

MEMBERS ACTIVITIES

WORKING BEES

----- 2012 -----

SATURDAY FEBRUARY 18

WEDNESDAY MARCH 28

SATURDAY, APRIL 21

WEDNESDAY, MAY 23

SATURDAY, JUNE 16

WEDNESDAY, JULY 25

SATURDAY, AUGUST 18

WEDNESDAY, SEPTEMBER 26

SATURDAY, OCTOBER 06

WEDNESDAY, NOVEMBER 28

SATURDAY, DECEMBER 15

WORKING BEE AND END OF YEAR BBQ

PROPAGATION WORKSHOPS

TUESDAY, FEBRUARY 28 - 9:30AM

Propagating using semi-hard cuttings at Pukeiti

WEDNESDAY JULY 25 - 9.30AM

More propagation techniques

BUS TRIP

MONDAY, MARCH 12
MEMBERS' ACTIVITY
Bus trip to Hollard's Garden
Market day and Garden tour
\$20.00 per person
Tea and coffee will be provided

MID WINTER LUNCH

SATURDAY, JUNE 23 - MID-WINTER LUNCH

END OF YEAR BBQ

SATURDAY, DECEMBER 15

MEETINGS

AUTUMN MEETING

Saturday, March 24

11.00am Garden Walk

12.30 Pot luck Lunch at the Lodge

1.45 Meeting : Asset Management Plan unveiled

PLANT SALES

SPRING MEETING AND AGM

Saturday, October 13

Details in next newsletter

BOARD MEETINGS

Saturday, March 24 - 9.00am at the Lodge

Saturday October 13 - 9.00am at the Lodge

GARDEN VISITS

SUNDAY, 23 SEPTEMBER

A selection of member's gardens (which are not part of the festival) available for members to visit. (details to be provided at a later date).

www.pukeiti.org.nz
is worth a look!



TARANAKI REGIONAL COUNCIL

| | | | |
|----------------|--|-----------------------|--|
| Office hours | Mon-Fri 8am - 5pm | Environmental hotline | 0800 736 222 |
| Postal address | Private Bag 713, Stratford 4352 | Regional gardens | regional.gardens@trc.govt.nz |
| Location | 47 Cloten Road, Stratford 4332 | Greg Rine | Phone: (06) 765 7127 Mobile: 027 240 2470 |
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www.trc.govt.nz



Pukeiti

Pukeiti Rhododendron Trust Inc.

| | |
|-----------------------------|--|
| Postal address: | PO Box 1066 New Plymouth 4340 |
| Location: | 2290 Carrington Rd. RD4 |
| Secretary Diane Jordan | Phone 06 7522800 jordy@primowireless.co.nz |
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February 2012

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Pukeiti NEWSLETTER

Pukeiti Rhododendron Trust Inc.

www.pukeiti.org.nz

2012: A Memorable Year for Pukeiti...

The summer borders at the entrance to the gardens and along the drive have been spectacular and auger well for an interesting year in which many activities have been planned.

The perennial plants have thrived in the misty cool summer days which have provided an exceptional display. Tigridias separated in patches by their colour catch the eye as you walk past, frilly astilbes in the pink, sheets of hosta flowers, spires of yellow verbascum and white galtonias are enlivened by orange-red heleniums. They lift the spirit even on a misty grey day. Many of the border plants are quite rare and unavailable through the trade. Some will be propagated this season and be offered to members next year.

One of the new activities planned is a bus trip from New Plymouth to Hollards' Garden and Market Day on Monday March 12 leaving from the TSB Stadium car park at 10am. At the gardens a cup tea and a guided walk will be provided. Cost \$20. Please order your tickets with a cheque to the secretary. Numbers are limited. Members travelling independently can join the group at Hollards at 11am.

This year's plant sale list accompanies this newsletter and is the longest to be offered for many years. All the plants offered are rhododendrons - many grown from wild collected seed. They have all been propagated at Pukeiti to enhance the collection and are surplus to requirements. There is only a small number of each so get your order in quickly. Next year a smaller number of rhododendrons will be offered, as fewer have been propagated.

To address this, and as part of the programme of activities for members this year two workshops on propagation have been

scheduled, one on Tuesday February 28 using semi-hard wood cuttings, starting at 9.30 at Pukeiti; and the second, on Wednesday July 25 when the emphasis will be on potting out the rooted cuttings and dividing perennial plants.

Another area which gives Pukeiti an edge and its international reputation is the "Valley of the Giants" a section of the rainforest in which a range of large-leafed rhododendrons have been planted. The staff, during the autumn months, is planning to further tidy-up this area ready for the flowering season which should be at a peak during late August. Many of the specimens are now tree-size and look spectacular against the forest background. A special walk has been arranged for members to view the collection on Saturday August 18 following a soup-and-roll lunch at 12.30, which will be provided free.

Other activities planned for the year, details of which will be included in later newsletters, include the Mid-Winter Lunch on Saturday June 23; visits to members' gardens on Sunday 23 September; the AGM and Spring Members' day on Saturday October 13 which will be followed by the Powerco Taranaki Garden Festival beginning Friday October 26. The end of year BBQ will be held Pukeiti on December 15. Your help at working bees which are held throughout the year is also encouraged. Assistance can be provided in many ways apart from helping in the garden.

The work done by Graham Smith, Alan Jellyman and Mark Bruhn with Greg Rine and other representatives of the TRC has reached the final stage in preparing the Asset Management and Development Plan for Pukeiti. This will cover the period 2013 -2023 and this year will commence with the upgrading and replacement of the sewage and water schemes to serve a growing number of visitors. (During January over 4000 visited the gardens.) The plan will be open for public consultation before it is adopted by the TRC. The details in the draft will be presented to the members at the Autumn Meeting on March 24 by Greg Rine the TRC Gardens' Manager. A summary of the plan's objectives is included with this newsletter.

It should be a memorable year in the history of Pukeiti.

Lynn Bublitz
Board Chairman



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1 *R. decorum* a late form grown from seeds collected on the Canshang Range, Yunnan

2 Hosta in the drive borders



Conceptual Framework for the Asset Management Plan



The Asset Management Plan acknowledges the value of the Pukeiti experience and provides the framework and opportunity for an exciting redevelopment and upgrade programme.

The plan's purpose is to protect and guide the vision and goals for the garden whilst, reflecting the changing needs of the regional community and their visitors.

To ensure it is achieving this purpose, and as part of the Asset Management Plan process, the plan is reviewed on a three yearly basis with a major update every seven to ten years.

The plan provides a programme for the 2013 / 2023 period.

The recommendations for priority tasks over the next three years are to:

- Grow community pride and use of Pukeiti
- Expand the visitor base by increasing recreational activities to attract non plant-focused groups, especially locals; including children, teens, culture lovers and adrenaline seekers as well as nature lovers
- Connect with the community through alliances, e.g. Puke Arika, Venture Taranaki, community groups

and develop a curriculum linked approach, package and programme with the Taranaki education community which becomes a catalyst for wider Taranaki family engagement

- Balance free entry with 'paid for' experiences including café and shop, added tours etc.
- Improve way-finding and story telling to help visitors access and engage in the rich story, history and nature elements
- Develop an integrated art and landscape design programme to attract a broader audience
- Assess the value of a Pukeiti visit for the visitor weighed up against time / distance / cost
- Reposition Pukeiti with a renewed brand and marketing in accord with its new direction and visitor proposition
- Ensure Pukeiti has a clear point of difference from other gardens
- Enlarge the perception of Pukeiti from a place for Rhododendron lovers and gardeners to include a compelling encounter with nature in an extraordinary and special place for Taranaki in a world-class setting
- Highlight and capitalise on the 'wow factor' in all elements of the Pukeiti Experience

- Explore and capitalise on the umbrella brand of Taranaki Regional Gardens to align Pukeiti more strongly with Taranaki's attributes and other gardens in the region with national significance
- Align marketing to appeal to domestic tourism and appropriate Tourism New Zealand market segments
- Improve way-finding and signage with new branding in ways which become models for regional signage
- Encourage the strong and established link with the garden community and its heritage
- Work actively with the Trust and other relevant external partners to foster, develop and promote the scientific work of Pukeiti which focuses on the collections and the conservation of the forest
- Share services between Tupare and Hollard Garden including collections records management and research, staff training and development
- Strengthen the relationships between the District Councils and in particular NPDC and its community services and regional marketing to achieve a greater collective result for the Taranaki community and visitors
- Aspire to and exceed recognised national and international benchmarks for gardens and recreational experiences.
- Be conservation heroes and great story tellers
- Demonstrate conservation values through increased access to and visitor engagement with the rainforest including signage and interpretation and which could be linked to wider TRC and DOC work
- Strengthen and develop the relationship with Taranaki Iwi and DOC to enhance delivery in this area and links to wider Taranaki and Egmont National Park strategies and programmes
- Grow the value of Pukeiti as a treasured part of Taranaki's culture, heritage and environment.
- Develop compelling and distinctive products and services for Pukeiti aimed at the markets the Council seeks to attract to Pukeiti

Taranaki Regional Gardens

EVENTS CALENDAR

HOLLARD GARDENS - Photography Workshop

Sunday 26 February - 2:00pm - 3:30pm

Led by the Stratford Camera Club - get some photography tips and capture the gardens in full summer bloom.

TUPARE - Plant Pest and Disease Workshop

Sunday 25 March - 2:00pm - 4:00pm

Learn how to manage plant pest and disease to maintain the health of your garden.

PUKEITI - Explorer Fun Day and Pukeiti Puffer Fun Run

Sunday 1 April - 10:30am - 2:00pm

Explore the garden with your kids. Games on the lawn plus a bouncy castle and sausage sizzle. Fun run entries please contact Smith Sports Shoes 06 769 9343.

HOLLARD GARDENS - Growing Trees on the Ring Plain Workshop

Sunday 15 April - 2.00pm - 4:00pm

Learn the right trees for your situation on our unique ring plain.

TUPARE - Caring for Conifers Workshop

Sunday 29 April - 2.00pm - 4:00pm

Tour Tupare's conifer tree and shrub collections and discuss their selection, care and uses in your own garden.

All Events are FREE.

Pukeiti Members are especially welcome.

- Investigate 'paid for' (commissionable) products to appeal to the international market
- Explore the potential of commercial opportunities, including retail with a compelling range of branded and quality products, to enhance the cultural, heritage, environmental and recreation values of Pukeiti
- Re-develop the Gatehouse as an iconic gateway and hub to Pukeiti and its products and services
- Particularly foster relationships with Taranaki Iwi collectively and individually
- Work with the Pukeiti Trust to maximise their expertise, human resources, networks and the partnership agreement
- Develop further the potential of the garden and park as an events destination, offering a summer outdoor venue. Work with coordinated promotion with NPDC and Taranaki Arts Festival Trust
- Look for partners with synergy in the community and corporate sector. Local and regional partners as well as national and international
- Connect and co-ordinate more with the local tourism / visitor industry e.g. Venture Taranaki, NPDC and Puke Arika to explore the greater potentials of the Garden of New Zealand concept and reality of experience for visitors
- Foster relationship with PKW and their people
- Align the development of Pukeiti to the strategic outcomes of relevant regional and national stakeholders. These include the Taranaki Regional Council, Taranaki's District Councils, the Pukeiti Rhododendron Trust, DOC, PKW, Taranaki Iwi, Taranaki and New Zealand Tourism, the New Zealand Garden Trust
- Continue to develop opportunities with Massey University and other institutions

Details of the Asset Management Plan 2013 - 2023 will be outlined at the Autumn Meeting on Saturday March 24 2012 at Pukeiti.

HOLLARD GARDENS

Harvest Festival

Taranaki Anniversary ~ Monday 12 March 2012
11.00am ~ 3:00pm

Your most weird and wonderful vegetables will be judged on the day

The categories are: Big Veg, Cute Veg, Unusual Veg, Perfect Veg and Vegetable Creation.

Other activities during the Harvest Festival will include:

- ~ Local art and craft stalls
- ~ Stalls from Farmers Market Taranaki
- ~ Edible ornamental and seedsaving demonstrations
- ~ Morris dancers
- ~ American Roots Music with The Fedz
- ~ Kids entertainment with the Magical Flower Fairies

This event will go ahead whatever the weather
(in event of rain there will be a marquee)

Seed kindly donated by Egmont Seeds
www.egmontseedsshop.co.nz

Join the Pukeiti Bus Trip to Hollard Gardens on Harvest Festival Day

Bus leaves TSB Stadium New Plymouth at 10.00am

Cost \$20 - tickets limited - please send a cheque to the Secretary, Pukeiti Rhododendron Trust

PO Box 1066 New Plymouth to reserve a seat.