

Clean-up needed every day, every week

By Paul Williams

Every week should be Keep New Zealand Beautiful Week.

Small groups in Horowhenua did their bit to support the annual clean-up event this week, but the reality is that incidents of littering and fly-tipping are increasing.

KNZB national support manager Wayne Gazly says it's great the event is supported in large numbers, but the fight against waste and rubbish should continue all year round.

"It would be fantastic to have this level of awareness every day of every week," he says.

Clean Up Week provides individuals, schools, businesses and community groups an opportunity to get together and clean rubbish from parks, reserves, rivers, beaches, roads and waterways.

Fly-tipping is estimated to cost Horowhenua ratepayers more than \$100,000 to clean up every year. There's an argument that rubbish disposal fees are too high, but they're dwarfed by maximum fines of \$5000 for anyone caught

fly-tipping.

Several events were planned locally in Horowhenua. The district council had coordinated clean-ups at various areas, including hot spots like Gladstone Reserve.

"Clean Up Week is an important way to promote awareness of the huge litter problem facing New Zealand," Wayne says. "It helps to educate and change people's attitudes towards litter, and it gives everyone the opportunity to get involved in a positive way to maintain our clean green image."

"Clean-up events range massively in size, from small-scale events held by kindy kids and their families, to much bigger events run by some of New Zealand's largest corporations. Regardless, every piece of rubbish collected makes a difference to our environment and to keeping Aotearoa beautiful."



Some of the rubbish cleaned up at Foxton Beach on Sunday.

The above article is not accurate. The NZ Four Wheel Drive Association, in collaboration with Horowhenua District Council, organised a cleanup on the southern side of the mouth of the Manawatū River to celebrate Clean Up Week. This area is part of the internationally recognised Ramsar site at Foxton Beach. The photo is of the rubbish gathered up on the day, with much more still to be collected in this hard-to-reach area, most a result of tide and wind and floods depositing items on the south side. The NZ Four Wheel Drive Association is a member of MEMT and spends many hours with other volunteers working to protect sensitive areas of the Ramsar site as well as educating members not to go onto the southern dune system at Foxton Beach.

The article below printed several weeks later gives more credit for the efforts of the Association (comprising of 65 4WD clubs throughout NZ – and it is the members of those clubs that do this volunteer work)

– Horowhenua Star 24 October 2025, page 4.



A LARGE AMOUNT of glass, toys, plastics and other refuse was collected from Waitārere Beach last weekend by representatives of the NZ 4WD Association Central Zone. Beach resident Sharon Freebairn, who coordinates the monthly clean-ups, says efforts like this make a big difference to the beach environ. The clean-ups are widely advertised so anyone can join in, the roster coinciding with the council refuse collection that arrives the following day. HDC also provides rubbish bags and gloves. Pictured at the most recent clean-up are 4WD Association members, Darren Pettengell, Katie Pettengell, Dylan Pettengell and Tyler Pettengell, with Manawatū Estuary Management representative Grant Purdie.