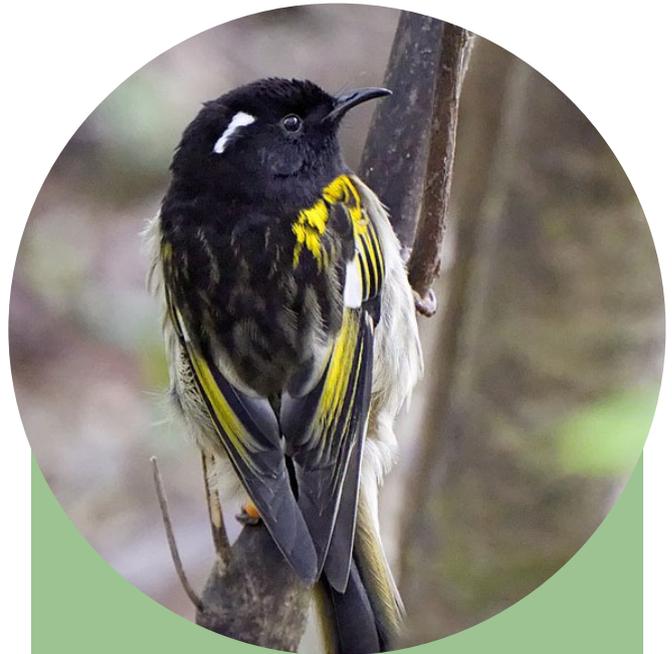
Rangikapiti Pā Historic Reserve is a place of great significance to local iwi Ngāti Kahu. The Pā and Reserve overlook Mangonui Harbour, Coopers Beach and across Doubtless Bay to the Karikari Peninsula.

Over the last two years, [The Friends of Rangikapiti](#) have received 1,500 native trees for their Rangikapiti Pā project through Trees That Count and the support of [Z Energy](#).

The passionate group have spent the last 12 years focusing on weed control by hiring spraying contractors to work throughout the reserve. Although this has been successful, it has also removed much of the vegetation beneath the main canopy of the forest. Now the group can focus on reintroducing a large variety of native plants to the area, trapping pests, and improving public tracks and education.

This year's tree planting includes 50 karapapa. Reputed to have the most fragrant flower in our native bush, karapapa is enormously important to the rare hihi (stitchbirds) as it blooms in winter and supports the birds

through the lighter food months. The Friends of Rangikapiti are keen to reintroduce hihi to the Reserve through re-establishing this food source.



Reputed to have the most fragrant flower in our native bush, karapapa is enormously important to the rare hihi (stitchbirds) as it blooms in winter and supports the birds through the lighter food months.

*Image: Neil Dalphin.*



## Pōhutukawa and Myrtle rust

Myrtle rust continues to threaten New Zealand's indigenous myrtle species, including pōhutukawa, rātā, mānuka, kānuka and ramarama.

Ministry for Primary Industries announced in May that attempts to contain and eradicate the disease had failed and they were moving from intensive surveillance and the removal and destruction of host plants to managing the disease over the long term.

Project Crimson Chair Joris de Bres was appointed to the Myrtle Rust Long Term Strategy Governance Group and our Trustee, Dr David Bergin, to the Strategy Working Group.

Project Crimson continues to share awareness messaging for identifying and reporting myrtle rust through social media channels, media, blogs and our website.



*Myrtle rust symptoms can appear as yellow or orange powdery patches on leaves.*

## Increasing our trusted planting projects

A grant of \$300,000 over three years from the Department of Conservation Community Fund will enable us to establish 12 new trusted planting partners in areas where there are gaps in our regional coverage, representing best practice in conservation across different sectors, communities and land types and providing valuable scientific data.

Partners are provided with an average of 5,000 trees and are supported by our technical advisers to kickstart or boost their planting projects. It is expected they will continue to plant in subsequent years with support through our Marketplace and other sources. The four new partnership projects supported in 2018 were:

### Waiawa Farm

#### KERIKERI

#### 5,000 TREES FROM TREES THAT COUNT

Waiawa Farm is a beef breeding and finishing farm with a commitment to ecological practices and a long-term plan to restore the surrounding environment. It includes a 3.5km stretch of the Kerikeri River, and native tree planting on the farm began last year with 7,500 native trees. This year they employed locals to plant another 40,000 trees as a part of a QEII covenant to protect the Kerikeri River from grazing and farm runoff damage. The 5,000 trees from Trees That Count enabled the farm to expand planting to cover a six hectare grazing area, which will help create a tall canopy cover and encourage native birds back to the area.



## Te Irirangi Reserve

FLAT BUSH, AUCKLAND

### 5,000 TREES FROM TREES THAT COUNT

From 2008-13 Auckland Airport funded the planting of 125,000 trees along riparian areas of the 18 hectare reserve, as mitigation for their second international runway.

Thousands of students and community volunteers have contributed to planting native trees over that time through Auckland Council's Wai Care programme. This year an additional 10,000 trees were planted – with 5,000 provided by Trees That Count – along the waterway to expand this work and provide a springboard for the second stage of restoration – establishing pockets of canopy trees throughout the planted area and initiating pest management.

## Uretara Estuary

KATIKATI, BAY OF PLENTY

### 5,000 TREES FROM TREES THAT COUNT

Local residents concerned at the dwindling birdlife in the estuary formed a group called the Uretara Estuary Managers in 2004.

They work with schools, landowners, Western Bay of Plenty District Council and Environment BOP to manage and extend planting of native plants along the estuary margin and local catchments. The goal is to enhance habitat and food sources for native birds and other wildlife and reduce siltation in the Uretara Estuary and Tauranga Harbour.

Funding from Trees That Count was used to plant 5,000 trees in a riparian area at Calver's property in the McKinney catchment just north of Katikati, close to the Kaimai Forest Park.

## Kelly's Bush Sanctuary

NELSON

### 5,000 TREES FROM TREES THAT COUNT

Kelly's Bush is one of the very few pieces of bush left which dates from pre-European times yet lies within city boundaries. It has been designated an Area of Special Significance and a recent assessment of the bush gave Kelly's Bush a 'High Rarity' score.

For the past 34 years, the Kelly family and community groups have worked to clear the weeds and replant the gully on either side of, and below, the original bush, effectively doubling its size. They have put trails, steps and bridges through it and get well over 1,000 visitors a year.

They have also built a shade house where they propagate and grow native trees for planting.

The contribution of 5,000 trees from Trees That Count supports their plan to retire another seven hectares of pasture, most of which adjoins the present bush.





## Marketing and campaigns

This year, thanks to significant investment from Te Uru Rākau through the One Billion Trees Programme, we've been able to reach more New Zealanders through our marketing and campaigns. We hope as awareness of Trees That Count grows, so will our native trees, as New Zealanders everywhere discover how easy it is to fund a tree and make a difference for their environment.

### Trees for Kiwi Babies

We hope to see a New Zealand where every baby born has a native tree gifted or planted in their name. This year, we saw how many Kiwis feel strongly about leaving a legacy their children can grow up appreciating.

In June 2018 we launched Tree Registries, and celebrated by holding a registry for the Prime Minister Jacinda Ardern's new baby. An impressive 11,541 trees have been gifted to this registry to date.

These trees will be planted across two public planting events in conjunction with Auckland Council and Wellington City Council, and we'll invite those parents who've donated to join us in acknowledging the babies that will one day grow to be as mighty as our native trees.



*Our 'Jenkins family Christmas' campaign video encouraged more mindful gifting for Christmas – with a cheeky nod to some of those, well, dud presents that we've all reluctantly given or received!*



*Trees for Kiwi Babies campaign.*



## The Christmas gift that keeps on giving

We launched our Christmas campaign on 23 November, which is the biggest campaign we have undertaken to date.

The theme was playful and encouraged more mindful gifting for Christmas – with a cheeky nod to some of those, well, dud presents that we've all reluctantly given or received!



The campaign was predominantly digital (Facebook, TVNZ On Demand, Newshub, MSN), however we also placed some high-profile (digital) billboard sites, cinema advertising and print.

A staggering 500,000 New Zealanders saw our 2018 Christmas campaign video, which resulted in 28,606 native trees gifted at Christmas time.

As well as growing brand awareness, we wanted to remind Kiwis that gifting native trees is a waste-free and sustainable gift option that will grow our land, not our landfill.

## Marketing strategy for 2019

To respond to the rapid growth and to continue the momentum of 2018, a revised marketing strategy has been completed to set the direction for 2019. We're focused on four main goals for Trees That Count:

### Goal 1

Raise awareness of the project and of [www.treesthatcount.co.nz](http://www.treesthatcount.co.nz)

### Goal 2

Grow the tree count and participation from planters

### Goal 3

Grow and retain business tree funding

### Goal 4

Catalyse a cultural shift to value native trees

We will focus much of our public engagement on raising awareness of Trees That Count and driving activity to the site throughout the year, broken down generally to target planters, funders (business) and mass market (for public generosity and brand awareness).

We'll focus on three major campaigns:

- to Corporates, focusing on funding trees as part of their sustainability programmes and launch the Committed to Climate Awards (goals 1 and 3)
- a broad 'Love Native Trees' campaign for brand awareness (goals 1, 2, 3 and 4)
- Christmas gifting – corporate and general public (goals 1, 2 and 3).



# Partnering with industry

We're privileged at Trees That Count to work with businesses who share our commitment to the environment, and who work tirelessly to leave a legacy their customers and future generations will thank them for.

In 2019 we will launch a new 'Committed to Climate' mark which gives Kiwi businesses essentially a 'badge of honour' to acknowledge their commitment to our native forests.



We've worked on some exciting projects in 2018 which have resulted in true innovation and impact for some worthwhile community projects.

## Wellington Airport helps grow iconic local peninsula

3,500 TREES FROM TREES THAT COUNT

STAFF ENGAGEMENT

LOCAL IMPACT



**WATCH:**  
Wellington Airport's partnership with us

Wellington Airport wanted to build on the work they have done in the local community and also look at ways they could both reduce, and mitigate, their carbon emissions.

Trees That Count matched Wellington Airport's trees with Te Motu Kairangi – a community group on a mission to restore the ecology of Miramar Peninsula.

"Working with Trees That Count is the beginning of a long-term project for Wellington Airport that will benefit our region's environment and community by having more native trees in our backyard and help to mitigate our carbon emissions," says Greg Thomas from Wellington Airport.



Te Motu Kairangi's planting project is on a prominent spot that forms part of the iconic scenery of Wellington harbour as planes come and go from the airport.



## Honda celebrates 30 years in New Zealand with 30,000 native trees

### 30,000 TREES

### STAFF AND CUSTOMER ENGAGEMENT

### TREE GIFTING

### NATIONAL SUPPORT

In August 2018, Honda celebrated 30 years of being in New Zealand. To celebrate, they teamed up with Trees That Count to plant 30,000 native trees.

Honda's trees are being planted in a number of ways:

- by gifting native trees to customers through Trees That Count
- through staff and customer planting events
- and by funding trees into the Marketplace.

Honda has supported three projects from the well-respected conservation group Conservation Volunteers NZ. These projects include:

- 2,000 trees to Atiu Creek Regional Park, Kaipara Harbour in Auckland.
- 1,000 trees to Mt Victoria Town Belt in Wellington.
- 1,000 trees to Kaputahi Creek, Belfast Road In Christchurch.

## Z Energy customers help plant tens of thousands more native trees

Z Energy customers were able to do their bit for native tree planting simply by filling up at Z service stations on October 4, 2018.

For 24 hours, Z donated six cents from every litre sold to Trees That Count, along with giving customers a discount of six cents per litre of fuel.

Z Chief Executive, Mike Bennetts, said the company is working with Trees that Count because of the direct impact trees have on absorbing carbon dioxide.

"Z is committed to leading the transition to a lower carbon future but every single Kiwi can do their bit if we are to limit the effects of climate change on our planet.

"Planting more trees is something everyone can support and it's something customers have repeatedly told us they want us to do," says Mike.

Z Energy and customers raised funding for 23,000 trees through the 24 hour activation.



# Financial Statements 2018

For the year ended 31 December 2018  
Prepared by Connected Accountants



# Approval of Financial Report The Project Crimson Trust

For the year ended 31 December 2018

The Trustees are pleased to present the approved financial report including the historical financial statements of The Project Crimson Trust for year ended 31 December 2018.

## APPROVED



**Joris De Bres**

CHAIR

26 June 2019



**Adele Fitzpatrick**

ACTING CEO

26 June 2019

# Statement of Comprehensive Income

## The Project Crimson Trust

For the year ended 31 December 2018

	NOTES	2018	2017
<b>Revenue</b>			
<b>Revenue from Exchange Transactions</b>			
Investment revenue		1,071	2,195
<b>Total Revenue from Exchange Transactions</b>		<b>1,071</b>	<b>2,195</b>
<b>Revenue from Non-Exchange Transactions</b>			
Grants, Donations, fund raising and other similar revenue	1	2,572,187	1,079,756
<b>Total Revenue from Non-Exchange Transactions</b>		<b>2,572,187</b>	<b>1,079,756</b>
<b>Total Revenue</b>		<b>2,573,258</b>	<b>1,081,951</b>
<b>Expenses</b>			
Volunteer and employee related costs	2	815,051	491,844
Costs related to providing goods or service	2	805,070	489,425
Other expenses	2	476,548	26,337
<b>Total Expenses</b>		<b>2,096,669</b>	<b>1,007,606</b>
<b>Total Surplus/(Deficit) for the Year</b>		<b>476,589</b>	<b>74,345</b>
<b>Total Comprehensive Revenue and Expenses</b>		<b>476,589</b>	<b>74,345</b>

# Statement of Financial Position

## The Project Crimson Trust

As at 31 December 2018

	NOTES	31 DEC 2018	31 DEC 2017
<b>Assets</b>			
<b>Current Assets</b>			
Cash and Cash Equivalents	3	732,657	232,761
Receivables from Non-Exchange Transactions	3	414,794	75,658
GST Receivable		0	52,669
Investments	3	300,459	0
Land Held for Distribution		20,000	0
<b>Total Current Assets</b>		<b>1,467,910</b>	<b>361,088</b>
<b>Non-Current Assets</b>			
Intangible Assets	5	305,014	108,941
Land at cost	4	0	380,000
<b>Total Non-Current Assets</b>		<b>305,014</b>	<b>488,941</b>
<b>Total Assets</b>		<b>1,772,924</b>	<b>850,029</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
Trade and other Creditors	7	613,945	253,805
GST Payable		86,166	0
<b>Total Current Liabilities</b>		<b>700,110</b>	<b>253,805</b>
<b>Total Liabilities</b>		<b>700,110</b>	<b>253,805</b>
<b>Net Assets</b>		<b>1,072,814</b>	<b>596,225</b>
<b>Equity</b>			
Capital contributed by owners or members	6	380,100	380,100
Accumulated Comprehensive Income	6	692,714	216,125
<b>Total Equity</b>		<b>1,072,814</b>	<b>596,225</b>

# Statement of Changes in Net Assets

The Project Crimson Trust

For the year ended 31 December 2018

	2018	2017
<b>Equity</b>		
Opening Balance	596,225	521,880
<b>Increases</b>		
Surplus/(Deficit) for the year	476,589	74,345
<b>Total Increases</b>	<b>476,589</b>	<b>74,345</b>
<b>Total Equity</b>	<b>1,072,814</b>	<b>596,225</b>

# Statement of Cash Flows

## The Project Crimson Trust

For the year ended 31 December 2018

	2018	2017
<b>Cash Flows from Operating Activities</b>		
Grants, Donations, fundraising and other similar receipts	2,721,886	1,338,730
Interest revenue	1,071	2,286
Payments to suppliers and employees	(1,609,981)	(1,284,730)
<b>Total Cash Flows from Operating Activities</b>	<b>1,112,976</b>	<b>56,286</b>
<b>Cash Flows from Investing and Financing Activities</b>		
Payments to acquire Intangible Assets	(312,621)	(86,888)
Payments to purchase investments	(300,459)	0
<b>Total Cash Flows from Investing and Financing Activities</b>	<b>(613,080)</b>	<b>(86,888)</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>499,896</b>	<b>(30,602)</b>
<b>Cash Balances</b>		
Cash and cash equivalents at beginning of period	232,761	263,363
Cash and cash equivalents at end of period	732,657	232,761
<b>Net change in cash for period</b>	<b>499,896</b>	<b>(30,602)</b>

# Statement of Accounting Policies

## The Project Crimson Trust

For the year ended 31 December 2018

### Reporting Entity

The reporting entity is The Project Crimson Trust (the "Trust"). Project Crimson is domiciled in New Zealand and is a charitable organisation registered under the Incorporated Societies Act 1908 and the Charities Act 2005. The financial statements comprising of The Project Crimson Trust are presented for the year ended 31 December 2018. These financial statements and the accompanying notes summarise the financial results of activities carried out by Project Crimson.

The registered office is located at:  
Level 2, NEC Building, 40 Taranaki Street,  
Te Aro, Wellington, New Zealand, 6011.

The Trust is a charitable trust created by deed dated 20 October 1995, and the operations and principle activities are:

Encourage and undertake the protection, conservation and restoration of New Zealand native trees and pōhutakawa and rātā especially.

### Statement of Compliance

The financial statements have been prepared in accordance with Generally Accepted Accounting Practice in New Zealand ("NZ GAAP"). They comply with Public Benefit Entity International Public Sector Accounting Standards ("PBE IPSAS") and other applicable financial reporting standards as appropriate that have been authorised for use by the External Reporting Board for Not-For-Profit entities.

For the purposes of complying with NZ GAAP, the entity is a public benefit not-for-profit entity and is eligible to apply Tier 2 Not-For-Profit PBE IPSAS on the basis that it does not have public accountability and it is not defined as large. The Board of Trustees has elected to report in accordance with Tier 2 Not-For-Profit PBE Accounting Standards and in doing so has taken advantage of all applicable Reduced Disclosure Regime ("RDR") disclosure concessions.

The financial statements have been prepared on the assumption that the entity will continue to operate in the foreseeable future.

### Summary of Accounting Policies

The significant accounting policies used in the preparation of these financial statements as set out below have been applied consistently to both years presented in these financial statements.

#### 1. Basis of measurement

These financial statements have been prepared on historical cost basis except land held for distribution is held at realisable value.

#### 2. Functional and presentation currency

These financial statements are presented in New Zealand Dollars (NZD), which is the entities functional currency.

### 3. Bank Accounts and Cash

Bank accounts and cash in the Statement of Cash Flows comprise cash balances and bank balances (including short term deposits) with original maturities of 90 days or less.

### 4. Changes in Accounting Policies

This is the first year of applying Tier 2 accounting standards. There are no changes in accounting policies between Tier 2 and Tier 3 accounting standards. Policies have been applied on a consistent basis with those of the previous reporting period.

### 5. Depreciation & Amortisation of Non-Current Assets

Depreciation is charged at a rate equivalent to the estimated economic life. Depreciation is charged to surplus or deficit. Land held on capital account is not depreciated. The following rates have been used:

Land	0%
Web Development	33% SL

Land held on capital account has been reclassified as Land held for distribution and revalued in the current financial year to the expected net realisable value. Losses on revaluation have been expensed.

### 6. Financial Instruments

The entity classifies its financial instruments in the following categories: loans and receivables, and financial liabilities measured at amortised cost. The classification of instruments depends on the purpose for which the instruments were acquired.

Management determines the classification of its financial instruments at initial recognition and re-values this designation at each reporting date. Financial assets and liabilities are recognised initially at fair value plus transaction costs, except for those classified as available-for-sale, which are measured at fair value.

A financial instrument is recognised when the entity becomes party to the contractual provisions of the instruments. Financial assets are derecognised if the contractual right to the cash flows from the financial assets expires or if the entity transfers the financial assets to another party without retaining control or substantially all risks and rewards of the asset. A financial liability is derecognised when it is extinguished, discharged, cancelled, or expires.

### Loans and Receivables

Loans and receivables are non-derivative financial instruments with fixed or determinable payments that are not quoted in an active market. They arise when the entity provides money, goods, or services directly to a debtor with no intention of selling the receivable. They are included in the current assets, except for those with maturities greater than twelve months after the date of the Statement of Financial Position which are classified as non-current assets. The entities loans and receivables comprise 'trade and other receivables', 'cash and cash equivalents' and 'term deposits'. Loans and receivables are measured at their cost less impairment losses.

### Cash and cash equivalents

Cash and cash equivalents comprise cash balances, call deposits and term deposits with original maturities of 90 days or less, and bank overdrafts. The face value of cash and cash equivalents represents fair value.

### Trade and other receivables

Trade and other receivables are measured at amortised cost, less uncollectable amounts. Collectability of trade and other receivables is reviewed on an ongoing basis. Debts which are known to be uncollectable are written off. Uncollectable amounts are recognised in surplus or deficit and are deducted from trade receivables in the Statement of Financial Position.

### Term Deposits

Term Deposits comprise deposits with original maturities of more than 90 days. Deposits maturing more than 12 months after year-end are recognised as non-current assets in the Statement of Financial Position. The face value of term deposits represents the fair value.

### Financial liabilities measured at amortised cost

Financial liabilities measured at amortised cost using the effective interest method are non-derivative financial instruments and comprise trade and other payables.

## 7. Taxation

The Project Crimson Trust is wholly exempt from New Zealand income tax having fully complied with all statutory conditions for these exemptions.

## 8. Goods and Services Tax (GST)

The entity is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

## 9. Revenue

### Revenue is accounted for as follows:

#### Donations and Grants

Donations and Grants are accounted for depending on whether they have been provided with a “use or return” condition attached or not. Where no use or return conditions are attached to the donation or grant, revenue is recorded as income when the cash is received. Where donations and grants include a use or return condition, the donation or grant is initially recorded as a liability on receipt. The donation or grant is subsequently recognised within the Statement of Financial Performance as the performance conditions are met.

Donated goods or services (other than donated assets) are not recognised.

Where significant donated assets are received with useful lives of 12 months or more, and the fair value of the asset is readily obtainable, the donation is recorded at the value of the asset obtained. Where the fair value of the asset is not readily obtainable, the donation is not recorded. Donated assets with useful lives less than 12 months are not recorded.

#### Interest income

Interest income is recognised on an accruals basis.

#### Other income

All other income is accounted for on an accruals basis and accounted for in accordance with the substance of the transaction.

# Notes to the Performance Report

## The Project Crimson Trust

For the year ended 31 December 2018

### 1. Analysis of Revenue from non-exchange transactions

	2018	2017
Ata Rangī	0	3,000
Donations – other	6,002	2,118
Donations – Sponsor a tree	0	1,218
TREEmendous	74,783	92,956
Trees That Count	1,536,403	980,464
Te Uru Rākau Funding	955,000	0
<b>Total Analysis of Revenue from non-exchange transactions</b>	<b>2,572,187</b>	<b>1,079,756</b>

## 2. Analysis of Expenses

	2018	2017
<b>Volunteer and employee related costs</b>		
Contractors – Other	0	3,896
Contractors – Project Crimson	71,640	69,490
Contractors – TREEmendous	0	5,000
Contractors – Trees That Count	743,411	413,458
<b>Total Volunteer and employee related costs</b>	<b>815,051</b>	<b>491,844</b>
<b>Costs related to providing goods or services</b>		
Accounting Fees	1,372	1,058
Administration Subscriptions	3,867	0
Advertising/Communications/Newsletter	205,046	2,612
Audit Fees	8,200	2,600
Bank Fees	373	409
Collateral & Resource Development	129	0
Courier Fees	424	0
Data Commons	37,000	0
Event Costs	46,832	0
IT Support	1,406	0
Legal	46,376	12,068
Marketing, Media & Design	2,038	91,178
Meeting & Liaison Costs	9,875	5,491
Miscellaneous Expenses	1,166	831
Office Rent	14,718	1,176
Telephone & Internet	883	0
Travel & Accommodation	43,176	38,525
TREEmendous	0	52,450
Trees That Count	365,148	278,345
Vehicle & Mileage	17,041	2,683
<b>Total Costs related to providing goods or services</b>	<b>805,070</b>	<b>489,425</b>
<b>Other expenses</b>		
Amortisation	116,548	25,842
Revaluation Expense	360,000	0
Subscriptions	0	495
<b>Total Other expenses</b>	<b>476,548</b>	<b>26,337</b>

The Trustees have agreed to distribute land held to the Department of Conservation for the sum of \$20,000. The land has been reclassified from fixed assets to current assets and revalued to realisable value on reclassification.

### 3. Analysis of Current Assets

	2018	2017
<b>Bank accounts and cash</b>		
BNZ – Trust Account	119,756	199,313
BNZ – Donations	22,477	33,447
BNZ – Treasury Call Account	40,424	0
Term Deposits Maturing in 90 days or less	550,000	0
<b>Total Bank accounts and cash</b>	<b>732,657</b>	<b>232,761</b>
<b>Debtors and prepayments</b>		
Accounts Receivables	413,632	75,591
Accrued Interest	0	68
Prepayments	1,162	0
<b>Total Debtors and prepayments</b>	<b>414,794</b>	<b>75,658</b>
<b>Investments</b>		
Term Deposits Maturing in more than 90 Days	300,459	0
<b>Total Investments</b>	<b>300,459</b>	<b>0</b>
<b>Land Held for Distribution</b>		
Land Held for Distribution	20,000	0
<b>Total Land Held for Distribution</b>	<b>20,000</b>	<b>0</b>

There have been no bad debt write offs in the year nor any provision for uncollectable debts.

### 4. Land

	2018	2017
Land	0	380,000
<b>Total Land</b>	<b>0</b>	<b>380,000</b>

## 5. Intangible Assets

	2018	2017
Original Cost	452,508	139,887
Accumulated Amortisation	(147,494)	(30,945)
Net Book Value	305,014	108,941

Reconciliation of the carrying amount at the beginning and end of the period:

	2018	2017
Opening Book Value	108,941	47,895
Additions	312,621	86,888
Amortisation	(116,548)	(25,842)
Net Book Value	305,014	108,941

## 6. Accumulated Funds

	2018	2017
<b>Accumulated Funds</b>		
Opening Balance	596,225	521,880
Accumulated surpluses or (deficits)	476,589	74,345
<b>Total Accumulated Funds</b>	<b>1,072,814</b>	<b>596,225</b>

## 7. Analysis of Liabilities

	2018	2017
<b>Creditors and accrued expenses</b>		
Accounts Payable	247,258	99,098
Credit Card Balance	5,988	2,805
Less Billed in Advance	350,000	147,647
Sundry Accruals	10,698	4,255
<b>Total Creditors and accrued expenses</b>	<b>613,945</b>	<b>253,805</b>

## 8. Commitments

There are no commitments as at 31 December 2018 (Last year – nil).

## 9. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 31 December 2018 (Last year – nil).

## 10. Related Parties

Description	2018	2018	2017	2017
	Value of Transactions	Owing at 31 December	Value of Transactions	Owing at 31 December
Adele Fitzpatrick – Contract Fees – CEO	\$85,288		–	–
David Bergin – Science/Technical advisor fees	\$82,975		\$57,575	
Michael Bergin (David's Son) – Science/Technical advisor fees	\$40,331		–	
Ruud Kleinpaste – TREEmendous – Specialist Fees	\$4,000		\$5,000	
<b>Total</b>	<b>\$212,594</b>		<b>\$62,575</b>	

## 11. Events After the Balance Date

Project Crimson owns land at Utaura which the Trustees have offered to the Department of Conservation for a consideration of \$20,000 to cover costs. The land has been reclassified from fixed assets to current assets and revalued to realisable value on reclassification.

The transfer of land was completed in 2019.

# Auditor's Report

For the year ended 31 December 2018

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## INDEPENDENT AUDITOR'S REPORT

### To the Trustees of Project Crimson Trust

#### Report on the Audit of the Financial Statements

##### Opinion

We have audited the financial statements of Project Crimson Trust ('the Trust') on pages 30 to 41, which comprise the statement of financial position as at 31 December 2018, and the statement of comprehensive income, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Trust as at 31 December 2018, and its financial performance and its cash flows for the year then ended in accordance with Public Benefit Entity Standards Reduced Disclosure Regime ('PBE Standards RDR').

Our report is made solely to the Trustees of Project Crimson Trust, in accordance with section 12 of the Trust Deed and section 41 of the Charities Act 2005. Our audit work has been undertaken so that we might state those matters which we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Trustees of Project Crimson Trust, for our audit work, for our report or for the opinions we have formed.

##### Basis for Opinion

We conducted our audit in accordance with International Standards on Auditing (New Zealand) ('ISAs (NZ)'). Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Trust in accordance with Professional and Ethical Standard 1 (Revised) *Code of Ethics for Assurance Practitioners* issued by the New Zealand Auditing and Assurance Standards Board and the International Ethics Standards Board for Accountants' *Code of Ethics for Professional Accountants* ('IESBA Code'), and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Other than in our capacity as auditor we have no relationship with, or interests in, Project Crimson Trust.

##### Information Other than the Financial Report and Auditor's Report Thereon

The Trustees are responsible for the other information. The other information comprises the information included in the Trust's annual report for the year ended 31 December 2018 (but does not include the financial statements and our auditor's report thereon).

Baker Tilly Staples Rodway Audit Limited, incorporating the audit practices of Christchurch, Hawkes Bay, Taranaki, Tauranga, Waikato and Wellington.

Baker Tilly Staples Rodway Audit Limited is a member of the global network of Baker Tilly International Limited, the members of which are separate and independent legal entities.



Our opinion on the financial statements does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

#### **Responsibilities of the Trustees for the Financial Statements**

The Trustees are responsible on behalf of the Trust for the preparation and fair presentation of the financial statements in accordance with PBE Standards RDR, and for such internal control as the Trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Trustees are responsible on behalf of the Trust for assessing the Trust's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Trustees either intend to liquidate the Trust or to cease operations, or have no realistic alternative but to do so.

#### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with ISAs (NZ) will always detect a material misstatement when it exists.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

A further description of the auditor's responsibilities for the audit of the financial statements is located at the External Reporting Board's website at:

<https://xrb.govt.nz/standards-for-assurance-practitioners/auditors-responsibilities/audit-report-8/>

A handwritten signature in blue ink that reads 'Baker Tilly Staples Rodway'.

**BAKER TILLY STAPLES RODWAY AUDIT LIMITED**

**Wellington, New Zealand**

26 June 2019

To every New Zealand individual, family or business – big and small – who has funded or gifted a native tree to Aotearoa in 2018, thank you. We couldn't have done it without you.

Funded by



**Te Uru Rākau**  
Forestry New Zealand