



Sustainable
Queenstown

IMPACT REPORT

FY25



VISION:

TO SUPPORT AND EMPOWER THE QUEENSTOWN COMMUNITY TO MAKE BETTER DECISIONS WHEN IT COMES TO THEIR SUSTAINABLE PRACTICES EVERY SINGLE DAY.

TOGETHER WE STRIVE TO CREATE A MORE SUSTAINABLE HOME FOR OUR COMMUNITY TO LIVE, WORK AND PLAY.

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MESSAGE FROM THE CHAIR

Tēnā koutou katoa,

Since joining the board in April 2020, and serving as Chair for the past three years, I have had the privilege of watching a remarkable movement take shape across the Whakatipu.

What stands out most to me is not simply the progress within Sustainable Queenstown, but the way our wider community has stepped forward. Over recent years we have seen an extraordinary rise in individuals, charities, businesses and groups who are committed to living and working in ways that honour this place we call home. This report reflects the collective energy of that community as much as it reflects our own mahi.

The past five years have brought meaningful shifts in our region's understanding of waste and sustainability. Our projects have encouraged behaviour change, reduced single-use items at events, connected people through education, and strengthened collaboration across the district. These achievements matter even more when viewed against the broader national context. Aotearoa continues to send significant quantities of avoidable waste to landfill, including an estimated 1.2 million tonnes of food each year. Disposable packaging and serve-ware also remain major contributors to environmental harm and emissions. These challenges remind us why our work is necessary and why continued collective action is essential.

Through all of this, one truth has remained constant: the passion and perseverance of our community. Policy settings fluctuate, national priorities shift and global pressures come and go, yet here in Queenstown the commitment to a low-waste, resilient future continues to strengthen. A key focus for us now and in the years ahead is ensuring that sustainable choices are accessible to all. Low-waste living should never be limited to certain demographics. If we want genuine, lasting change, we must reduce barriers, make reuse simple and design solutions that work for everyone in our community.

MESSAGE FROM THE CHAIR

I would like to acknowledge the many people who make our work possible: the volunteers who give their time so generously, the local businesses and partners who embrace change, our funders whose support enables impact, and our dedicated project teams, including Jess Larmont, Ella Peacock, Lilia Rossana, Kirsty Miles and Scott Kennedy, who have delivered our initiatives with professionalism and passion throughout the past financial year.

I extend my sincere thanks to our board of trustees, including Maggie Jackson, Cristina Barraclough, Jade Baker-Edwards, Lucy Guyton and Nicole Walton, who contribute countless hours to guide and strengthen this organisation. I also wish to acknowledge Queenstown Lakes District Council, whose support has been instrumental in enabling our waste-reduction programmes and community impact.

As I step down as Chair and continue as a trustee, I do so with confidence in the path ahead. With strong community backing and growing momentum, Sustainable Queenstown is well placed to broaden its reach, deepen its impact and explore new collaborations. I am excited to see our projects evolve, and who knows, perhaps Queenstown will become one of New Zealand's first completely SUCfree towns...watch this space!

Thank you for being part of this shared journey. I look forward to seeing what we will continue to achieve together.

Ngā mihi
Lana Cruickshank
(outgoing) Chair of the Board



INTRODUCTION

We are a collaboration of Queenstown Lakes locals who connect and activate our community every single day. We're champions of better, more sustainable choices.

This year has seen a real focus on strategising for the next three years. Through the work of our growing team, we've seen a hive of activity in events, workshops, single-use waste reduction, community activations and a whole heap of collaboration.

The following pages highlight the big impact we've had and the people who have made it possible.

Our four core initiatives

Green Drinks is our monthly event series. Running for over 7 years, we host speakers, workshops, outdoor excursions, films and social get-togethers that bring people, ideas and knowledge together over a drink each month!

Imagine an event without disposable food cartons and cups filling the bins. Say hello to DISHrupt - disrupting our dependency on disposables. Since 2018, DISHrupt has kept over 200,000 disposables out of landfill by providing reusable dishes!

ResOURceful Communities is our collaborative programme with Wastebusters - bringing the Repair Revolution, Slow Fashion Month, Low Waste Living Workshops and Plastic Free July activities to Queenstown. This annual programme of events celebrates slowing down, reusing and working together.

SUCfree* Whakatipu champions cafes, restaurants and offices that cut out, or cut down on, takeaway cups! Normalising the 'sit, bring, borrow' mantra and keeping single use cups out of landfill. *single-use cup free

THE FY25 TEAM

Ella Peacock

DISHrupt, SUCfree & Green Drinks Operations Manager



Cristina Barraclough
Trustee

Jade Baker-Edwards
Trustee

Lana Cruickshank
Chair

Lilia Rossana
DISHrupt, SUCfree
& Green Drinks
Project Manager

Jess Larmont
Executive Officer

Nicole Walton
Treasurer

Kirsty Miles
ResOURceful Communities Manager

Lucy Guyton
Trustee

Not Pictured: Maggie Jackson
Trustee

GREEN DRINKS

380

NEW & RETURNING
GREEN DRINKS
ATTENDEES

From the launch of a beer made from rescued fruit at Altitude, and seedling potting session with the Whakatipu Reforestation Trust, to a pickling workshop, a winter climate quiz, gear & clothes swap at Patagonia that rehomed 120+ items, and getting insight into our region's food resilience (or lack thereof), our FY25 Green Drinks programme of 10 events was varied and valuable!

Each attendee is a member of our local community who takes their Green Drinks learnings and connections out into their own circles. It's the ripple effect of impact that goes beyond one evening, and out to businesses, organisations and individuals in our region.



DISHrupt

22

EVENTS
DISHRUPTED

39,300

SINGLE-USE
SERVEWARE ITEMS
SAVED FROM LANDFILL!

*that's more than FY24 and there was no typical LUMA this year which typically counts for a lot!

From Queenstown, to Arrowtown, Glenorchy, and Wānaka - our biggest DISHrupted events in FY25 were Siddharthas Intent, Lake Hayes A&P Show and the Queenstown Multicultural Festival.

Plus, we DISHrupted the whole FY25 Remarkables Markets season too!



RESOURCEFUL COMMUNITIES

400

RESOURCEFUL
COMMUNITIES
ATTENDEES

4 Repair Revolution Events, saving 250 items from landfill through successful repair!

2 Low Waste Living Workshops, educating 60 people on DIY low waste cleaning products!

1 Slow Fashion Show, showcasing sustainable fashion on the runway & through our mini market to 100 people!

1 Plastic Free Night Market, connecting 100+ locals with plastic-free products & hands-on education!



SUCfree Whakatipu

18

WORKPLACES
DECLARED
SUCFREE!

18 SUCfree Workplaces declared to use reusables when buying takeaway coffees!

2 SUCfree Days - at Beach St Cafe and Yonder - 120 coffees served to customers who bought their own cups!

1 SUCfree workshop at Queenstown Airport, engaging staff on living more sustainably

1 SUCfree Hui in collaboration with SUCfree Wānaka, 20 attendees from local hospitality venues to talk insights and ideas for more SUCfree! Resulting in...

1 more fully SUCfree café in Queenstown Lakes!



FEEL THE LOVE

“Really inspiring event. Already looking forward to the next one!”

“I think this is such an amazing work you do for the community and encourage people to be active and outside . Looking after mental health and physical health and environment health.”

“It was a stellar event and so well executed.”

“Loving highlighting community resilience, as this will be so important in the future”

“We had the pleasure of partnering with DISHrupt for our 2025 festival, and their contribution was nothing short of incredible. The team brought immense passion, professionalism and a genuine commitment to the kaupapa of waste minimisation, seamlessly integrating sustainable practices into the heart of our event.”

“The Repair Revolution is one of the very few feasible ways to repair things which seems to be a quality that our society has lost in the last few decades.”

COLLABORATIONS & SPONSORS

We can only achieve greatness when we work with others. This year we have collaborated with many local and national people, organisations and businesses including:

- The Lightfoot Initiative
- Whakatipu Reforestation Trust
- Canyon Brewing
- Wastebusters
- Chunky
- Fluid Design
- Love & Status
- McKibbon's of Royalburn
- WAO Aotearoa
- Protect Our Winters (POW)
- Altitude Brewery
- The Crown Pub
- Sherwood
- Smiths Craft Beer Bar
- Brandland
- Skyline
- TIKKI Studio
- SUCfree Wānaka
- Nature's Symphony
- Yonder
- Beach St Cafe
- KiwiHarvest
- Queenstown Multicultural Festival
- Forward Whakatipu
- Salvation Army
- Diwali Festival
- Queenstown Lakes District Council
- Patagonia (clothing, not ice cream!)
- Branches Charitable Trust
- Remarkables Market
- Bunnings
- Lake Hayes A&P Show
- Arrowtown Autumn Festival
- One Bike

7

Different venues for
Green Drinks

50+

Organisations & businesses
collaborated with

Queenstown Lakes District Council's Zero Waste District Programme funds our Resourceful Communities work, managed by Wastebusters, and was a sponsored many of our Green Drinks events. The programme also funding the hiring of our Project and Operations Managers to grow our SUCfree Whakatipu and DISHrupt initiatives in FY25.

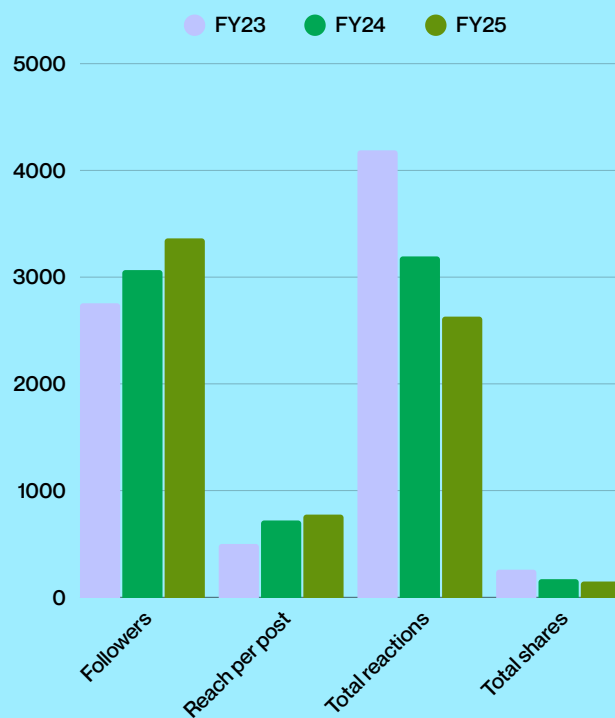
And we received generous financial donations from:

- Ziptrek's Local Day
- Arthur Lee - donated consulting fee
- Real Social's 1% For The Planet member donation
- Goldman Legal - Green Drinks sponsor

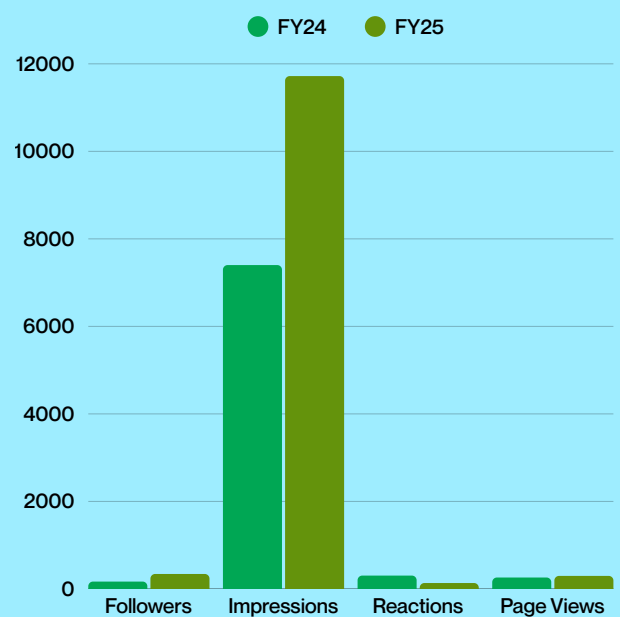
OUR REACH

SOCIAL MEDIA

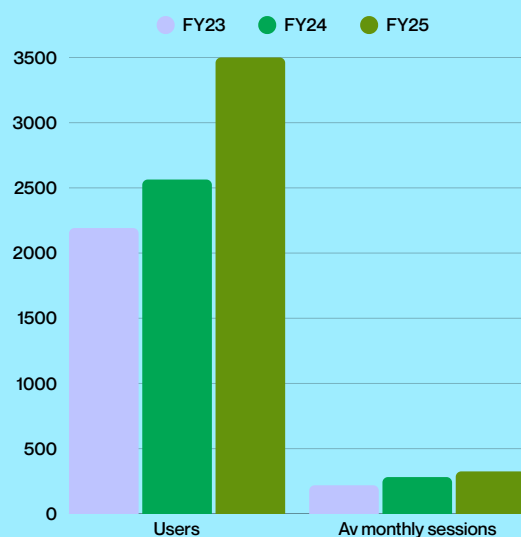
FACEBOOK (primary social media channel)



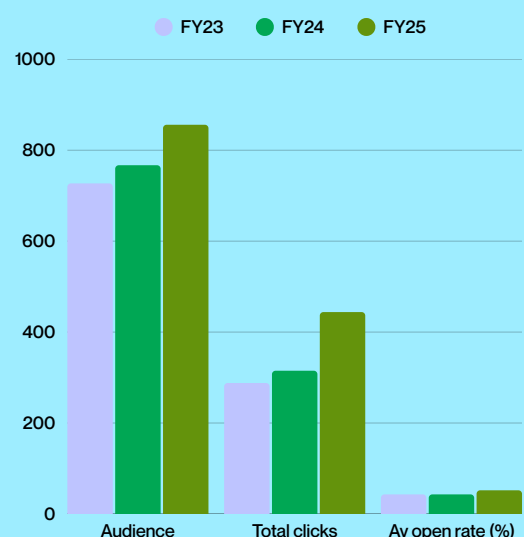
LINKEDIN (secondary social media channel)



WEBSITE



MAILING LIST



FY26 – WHAT'S TO COME?

2026 is all about strengthening and scaling!

This year we're moving from foundation-building to firming up our systems, strengthening our leadership, and positioning Sustainable Queenstown for the next stage of growth.

We'll welcome a new General Manager and Chair, bringing fresh leadership and stability to guide our mahi. Alongside this, we're tightening our governance and operational systems; updating our policies and SOPs, adopting new project and communications tools, and bringing more structure and efficiency to how we work.

FY26 will see Green Drinks, SUCfree and DISHrupt continue to grow, with more events, more collaborators, and deeper community engagement. We'll be supporting vendors and event organisers to reduce waste, increasing awareness of reusable options, and continuing to champion circular solutions across the district.

We'll also continue to prepare for what comes next by exploring new project opportunities, strengthening relationships with local partners, and building a clearer roadmap for visitor engagement. We'll be refining what our vision for Queenstown is and will reach out to our community to help guide this.

Behind the scenes, improved processes for funding, sponsorship and budgeting will support a more secure and sustainable organisation, helping to ensure our impact can scale in the years ahead.

FY26-FY28: PLAN ON A PAGE

Plan on a Page
FY26 - FY28



SUSTAINABLE QUEENSTOWN'S VISION

To support and empower the Queenstown community to make better decisions when it comes to their sustainable practices every single day. Together we strive to create a more sustainable home for our community to live, work and play.

STRATEGY STATEMENT

Over the next three years, Sustainable Queenstown will work to drive long-term change for a thriving, low-impact future - expanding our reach, strengthening our foundation, and accelerating sustainability efforts.



Ensure Financial Security

- Strengthen our funding base through grants, sponsorships, and partnerships.
- Build systems that make budgeting, planning, and reporting more sustainable.



Expand & Strengthen our Organisation

- Set up scalable systems, tools, and policies that help us deliver smarter and faster.
- Grow our leadership team & improve governance to support long-term growth.



Amplify Core Impact Projects

- Grow Green Drinks, DISHrupt and SUCfree to engage more people and partners.
- Improve how we promote and deliver impact to deepen connection and scale.



Broaden Our Impact

- Explore new ideas and listen to community needs to shape our future projects.
- Lay foundations to launch two new sustainability initiatives in future years.



Influence Sustainable Visitor Behaviour

- Create tools and partnerships that help visitors take positive action in Queenstown.
- Make it easier for visitors to give back through donations, volunteering, or learning.

ACKNOWLEDGEMENTS

Thank you to our sponsors, collaborators, friends & champions.

Special mention to:

- Nicole Walton, our beyond fabulous volunteer treasurer
- Emma, Robbie & Maddy from Todd & Walker Lawyers for their excellent pro bono work
- Emma Brockie, Kath Buttar & Sophie Mander from QLDC Waste Minimisation for their constant support
- The glorious team at Wastebusters for trusting us to deliver Resourceful Communities on our side of the hill
- Sofi Cinque from Earthic & Chunky for championing SUCfree & DISHrupt
- Greg, Tony, Federico, Jenny, Adrian, Barbara, Brett, Emma, Guillaume, Josh, Lisa, Matt, Rachael, Siobhan, Stephen, Tom, Vincent, David, Sophie & Sophie for volunteering their time, skills & enthusiasm at our Repair Revolution events

Thank you to our epic board members and contractors who have left in the past year:

- Micaela McLeod
- Neha Gosalia
- Scott Kennedy

And to our current board of trustees for all the hours and passion they put into the cause voluntarily - absolute rockstars.



Sustainable Queenstown



Sustainable Queenstown

Todd and Walker Law

Level 2 Craigs Investment Partners House

5 Mile Centre, 36 Grant Road

Queenstown, 9371

[WEBSITE](#) [EMAIL](#) [FACEBOOK](#) [LINKEDIN](#)