

# Statement of Intent

For the year ended 30 June 2026



# ECOCENTRAL

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# Statement of Intent



# 1. Introduction

**This Statement of Intent (SOI) is prepared in accordance with Section 64(1) of the Local Government Act 2002 (LGA).**

The SOI specifies for EcoCentral Limited (EcoCentral), the objectives, the nature and scope of the activities to be undertaken, and the performance targets and other measures by which the performance of the company may be judged in relation to its objectives, amongst other requirements.

The process of negotiation and determination of an acceptable SOI is a public and legally required expression of the accountability relationship between the company and its Shareholder, Christchurch City Holdings Limited (CCHL) and its ultimate owner, being the Christchurch City Council (CCC).

**EcoCentral is made up of three divisions:**

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## EcoShop

The **EcoCentral EcoShop** reuses products that can easily find a new home, filling the gap between 'reduce' and 'recycle'. Our operation is active within the community and our dedicated team ensure our products are safe and suitable to be rehomed.

## EcoDrops

Our three **EcoDrop** locations provide a Resource Recovery Centre (RRC) for the public to drop off recycling for free such as household hazardous waste, recycling, reusable goods, as well as areas where you are charged for any general rubbish you can't fit in your red bin or green waste.

## EcoSort

Our **EcoSort** facility accepts recycling from all of Christchurch and extends to the wider Canterbury region. Our facility produces recyclable material that is up to 99.8% free of contamination. From optical sorting to various levels of human sorting, it is a world-class operation.

The SOI is reviewed annually with CCHL and CCC covering a three-year period. EcoCentral is a Council-Controlled Trading Organisation (CCTO) for purposes of the Local Government Act 2002.





## 2. Contact details

### **Address and Registered office:**

Ground Floor, 9 Baigent Way  
Middleton, Christchurch 8442

### **Board**

Mark Jordan (Chair)  
Jacqueline Cheyne  
Ben Reed  
Mark Christensen

### **Chief Executive**

Craig Downie

### **Telephone**

03 336 0080

### **Website**

[www.ecocentral.co.nz](http://www.ecocentral.co.nz)

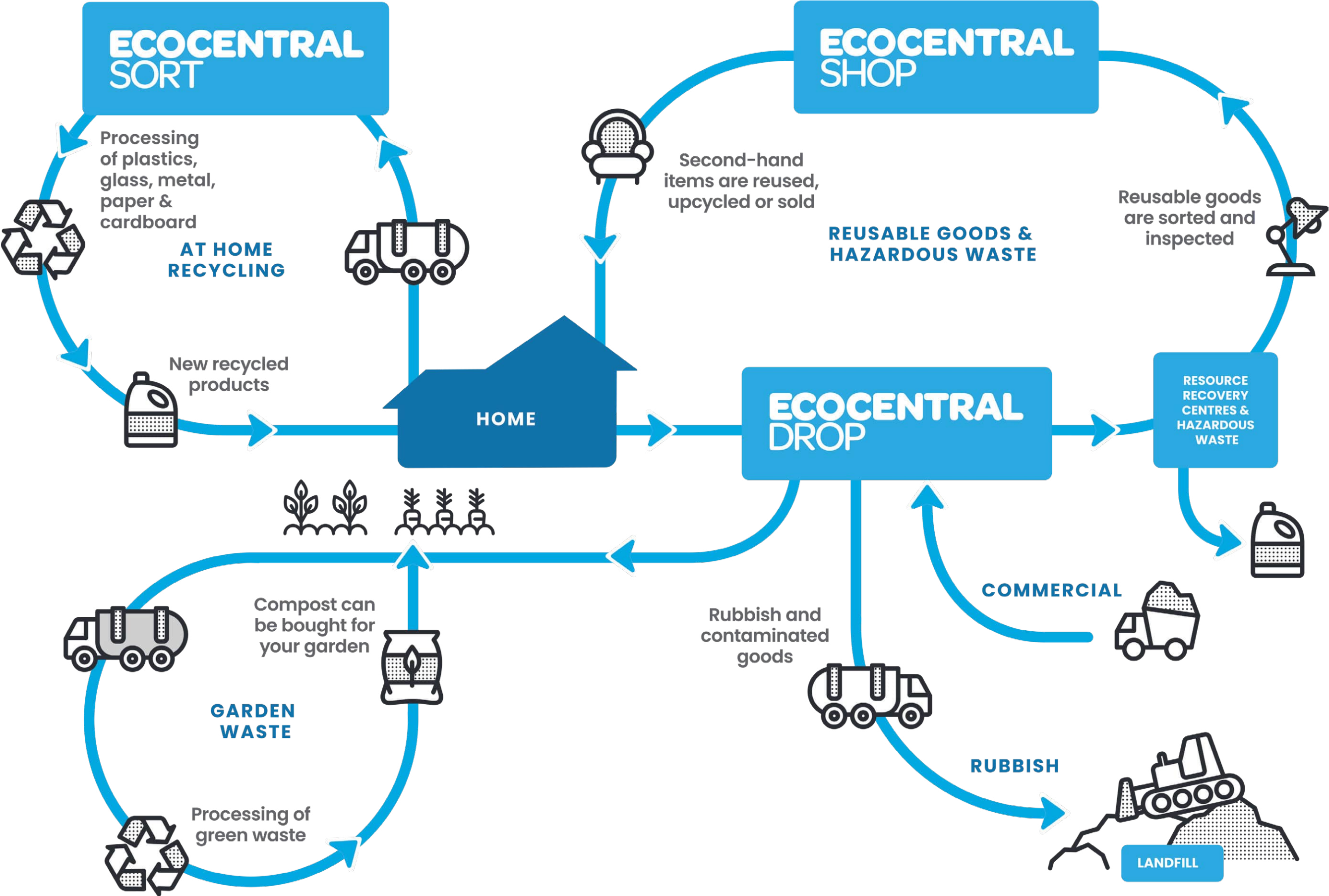
### **Email**

[admin@ecocentral.co.nz](mailto:admin@ecocentral.co.nz)

## 3. Vision and mission

EcoCentral's **vision** is an economically sustainable circular economy for New Zealand in which EcoCentral plays a leadership role.

EcoCentral's **mission** is to lead and support best practice waste reduction and provide enduring refuse and recycling services for South Island councils, businesses and communities.





## 4. Objectives

**EcoCentral is responsible for the operation of the EcoSort (Materials Recovery Facility) and the refuse and recycling EcoDrops which includes drop-off centres that assist in the handling, separating and disposal of all waste types. These facilities receive refuse and provide recycling collection options throughout the city for both households and commercial premises.**

Additionally, EcoCentral operates the EcoShop at 191 Blenheim Road. This facility receives reusable material from the EcoDrops and other sources, then prepares that material for sale and retails it to the public. This thereby diverts that material from landfill supporting the circular economy.

### The objectives of EcoCentral are:

#### Facility Objectives

- To receive and process a high proportion of controlled waste into usable resources, with a target of minimising the residual waste to landfill.
- To ensure that the EcoSort, EcoShop and EcoDrops are available and fully operational throughout the entire year to achieve this objective.

#### Environmental Objectives

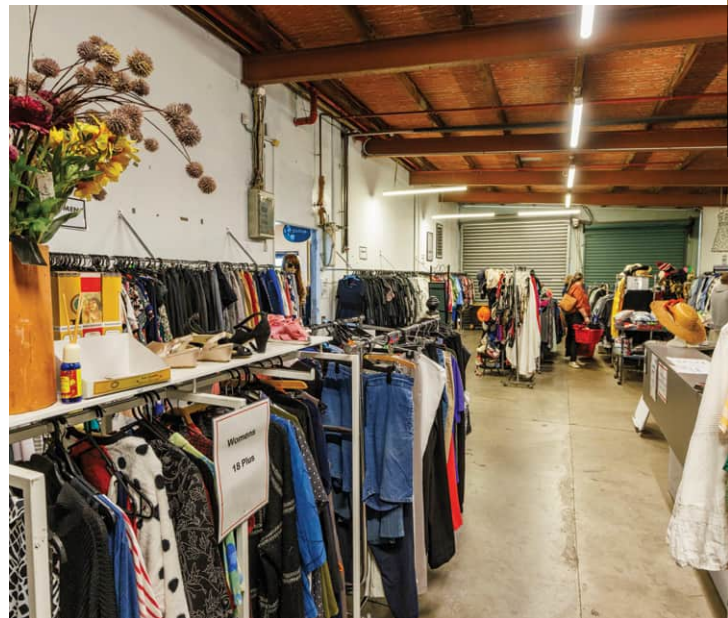
- To encourage sustainable resource use and provide facilities to divert waste from the landfill that can be economically converted into resources and products that can be reused with minimal environmental impact.
- To support CCHL and the Sustainability Working Group's carbon reduction goals by reducing the Company's carbon footprint and implementing our sustainability strategy to support CCC's plan to be carbon neutral by 2030.
- To operate all facilities in compliance with consents governing the Company's operation.

#### Economic Objectives

- Ensure that the operation is run in a cost-effective manner, returning an annual profit that translates into a dividend being paid back to the shareholder.
- To provide sound strategic and financial planning to ensure that capacity is available to meet the recycling processing needs of Christchurch City and the wider Canterbury region in a commercially viable manner.

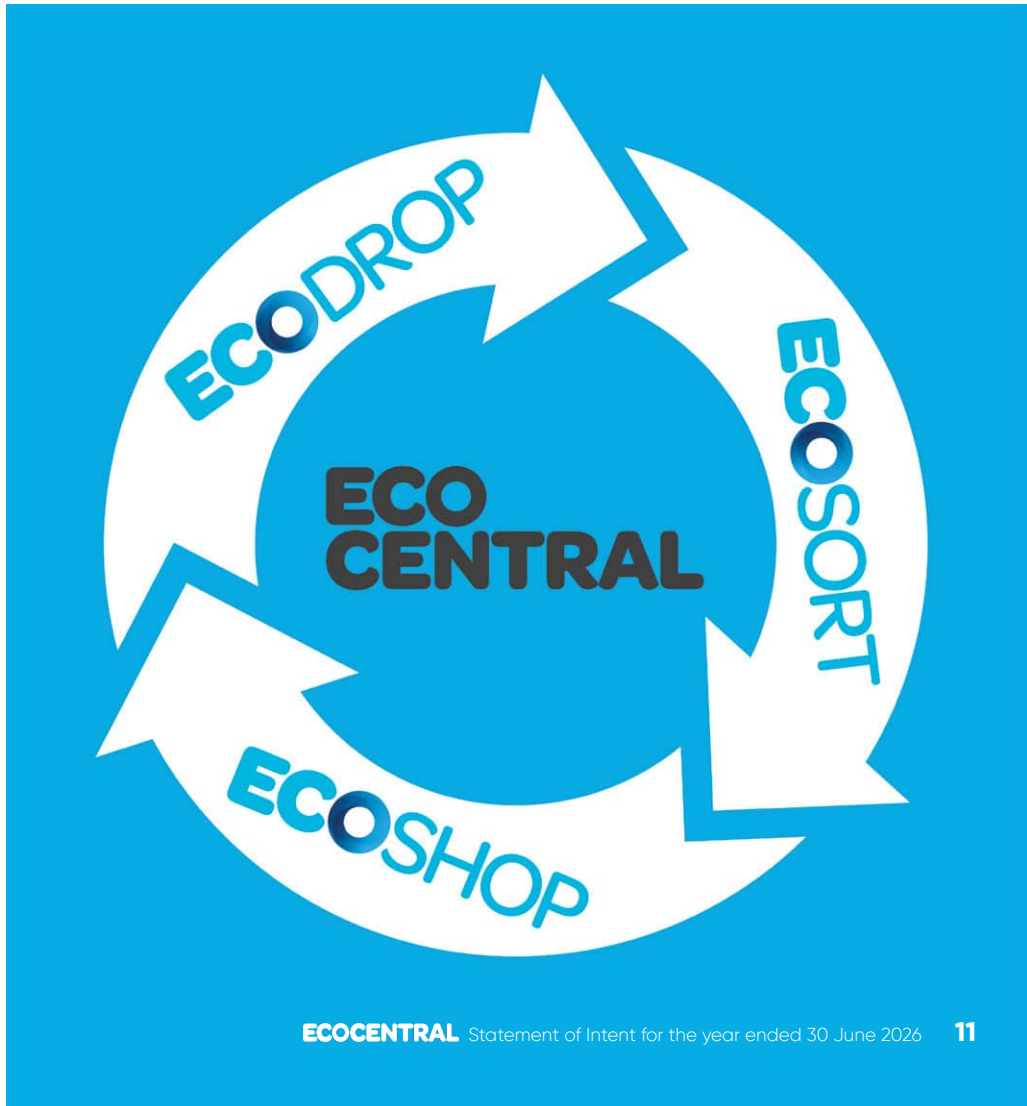
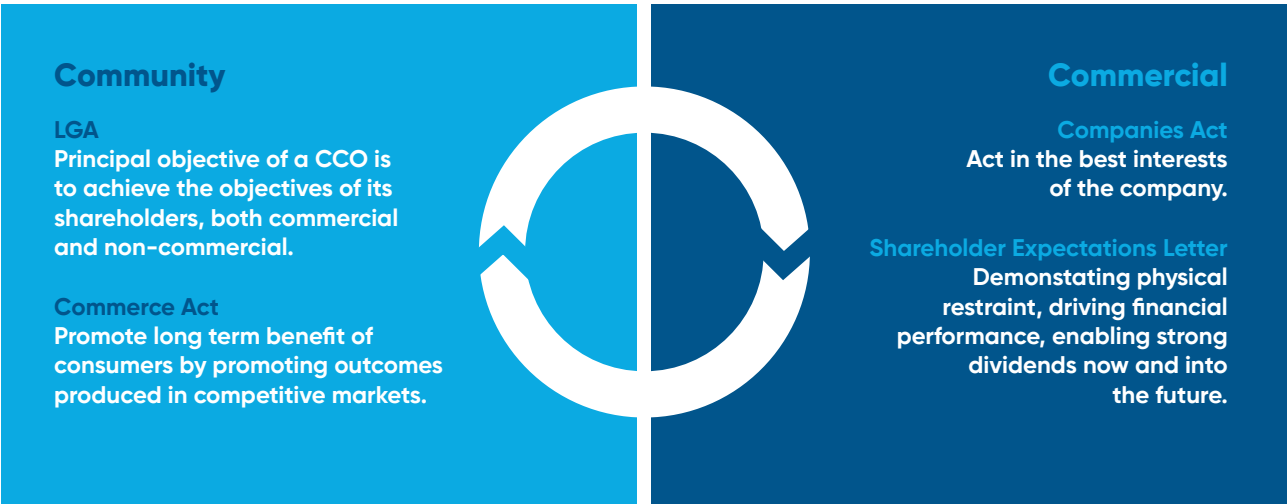
#### Social Objectives

- To protect and ensure the safety and wellbeing of all staff, customers and contractors visiting our sites by driving a safety focused culture, adopting best-practice processes and equipment available to the industry.
- To maintain and advance initiatives that promote the improvement of gender equality, diversity and inclusion within the business.
- To provide safe and clean facilities for staff, contractors and customers at all times.
- To train and upskill our staff, to pay at least the Living Wage and to provide meaningful career pathway opportunities.
- To inform, empower and encourage the community in their recycling activities.
- To give back to the local community via the EcoShop providing reusable household goods and packages for social housing enterprises and supporting community groups where appropriate.



# COMMUNITY AND COMMERCIAL TRADE-OFFS

One of the challenges embedded within EcoCentral's ownership structure, particularly with its ultimate public ownership, is the need to balance community and commercial outcomes. The following chart has been developed to acknowledge the company's ongoing need to manage this balance.





## 5. Key Initiatives and Innovation

**A resilient EcoCentral is a key part of a waste and resource recovery system that minimises waste generation, maximises resource recovery, and works towards zero waste going to landfill. EcoCentral's resilience is inherent in its commitment to continuous improvement through innovation and the introduction of new processes and technologies that improve the efficiency of the waste stream. EcoCentral is aware of the essential service it provides Christchurch City and surrounding Councils and the need to ensure a stable, future focused waste minimisation business.**

Waste and recycling continues to undergo global change and EcoCentral recognises that it must respond by having processes in place to manage the risks associated with exporting product overseas. It is continually looking to identify and adopt or partner in new technologies that will benefit EcoCentral, CCHL and the wider Canterbury region.

**EcoCentral's key initiatives and innovation strategy will include the following:**

### **Innovation and Investment in New Technology for Recyclables**

EcoCentral is committed to continuing to research innovative technologies and processes that enable EcoCentral to produce industry-leading, high-quality recyclable commodities. The recently completed Materials Recycling Facility upgrade ensures EcoCentral is well placed to build on this, developing increased domestic partnerships and added value process solutions that reduce our dependence on export and imports while growing the domestic economy.

### **Sustainability Targets and Carbon Footprint Reduction**

EcoCentral acknowledges its obligations to assess and to manage its climate impact and to target carbon neutrality by 2030. As part of this, EcoCentral will commit to the following:

- Support the CCHL Group to develop Group-wide sustainability targets.
- Progressing the Carbon Reduction Plan to reduce its carbon footprint.
- Seek to identify other sustainability targets that it can report against.
- Focus on continuous improvement of the Company's activities to ensure efficient and economic utilisation of available resources.
- Focusing on opportunities to reduce EcoCentral's dependence on exporting commodities by working with business and industry to identify and implement domestic solutions.
- Continue in its journey towards integrated reporting.

### **Public Education/maintaining recycling quality**

Contamination in the recycling streams poses a significant risk for EcoCentral's continued ability to sell its recyclable commodities in the global markets. EcoCentral will continue to respond to this risk by:

- Supporting its customers in their efforts to improve the quality of the recycling they collect and deliver to EcoCentral.
- Identifying and rejecting contaminated loads being delivered to the MRF.
- Providing unbiased expert advice to Central and Local Government regarding innovation, future opportunities and risks to the recycling industry.
- Actively maintaining its website and social media platforms, using these facilities to deploy EcoCentral's marketing and supporting CCC's public education strategies.

To assist CCC to deliver on its public education strategy, EcoCentral will continue to build on its strategic partnership with public transport providers to remove financial barriers to schools participating in the CCC Learning Through Action, "A Waste of Time" education programme. Schools that meet qualifying criteria will have transport to the recycling programme provided to them at zero cost by EcoCentral. This support to schools assists in promoting key waste reduction messages and improving recycling knowledge throughout the community.



### Participation on National Advisory Boards & Support to Central Government Waste Initiatives

EcoCentral will actively engage in supporting Central Government waste minimisation initiatives. As part of this commitment, EcoCentral will maintain its involvement in a number of key advisory roles, with the key aims of seeking to improve recycling behaviours and enhancing the circular economy at a national level. These involvements include:

- Participation in the stewardship advisory group to WasteMINZ. This is aimed at holding suppliers to account for those products that are not easily recycled in the current environment. This includes such items as batteries, tyres and e-waste.
- Involvement with a collective of New Zealand-based recyclers providing guidance to the Ministry for the Environment on the proposed container return scheme.

### Low Emission Vehicles

As a key priority within EcoCentral's carbon reduction plan, EcoCentral will ensure that suitable lower emission vehicles and machinery options are prioritised as part of its procurement processes.

### Supporting CCHL's Current Programme of Work

EcoCentral will actively support and engage in CCHL's current programme of work. This includes participation in the CCHL Group's Sustainability Working Group and He Huanui Programme, and aligning its objectives to CCHL's initiatives including carbon reduction, honoring Te Titiri o Waitangi, encouraging gender balance, diversity and inclusion.

## 6. Nature and Scope of Activities

EcoCentral is a Council-Controlled Trading Organisation (CCTO) for the purposes of the Local Government Act 2002 and the Companies Act 1993.

### EcoCentral holds a contract with CCC to:

- Operate and maintain the EcoSort Materials Recovery Facility.
- Run the three CCC-owned EcoDrops at Styx Mill Road, Metro Place and Parkhouse Road.

EcoCentral also operates the EcoShop at 191 Blenheim Road, which receives material from the Resource Recycling Centres based at the EcoDrop sites. The EcoShop site is leased long term from a commercial third party.

EcoCentral is regarded as a 'for profit' CCTO.







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## 7. Governance

**EcoCentral's Board of Directors is responsible for the corporate governance of the company. The Board and management are committed to ensuring the company operates to the recognised principles of best practice governance and adheres to high ethical standards.**

This Statement presents an overview of the main corporate governance policies of the company.

### Role of the Board of Directors

The Board is responsible for the proper direction and control of the company's activities. The Board guides and monitors the business and affairs of the company on behalf of the shareholder, CCHL, to whom it is accountable. CCHL is in turn responsible to its shareholder, CCC.

The primary function of the Board is to ensure that the company meets its objectives and requirements as listed in the SOL. Additionally, the Board has obligations under the Local Government Act 2002 to deliver an annual Statement of Intent and relevant half-yearly and annual reports to the Shareholder.

All Directors endorse and are required to comply with the New Zealand Institute of Directors' Code of Proper Practice for Directors.

### Conflict of Interest

The Board is conscious of its obligations to ensure that Directors avoid conflicts of interest (both real and perceived) between the company and their interests. Where conflicts do exist, then the Directors concerned must disclose their interest, excuse themselves from any Board discussions and not receive any Board papers in respect of those interests.

### Board Composition

The Directors of EcoCentral are appointed by the shareholder CCHL for terms of up to three years. Board membership currently consists of four non-executive directors.

The Board has delegated to the Chief Executive the day-to-day leadership and management of the company. The Chief Executive has formally delegated certain authorities to direct reports and has established a formal delegated authority framework for those direct reports to sub-delegate as appropriate.

The company may also make use of external advisors from time to time.

The Board is responsible for reviewing the company's accounting policies, reporting practices and resultant financial statements. It also considers external audit reports, audit relationship matters and fees as well as delegated authorities.

### Board Committees

#### Audit & Risk Committee

Membership of the committee consists of at least two members of the Board. The committee is regulated by approved terms of reference that address membership, functions, responsibilities, authorities and reporting procedures. The committee is chaired by a director who is not the Board Chairman. The EcoCentral Audit and Risk Committee monitors risk management processes, oversees the findings of external auditors and monitors legislative compliance.

#### Remuneration Committee

The Remuneration Committee is conducted by the full Board. The Committee convenes at least annually to review the performance of the Chief Executive. The Committee then makes recommendations on the Chief Executive's remuneration package. In considering the remuneration policy, the Company is especially conscious of its public responsibilities in the setting of remuneration for senior executives, which is closely managed by the Board and made publicly available via the annual report.

EcoCentral ensures remuneration levels are set at responsible limits to enable the Company to attract and retain the people it needs to manage and operate its business.

### Health and Safety

The issue of health & safety is deemed the responsibility of the full Board on a continuing basis.

### Controlling and Managing Risk

The Board has a formal risk assessment framework identifying potential risks to the company and adopting appropriate mitigating measures to minimise or eliminate the risk.





## 8. Performance Targets

### Financial Performance Targets

The financial performance targets for the company are as follows:

	2026 \$'000	2027 \$'000	2028 \$'000
Total Revenue	56,800	58,781	60,832
EBITDA	6,290	7,158	7,430
NPAT	963	907	309
DEBT TO EBITDA	—	—	—
Return on Capital	13.9%	12.6%	4.3%

The forecast capital structure for the next three years is:

	2026 \$'000	2027 \$'000	2028 \$'000
Equity	11,659	12,186	12,135
Debt	—	—	—
Shareholder Funds to Total Assets	48.1%	50.5%	29.8%

## Performance Targets

In addition to the above financial performance measures, EcoCentral will use the following measures to assess its performance of the 2024/25 financial year:

Capital	Objective	How	Target
Intellectual	To improve performance through a demonstrable commitment to diversity, equity & inclusion and employee engagement	<p>A best practice gender diversity ratio</p> <p>Work towards closing gender pay gap</p> <p>Measure by staff engagement index</p> <p>Annually report against these metrics</p>	<p>Embed retention and recruitment plan to achieve 40/40/20 male/female/any ratio</p> <p>Continue to implement action plan to close gender pay gap by 2030</p> <p>Maintain staff engagement &gt;70%</p>
Social/ Relationships	<p>Continual improvement in health and safety</p> <p>Effective Stakeholder Engagement</p>	<p>Through execution of the organisational Health, Safety and Environmental plan</p> <p>Through inclusion of clear performance targets in all employment contracts and position descriptions</p> <p>Through proactive lead activity and training</p> <p>Through accurate measurement and timely reporting of health and safety metrics</p> <p>Understanding the issues most important to stakeholders and deliberately engage with them regularly as a matter of course</p>	<p>Zero serious harm incidents</p> <p>Zero workplace fatalities</p> <p>Deliver Safe work observations as per the HSE Plan</p> <p>Implement the board approved stakeholder engagement plan</p>
Natural	<p>Reduce greenhouse gas emissions</p> <p>Provide reduction activity data for reporting purposes</p>	<p>Implement the emissions reduction plan to manage and mitigate emissions in accordance with business strategy to chart emissions reduction paths and climate resilience measures</p> <p>Develop and periodically review climate change scenario outcomes</p> <p>Capture and provide climate-related disclosure information to CCHL</p>	<p>A 10.5% reduction in a scope 1 and 2 emissions from year ended 30 June 2019 (Base year), supporting the overall 42% reduction target by 2030</p>
Operational	Objective		Measure
EcoCentral	Waste Minimisation		Divert >60,000 tonnes from landfill
EcoSort	Plastic & Fibre quality		>95% processed and baled recyclables sold to external customers
EcoShop	Number of Customer sales		>130,000 per annum
Resource Recovery	Tonnes diverted from landfill		>7,500 tonnes



## 9. Distributions

EcoCentral will consider a dividend to the shareholder, CCHL from residual cash after operating cash flow is applied to necessary capital expenditure, finance costs and maintaining reserves sufficient to meet the company's future obligations. EcoCentral recognises that a significant portion of its revenues are susceptible to commodity and foreign exchange price fluctuations. For this reason, the Directors consider it prudent for the company to maintain cash reserves and/or borrowing capacity to ensure the company can withstand unfavourable short-term commodity and foreign exchange movements. The dividends payable to the shareholder, CCHL will be determined by the EcoCentral Board after consideration of the company's funding requirements and the requirement to meet the solvency test under the provisions of the Companies Act 1993.

The normal dividend policy is to forecast payments of one instalment in October of each financial year.

	2026 \$'000	2027 \$'000	2028 \$'000
Dividend Paid	750	380	360

## 10. Information to be provided to the Shareholder

**An annual report will be submitted to the Shareholders. The annual report will include audited financial statements and such other details as are necessary to permit an informed assessment of the company's performance and financial position during the reporting period.**

EcoCentral will provide regular updates to the shareholder on the ongoing performance of the entity which may include financial, strategic, risk and operational updates for any given period.

Half-yearly reports will also be provided to the Shareholder. These reports will contain unaudited information and comply with NZ IAS 34.

**Annual reports will be produced and will provide:**

- a comparison of the performance of EcoCentral with the statement of intent; and
- an explanation of any material variances between that performance and the statement of intent.

The statement of intent will be submitted to the Shareholder for consultation annually, as required by the Local Government Act 2002. The Directors will include any other information they consider appropriate. Where it is appropriate, revised forecasts will be submitted to the Shareholder.

The company will operate on a "no surprises" basis in respect of significant Shareholder-related matters, to the extent possible in the context of commercial sensitivity and confidentiality obligations.

The company will provide information requested by the Shareholder in accordance with the requirements of the Local Government Act 2002.

As part of the Shareholder's initiative to narrow the gap between the highest and lowest remuneration levels across the CCHL Group, EcoCentral will continue to provide annual reporting on the average remuneration for the highest paid 10% of employees compared to the average remuneration for the lowest paid 10% of employees.

EcoCentral will also provide regular updates to the Shareholder of its progress in maintaining a Living Wage for all direct employees.





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## 11. Acquisition and Divestment Policy

**The subscription or acquisition of securities in any company or organisation, or a divestment of part of the existing business, will only be considered where it is consistent with the long-term commercial objectives of EcoCentral.**

When the subscription, acquisition or divestment is considered by Directors to be significant to the company's business operations, it will be subject to consultation with the Shareholder. Any significant investment or acquisition is subject to a post-investment review.

## 12. Compensation Sought from Local Authority

**At the request of the Shareholder, the Company may undertake activities that are not consistent with normal commercial objectives. Specific financial arrangements will be entered into to meet the full commercial cost of providing such activities.**

Currently, no such activities are undertaken or envisaged.

## 13. Community Focus

**EcoCentral places significant importance on community engagement, community good and customer service excellence. Through its stewardship of Council resources, EcoCentral plans to deliver the following to the local community:**

- Working to maximise resource recovery and reuse.
- Management of infrastructure, assets and resources in a way that supports economic growth of the city providing employment for local staff, supporting sustainable waste minimisation initiatives and seeking additional waste diversion opportunities.
- Ensuring infrastructure, assets and financial resources are well-managed and used efficiently.
- Identifying partnering opportunities to support educational outcomes to increase recycling in the community.
- Demonstrate environmental leadership by using infrastructure, assets and resources in a sustainable manner which values natural resources and aims to reduce waste to landfill.
- Support of local community groups and social enterprises for the benefit of all residents.

## 14. Recognition of the Treaty of Waitangi

**Te Tiriti o Waitangi (The Treaty of Waitangi) is the founding document of Aotearoa (New Zealand). It defines the relationship between tangata whenua and the Crown and provides a basis for all citizens to live and belong here.**

Recognition of te Tiriti is an important part of working effectively within the communities we serve and the iwi stakeholders we engage with as EcoCentral.

## 15. Sustainable Business Practices

**EcoCentral will continue to pursue opportunities to innovate and improve efficiency within the EcoSort plant as equipment upgrades occur considering better energy consumption and efficiency. The pursuit of sustainable, reliable alternative mobile plant including electric and other fuel options will be part of the annual capital review programme for the Company, supporting the extensive changes already achieved in this area to date.**

EcoCentral will continue to actively manage the sale of its recyclable commodities, to ensure that all exported material is handled in an ethical and sustainable manner.

## 16. Innovative/Disruptive and New Technologies

**EcoCentral will continue to seek further opportunities to utilise technology and engineering improvements to enhance the efficiency, productivity and customer experience across its business. It will also consider the opportunity to incorporate emerging technologies that expand recycling solutions and improve output quality.**

## 17. Estimate of Commercial Value

**The Board estimates the commercial value of EcoCentral to be at least that which is stated as shareholders' equity in the Company's audited financial statements.**

## 18. Accounting Policies

**EcoCentral has adopted accounting policies that are consistent with New Zealand International Financial Reporting Standards, and generally accepted accounting practice. The detailed accounting policies are available in our most recent annual report as EcoCentral's website.**

Refer <https://ecocentral.co.nz/wp-content/uploads/2024/10/EcoCentral-Annual-Report-2024.pdf>











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