



ANNA MATHIESON

Kia ora, I'm Anna.

I take a holistic approach to problem solving. For the past six years, I've worked with some of New Zealand's most innovative non-profits and social enterprises, including Kaibosh Food Rescue, Conscious Consumers and the Sustainable Business Network in a variety of roles, including operations, management, communications, strategy and business development.

My current role is with Sustainable Coastlines, where I'm part of an inspiring team who create and deliver practical solutions to some of New Zealand's most tricky environmental and social issues.

I hold an LL.B from the University of Canterbury and have studied and worked as a journalist. I'm passionate about the art of communication, particularly when it comes to changing people's behaviour. I'm interested in food systems, waste management, permaculture, gardening, Rongoa Maori (traditional native plant medicine) and foraging.

I'm excited about getting involved with a team to create a vision, strategy and action plan to create change in people's food waste and recycling habits. I believe my communication skills and experience working with grassroots organisations to create widespread change will add value to the Behaviour Change Steering Committee.



CATHERINE IRVINE

Catherine is the Solid Waste Manager at Dunedin City Council.

Catherine was first employed by the Dunedin City Council to make business process improvements during a transitional period. She developed her business acumen previously as sales and production manager for a rapidly growing Dunedin company, in addition to being a volunteer coordinator within her local community.

With a management background and a specific interest in human health and environmental wellbeing she was appointed to the role of waste strategy officer in 2007 and in 2016 solid waste manager. Catherine feels she is particularly well suited to local government as she is customer focused, takes a lead role in providing strategic advice and planning and is author of the Dunedin Waste Management and Minimisation Plan. Catherine is also local government chair of the National Public Places Recycling Scheme.

Catherine has a bachelor degree in applied management with a major in business excellence. In relation to this she co-authored a published research paper on sustainable possum management in New Zealand.

Catherine is supportive of the WasteMINZ Behaviour Change Sector Group and seeks the re-election in order to apply her skills, experience and enthusiasm and make a valuable contribution.



DANIELLE KENNEDY

Danielle is the Community WasteWise Team Manager for Auckland Council.

Danielle is passionate about innovative evidenced-based approaches that inspire everyday people to work towards Zero Waste. Her programmes are designed to foster the voluntary adoption of less wasteful and more sustainable behaviours at home and in the work place. Danielle has been involved in the WasteMINZ Behaviour Change Sector Group since its inception in 2008. She enjoys the opportunity to contribute to sustainable behaviour change at a national level and is up for re-election this year.

Danielle has worked in New Zealand's public and private sector for over 17 years to develop, deliver and evaluate waste minimisation and sustainability programmes. She has guided local government, business and community organisations to develop and implement solid waste policy, environmental education, community-based engagement and social marketing projects.

Danielle is currently responsible for a team of fourteen advisors; overseeing the delivery of regional Compost Collective, Zero Waste Events, Waste Free Parenting and Love Food Hate Waste programmes; local community-led partnerships; as well as direct householder engagement for council's changing waste services.

Danielle has a BSc in Environmental Management, a postgraduate diploma in Sociology, along with certificates in adult teaching, public participation and youth work. Danielle's broad knowledge and experience of the social and scientific aspects of environmental issues provide her with a unique perspective and skill set.





DONNA PETERSON

Donna is the Senior Waste Officer at the Invercargill City Council. The majority of her work is in the operation of the successful shared service WasteNet Southland, on behalf of the Gore District Council, Invercargill City Council and Southland District Council.

She has over 13 years' experience working in territorial authorities and is currently serving on the steering committee for WasteMINZ' Territorial Authority Forum. Donna has experience in developing and implementing behaviour change programmes for both schools and the wider community, and has a very good understanding of the challenges faced with measuring the success of these programmes while working to a budget.

Donna is the current chair of WasteMINZ' Behaviour Change Sector Group (BCSG) and has been actively involved in several technical working groups for the Love Food Hate Waste campaign. Donna is proud to be involved the BCSG and is keen to maintain the momentum achieved to date and progress future projects.



DUNCAN WILSON

Duncan is a Director of Eunomia Research & Consulting NZ. He has worked in the waste industry for over 18 years in New Zealand and the United Kingdom. He has significant breadth and depth of experience and has been responsible for delivering on projects ranging from waste management and minimisation plans, waste contract procurement, development and evaluation of service delivery options, collection systems modelling, and behaviour change and communications.

Duncan has a BA (Hons) in Anthropology, and has a keen interest in the interaction between people and systems. His work in this field has included development of the New Zealand recycling symbols, pioneering work on the United Kingdom's first 'compulsory recycling' scheme, development of a zero waste events guide, consultancy on public place and stadium recycling for the 2011 Rugby World Cup, research and surveys on household waste behaviour and preferences, and work on waste prevention strategies for a range of United Kingdom authorities, including Greater London.

A current member of the Behaviour Change Steering Committee, Duncan's focus is bringing his skills and experience to assist in developing a more standardised approach to behaviour change in the waste sector. Such an approach can potentially yield a range of benefits including consistent messaging, better leveraging of communications budgets, and more widespread adoption of best practice.



GINA DEMPSTER

Gina has been in charge of Wanaka Wastebusters' communications, marketing and media liaison for nine years. For the last year, she has been a member of the WasteMINZ Behaviour Change Steering Committee, and has contributed to the development of the Love Food Hate Waste NZ campaign. Her responsibilities at Wastebusters include branding, strategy, designing advertising campaigns, managing websites and creating social media campaigns. Gina has created effective messaging, recycling signage and truck branding for Wastebusters. She has also been instrumental in behaviour change campaigns, including the Unpackit Awards and the Dr Compost home-composting programme, which Wastebusters delivers for Queenstown Lakes District Council.

Gina has a deep interest in creating positive behaviour change, and is especially passionate about reducing food waste and supporting community initiatives. She has 18 years experience in communications and media liaison, and has a BA (Hons), Master of Economics and a Diploma of Journalism. Gina would love to continue to contribute her skills and experience to the Behaviour Change Steering Committee.





JACQUI FORBES

Jacqui (Ngāruahine) came from a teaching background in kōhanga reo and kura kaupapa before starting in the waste industry with Xtreme Zero Waste in 2004. Jacqui's experience includes zero waste event management, business waste minimisation, waste auditing, community waste education and enviroschools facilitation.

Jacqui was part of the senior management team at Xtreme Zero Waste, a community organisation that manages Raglan's Resource Recovery Centre. Since March of this year Jacqui has been full-time with Para Kore as general manager. This role has involved with others designing stickers for bins, signage for walls, and a programme that takes marae from throwing it all in the bin to recycling, composting, and feeding animals. Jacqui loves setting up recycling and composting systems, and enjoys opportunities to help marae, businesses, industry, councils, kōhanga, community organisations, events and schools reduce waste. Jacqui leads a team of regional waste advisors passionate and committed to leading marae and Māori organisations towards zero waste.



JAN BURBERY

Jan is an experienced environmental practitioner with strong skills in communications, strategic planning, and stakeholder engagement, gained in the public and not-for-profit sectors, and the media.

She has had a wide variety of roles in the waste sector at the former Auckland City Council and at Sustainability Victoria in Melbourne, with her favourite work involving education and communication.

At Sustainability Victoria, Jan helped develop two behaviour change campaigns: Get it right on bin night and Love Food Hate Waste. In undertaking this work, she met behaviour change experts and applied the best of leading theories, which led her to develop a particular interest in this field. She is fascinated by the complexity of human behaviour and the motives and challenges.

On a personal note, Jan says when she gave up smoking some years ago, it later struck her how difficult it was to change a habit and an action – and that was with her well knowing what a crazy thing it was to smoke. Not one redeeming feature, just a long time habit that had to change.

Jan is known for her strong collegial and networking style, enthusiasm and commitment. She would love to contribute to the WasteMINZ Behaviour Change Sector Group.



KAREN DRIVER

Karen Driver is the Waste Minimisation Manager at Nelson Environment Centre since 2009. She has over 19 years project management experience in a mixture of commercial (IT) and not for profit organisations. She is on the board of the Community Recycling Network, Nelson Environment Centre and Environment Hubs Aotearoa (the national network of environment centres).

Through her role with the Nelson Environment Centre, Karen acts as a consultant to local government, the business sector and community in waste minimisation related behaviour change. The recent focus for Karen's team has been focusing on reducing cardboard waste on construction sites and food waste in the home (supporting the LFHW initiative), with support from Nelson City and Tasman District Councils.

Karen has been on the WasteMINZ Behaviour Change Sector Group since 2014 and has enjoyed contributing to the critical work of the group. Karen believes it is important to continue to have strong representation from the community sector in the group through at least two representatives.





KELLIE BRENNER

Kellie is the Waste Minimisation Manager for Wellington City Council, overseeing the waste education programme and managing WCC's waste minimisation projects. She has over 10 years of experience working in the sustainability field in the United States and New Zealand, including experience within the local government and not-for-profit sectors. With particular areas of interest in environmental education and waste minimisation, she has led the overhaul of waste management systems, provided programme and policy advice, and provided on-the-ground programme implementation.

While overseeing the local delivery of a federal conservation education programme in the U.S. she worked directly with householders of all ages to encourage behaviour change. She also spent a year volunteering with AmeriCorps, a U.S. domestic civil service programme, where she worked with primary school children encouraging water conservation through delivery of environmental education programmes.

In New Zealand, Kellie has worked with two local councils in the Wellington region on a range of sustainability projects, including evaluation of community recycling programmes and overhaul of internal waste management systems. She also spent a year as the Wellington coordinator for the Sustainable Business Network.

Outside of work, Kellie is on the board of trustees for Kaibosh, New Zealand's first food rescue organisation.



NICK MORRISON

I am the Sales and Sustainability Manager for Innocent Packaging and am passionate about creating a waste free New Zealand based on a circular economy.

My background is in fitness and health. I completed a BPhEd at the Otago School of Physical Education then spent eight years as a fitness trainer, working both here in Auckland and then in London, United Kingdom. Health and fitness is entirely based on behaviour change.

I have spent five years living and travelling overseas and have seen the devastating environmental impacts of the current model, of use and discard, in some of the worlds most beautiful locations.

I came home naive to New Zealand's own waste issues and have been shocked into action to turn it around.

Through my 18 months working at Innocent Packaging I have seen first hand the impacts of positive and creative messaging to influence consumer behaviour and have become an industry leader in the field of compostable packaging. I believe strongly in producing packaging (especially single use packaging) made from plants and then composting it after use. I believe strongly in banning polystyrene and other single use plastics and products.

The changes New Zealand needs to implement to turn round our embarrassing waste problem are drastic and far reaching, but we simply can not afford to continue with the current model. We need a fresh new approach with new ideas, innovation and a commitment to communicating with all relevant stake holders.

