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Executive Summary

Hollard Gardens is a 3.8-hectare garden located in central Taranaki agricultural farming country between Stratford and Kaponga, and within close proximity of the Egmont National Park. In 1927, in their second year of farming, Bernard Hollard and his wife Rose fenced off a section of native bush on the family farm and began to develop the garden. Today Hollard Gardens is a personal garden collection of national importance, a true plant lovers' garden. The extensive collection features herbaceous plants, azaleas, rhododendrons, and an eclectic temperate-zone mix of rare and unusual trees and shrubs, some raised and bred by Bernard Hollard.

Governance and ownership of Hollard garden was gifted to the Taranaki Regional Council for the people of Taranaki, in 2002.

This plan identifies the potential of Hollard Gardens as a plant heritage resource for the local, regional, national and international visitor.

The vision for the Hollard Gardens Experience:

“A horticultural oasis – in the very heart of dairy country. A passionate plantsman’s garden: and Taranaki Showcase. Discover the passion and determination that made Bernard Hollard invaluable to many gardens and nurseries and learn about plant propagation and exchange. Catch the dramatic views of Mount Taranaki or enjoy special functions and community events on the main lawn.”

This plan seeks to refocus and redevelop Hollard Gardens to realise the vision in a way that:

- Preserves and enhances a unique regional plant collection;
- Communicates the stories of Bernard and Rose Hollard and the gardens;
- Promotes Community engagement and support - knowledge, pride and use;
- Provides a range of visitor facilities and services;
- Grows recreational and education experiences through tailored events, programmes, functions and marketing; and
- Stimulates new partnerships – public/private, local/regional.

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

1. Review garden management, staff resourcing and provision.

- Note the potential to review and revitalise the garden.
- Implement, manage, maintain and develop as an outcome of the Asset Management and Hollard Plant Collection plans.

2. Implement the Hollard Plant Collection Plan 2005.

- Protect, enhance and provide public access the nationally significant plant collection.
- Establish, develop, maintain and provide public access to an integrated regional plant collections database for the plant collections.

3. Review site plan layout and visitor circulation patterns.

- This will include a site plan including circulation flows, entry/exit, and relationship to the key activity areas and associated infrastructure
- Upgrade paths as a result of the above

4. Construct a gatehouse shelter near the entrance and redevelop the main carpark entrance and event pavilion on the main lawn.

- Commission developed design plans and cost estimates for the proposed new structures on the property. These include; the entrance/gateway structure, a new events services pavilion servicing the new garden area, and redevelopment of the car park and service way to the new events pavilion.

5. Promote local community support and engagement.

- Promote and provide the local community (and in particular the Kaponga, Stratford and South Taranaki communities) with access to the use of garden for private functions within the guidelines outlined in the management plan.
- Develop, implement and manage an ongoing communications programme for Hollard, and for the gardens collectively, which informs the community, stakeholders, audiences and visitors of the development programme(s) and key milestones.
- Communicate the vision for, long-term strategic direction, and development priorities for the project, for the community and other stakeholders.

6. Commission research on Hollard stories.

- Commission research into the history and stories associated with the property, its development, the Hollard family, and relevant impacts from and for Taranaki.

7. Develop a marketing and interpretation strategy to inform and engage audiences.

- Commission, implement and manage as a consequence of the above research, an information, interpretation, communication and way finding plan for Hollard Gardens. This should include the future identity (brand) for Hollard Gardens that builds on the initial work completed through the project presentation.
- Commission a market research programme for implementing and managing an ongoing programme of research and analysis to inform future development plans, the TRC's investments, and value for stakeholders.

8. Investigate and establish relationships and alliances with key local, regional and national, public and private agencies that and will assist in the services provision, growth and development of the Hollard Gardens visitor-experience.

- Develop, manage and grow relationships (including partnerships and strategic alliances) for Hollard Gardens including local, regional and national, public and private organisations that will enhance growth and development of the Hollard Gardens visitor experience.
- Identify opportunities to host and partner functions and events in the new garden area. Inclusive of the potential to identify and work with a 'partner organisation' for the management and administration of functions and events
- Consider how the garden can assist the Council's environmental education programme and community awareness.

9. Investigate options for onsite residential presence and security management.

- Retain and maintain, in the immediate term, the Hollard house as currently located on the property for a residential presence, and for a security.
- Explore, with stakeholders, future options for the use of the house and its location on the property.

10. Continue free entry to the garden.

- Apply charges for added value services and use, such as functions.

(Note: Section 3 outlines the full programme of recommendations)

1. Introduction

1.1 Context

Taranaki is nationally and internationally recognised as a garden province, well known for its parks, gardens, leading plantsmen and -women and horticultural innovators.

Its distinctive landscape, topography, soils and climate provide an excellent physical environment for the growth and well-being of a diverse range of plants. Nurseries and garden developers in the region have capitalised on this environment over the past one hundred years.

The Taranaki Regional Council successfully introduced the Empowering Act 2001 to enable it to be directly involved in regionally significant recreation, cultural and heritage projects. This Act followed the recommendations of the *Regional Gardens Report* by notable horticulturalist Alan Jellyman, which specifically highlighted Hollard Gardens, Tupare, and Pukeiti as three significant gardens that would benefit from such an association.

As a result the Council is responsible for the governance of Tupare and Hollard Gardens and has entered into a stakeholder relationship with the Pukeiti Rhododendron Trust that includes an annual allocation of funds.

The Taranaki Regional Council's *2004/2014 Long-Term Council Community Plan* identifies as a main objective that Hollard Gardens, along with Tupare and Pukeiti, be maintained and enhanced as a regionally significant recreational and heritage amenity.

Accordingly, the Council established a Taranaki Regional Gardens Project technical advisory group to develop, through consultation and analysis, long-term management planning strategies for Tupare, Pukeiti and Hollard Gardens.

Alongside this process in 2001–2002, Venture Taranaki produced a strategy framework for long-term Taranaki growth that identified parks, gardens and walkways as a point of difference deserving future development in Taranaki. In 2003, the Ministry of Tourism announced its investment in the cultural tourism strategies for Taranaki and other locations. In 2005 Venture Taranaki launched the regional tourism plan inclusive of strategies for regional parks and gardens.

International and national trends also demonstrate an increasing interest in the natural environment – conservation, recreation and tourism – all of which are relevant here.

Within this current climate of cultural tourism, regional development and regional tourism, the Taranaki Gardens Project, is very timely and is providing a potential model for regional garden management, development and marketing.

1.2 Stage One Report: Strategic Direction and Framework

In March 2003, the Taranaki Regional Council and the Pukeiti Rhododendron Trust, key stakeholders and the community were presented with the *Taranaki Regional Garden Project Stage Report - Strategic Direction and Framework*.

The Framework highlights points of strength/uniqueness and synergies related to audience experience development in each garden.

Issues include increasing the range and numbers of visitors, developing community use and pride, developing the gardens' unique identities, broadening services (including activities and events), and exploring new alliances and partnerships.

The process highlighted five main areas of potential development for the gardens:

- Establishment of distinctive points of difference;
- Provision of new and enhanced facilities and services;
- Improved access - physical, informative and interpretative;
- Potential value of additional partner relationships; and
- Shared services between the three gardens including - collection records management, marketing, maintenance service provision, education, management, staff training and development.

Community and other stakeholder consultation throughout this report process has identified a high level of support, strong interest and pride in the gardens, and has highlighted the opportunities for these gardens to be more closely linked.

1.3 The Taranaki Garden/Experience Concept

The Taranaki Regional Gardens project potentially offers a collective strategy to enable the three gardens together to move towards an exciting and sustainable future.

Consultation has identified a further potential to develop a key identity and marketing opportunity for the region itself as the ‘Taranaki Garden’ or ‘Taranaki Experience’.

The Taranaki Garden/Experience concept links the three gardens to the greater Taranaki natural and cultural environments that make the region unique within New Zealand.

The environments include the many parks, walkways, rivers, lakes, mountain and coastal, urban and rural resources that offer broad conservation, education and recreation values to the Taranaki Experience.

Taranaki has also the potential to be a centre of excellence in plants, gardening and horticultural activities particularly in training and education. This builds on the history and reputation Taranaki has held in the past.

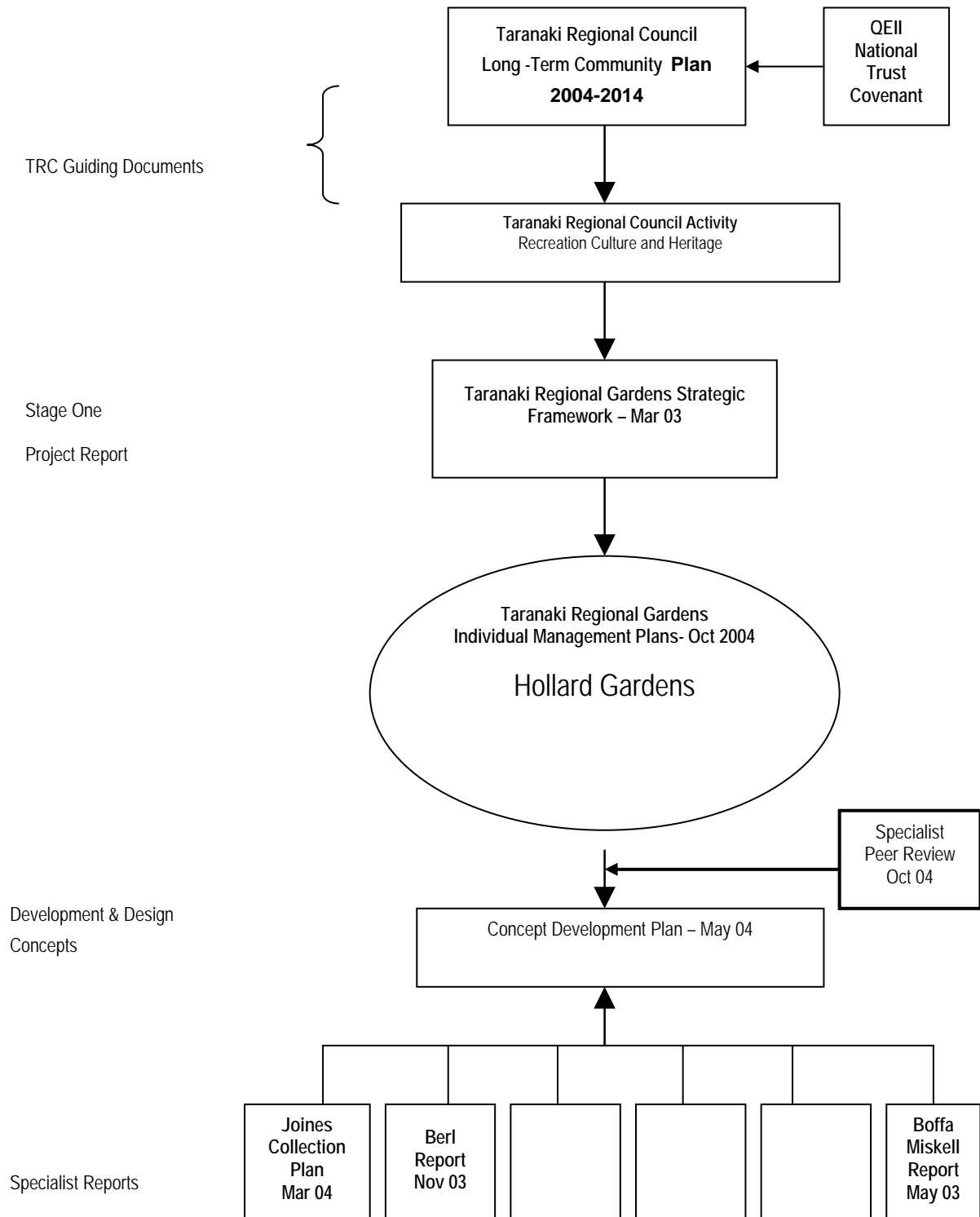
Grouping these experiences and potentials creates a powerful identity and a wealth of opportunities for the region.

Together with the Taranaki Cultural Tourism Strategy (in development) and Tourism New Zealand’s focus on the ‘interactive traveller’, this broader concept offers huge potential to both increase tourism and provide the Taranaki Community with greater opportunities.

Further investigation and development of this concept should be carried out with the appropriate regional and national partners.

1.4 Management Plan Relationships

The Hollard Gardens Management plan relates to a variety of Taranaki Regional Council policy and planning and is informed by a number of external specialist reports.



1.5 Management Plan Research

A wide range of research and consultation was undertaken in the development of this plan. A full consultation list is found in appendix viii. Below is a list of the key reports and their relevance to the plan.

1. **Boon Goldsmith Bhaskar, Boffa Miskell, Fernmade, Rawlinson.**

Concept Development Plan, Audience and Product Development Strategies and Cost Estimates

- ***Purpose:***

Based on all preceding management planning, research and consultation, develop and prepare conceptual development options, including product and audience development opportunities and cost estimates for Hollard within the context of a wider regional gardens development framework.

- ***Outcome:***

Provided some development concepts that are part of the management plan recommendations.

2. **Berl, TRGP**

Audience Potential

- ***Purpose:***

To analyse and test the audience demand potential for each garden property, individually, collectively and within the wider context of the regional gardens and Taranaki tourism strategy.

- ***Outcome:***

Endorsed the proposed strategic direction of Hollard Gardens and demonstrated demand for the activities proposed and the potential to significantly increase target audiences.

3. **Boffa Miskell**

Independent Assessment of Stage 1 Development Planning and Technical Reports

- ***Purpose:***

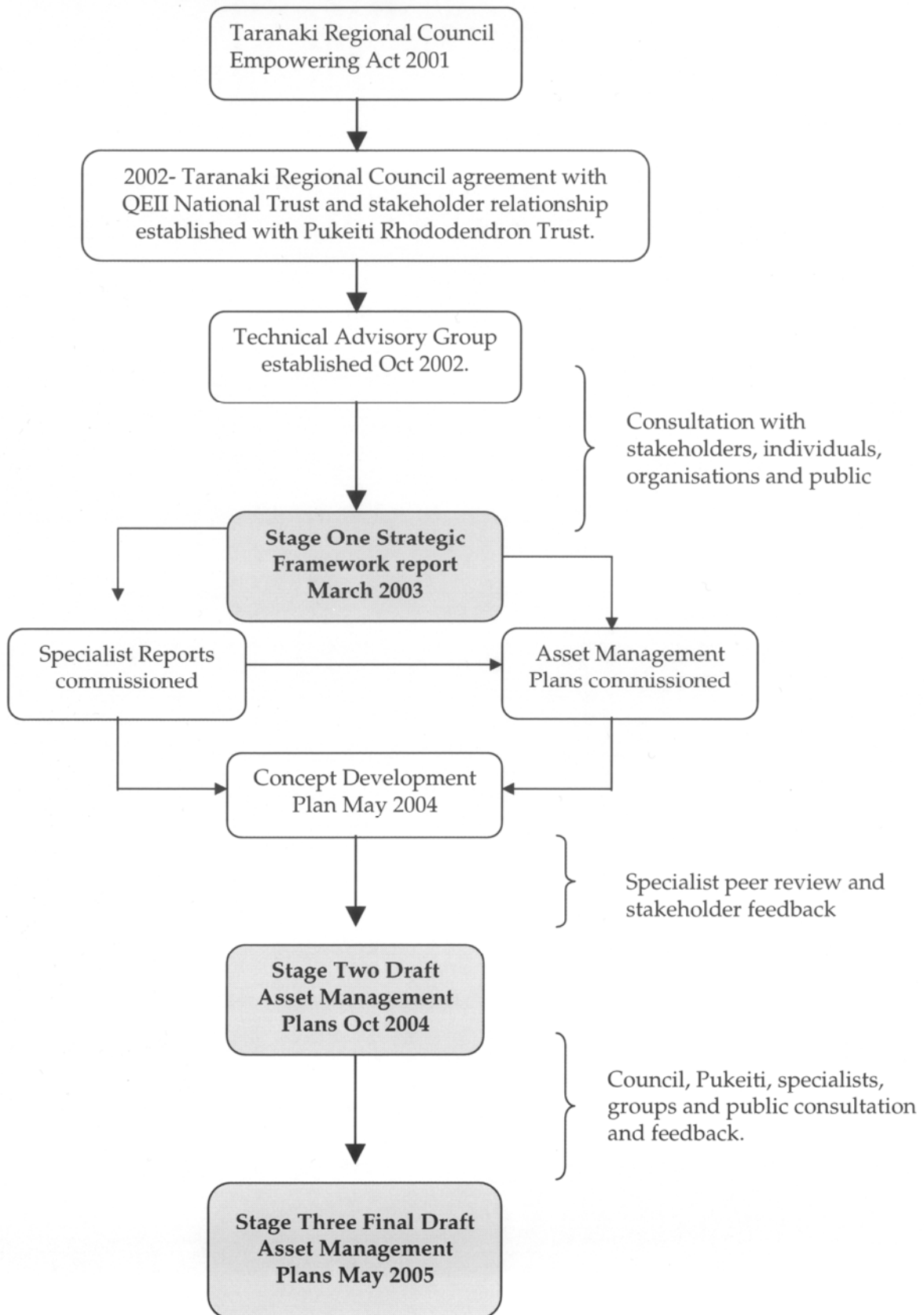
To provide an independent specialist assessment of the (Stage 1) strategic direction and framework, draft garden management plans and specialist technical reports.

- ***Outcome:***

Provided an assessment of the draft management plan and highlighted the economic benefits of increased visitor and tourism activity, and the educational and recreational values to the regional community. In summary it stated that;

“Hollard Gardens could become the region’s botanical garden and conservation centre focusing on education, demonstration and sustainable land management practices.”

1.6 Management Plan Development Process



1.7 Management Plan Purpose

The Plan provides direction and guidance for the Taranaki Regional Council's management of Hollard Gardens over the next 10 years. The Council's aim is:

“To ensure that Hollard Gardens is maintained and enhanced as a regionally significant recreational and heritage amenity.”
(2004/2014 Taranaki Regional Council Long-term Community Plan)

The Plan identifies strategies, goals, objectives and principles for the programme of development, operations, management and public use of Hollard Gardens.

1.8 Management Plan Structure

The Plan is in four sections.

Section One: Background

Provides a quick snapshot of Hollard Gardens' history, the garden and bush property and its current audiences and use.

Section Two: Strategy

The vision, goals and objectives supported by recommended policy.

Section Three: Programme

A summary of the key tasks both management and development in relation to the main goal areas.

Section Four: Budget

The financial plan for the operations and programme.

Section Five: Collection Plan

The plan for Management of the Collection

1.9 Management Plan Monitoring and Review

This Management Plan is a dynamic document that should evolve with the garden, audiences and community. The Plan should always protect the vision and goals for the garden and reflect the changing needs of the community and visitor.

This Plan should be reviewed on a 3-yearly basis with a major update every 7 to 10 years. The review should measure the achievements against stated goals and objectives, and the continued relevance of these achievements.

The update should test the current validity of the goals and objectives and their supporting policy and where appropriate reposition the Plan.

2. Section One - Background

2.1 History

As a young man, Bernard Hollard took over a dairy farm in Kaponga where he had grown up. In 1927, in his second year of farming, he fenced off a section of native bush on the farm and began to nurture it as a hobby, then to extend the garden in stages.

He put sharemilkers on the farm and with wife Rose, turned to gardening full time. He worked in the garden for 70 years.

Bernard Hollard learned to propagate plants for himself and provided nurseries and fellow garden enthusiasts with stock, particularly within the Taranaki region, and he became well known for breeding rhododendrons. He collected a wide variety of plants that grew alongside his own in his extensive gardens.

In 1982, Bernard Hollard, at the age of 80 years, converted another two hectares of paddock into garden. In the same year, he and Rose Hollard gifted the garden to the Queen Elizabeth II National Trust.

In 1984 Bernard Hollard was awarded the Queen's Service Order for his community work. He was a fellow of both the Royal Horticultural Society and the Royal New Zealand Institute of Horticulture.

2.2 Description

Hollard Gardens is a 3.8-hectare garden located in central Taranaki agricultural farming country between Stratford and Kaponga, and within close proximity of the Egmont National Park.

Hollard Gardens is primarily a personal plant collection that reflects the passion of Bernard and Rose Hollard. The gardens are an eclectic mix of temperate-zone plants mainly selected by Bernard Hollard, and reflect his preferences and what grew successfully in the garden.

The garden is referred to as a "living museum of heritage plants collected within Bernard Hollard's lifetime". This is its uniqueness and focus for its preservation and value. The garden contains a fine collection that represents the plants introduced to Taranaki from 1927 including some selected and grown at Hollards. This was not a conscious objective of Bernard Hollard but is a result of his efforts and has evolved into a significant collection over time

Hollard Gardens currently has few buildings and structures other than those associated with a modest residence and plant nursery. A small shelter and a rotunda provide some basic shelter and information for visitors.

Today the gardens include a fine range of perennials, trees and shrubs, some of which were raised by Bernard Hollard, and others that have been more recently added to the garden collection. Hollard Gardens contains a remnant of New Zealand native temperate forest that provides a mature framework for the garden.

Hollard Gardens is recognised as a garden collection of national importance, a true plant lovers' garden. The extensive collection features herbaceous plants, azaleas, rhododendrons, and an eclectic mix of rare and unusual trees and shrubs.

2.3 Governance

In 1982, Bernard and Rose Hollard vested in the QEII National Trust, the governance and ownership of Hollard Gardens, along with an endowment for the garden's future protection.

In 2002, ownership and management of Hollard Gardens were transferred to the Taranaki Regional Council for the people of Taranaki.

Today, the gardens are funded by the ratepayers of Taranaki through the Taranaki Regional Council.

2.4 Current Audience

Hollard Gardens currently attracts 2–4000 visitors annually. It is opened daily for visitors throughout the year for self-guided garden experiences with the main visitor season from September to March peaking over the annual Taranaki Rhododendron Festival in October/November.

Visitors are predominantly garden enthusiasts aged over 40 years. Hollard Gardens also attracts limited interest from schools and tertiary education institutes.

Hollard Gardens relates well to the local rural community providing a recreational and potential educational focus. The Gardens host an annual country fair in February and three or four wedding ceremonies a year.

3. Section Two : Strategy

3.1 Vision

“A Plantsman’s garden – Taranaki’s living legacy ”

3.2 Visitor Experience

Visitors arriving at the landscaped car park of Hollard Gardens will have few visual clues to the garden that awaits them. This is dairy country, close to Mount Taranaki and away from the urban centres. The rural impression is apt. As a young couple, Bernard and Rose Hollard were dairy farmers first and gardeners second. The priorities later reversed. As the visitor begins to experience Hollard Gardens – from open country road, through first the Old Garden with its bush remnant, then the New Garden – the changing gardening focus of the Hollards themselves takes a physical form.

An unattended gatehouse will provide visitors with directions and general information and considerately, given the gardens’ proximity to Mount Taranaki, umbrellas. The journey may begin through the bush remnant first fenced off from the farm by Bernard Hollard. This is the Old Garden. The paths are narrow, the garden rich and mature and there are many native birds. The visitor will quickly pick up the characteristics of the garden – informality, surprise, discovery, peacefulness, simplicity and diversity – and begin to learn about the plants.

There is a sense of purpose here, and as the gardens begin to open up to larger spaces, sweeping lawn areas and open plantings of intensive and varied gardens in the park-like New Garden, the significance of the garden’s collection becomes even more apparent. Hollard Gardens is the impressive achievement of a modest gardener carried out through a lifetime of hard work, skill, innovation and passion.

All visitors, whether garden enthusiasts or not, will be greatly impressed by the depth of horticultural information contained here and most will learn something new. Specific information provided along the pathways and in the new visitor pavilion will explain the variety of the plants in the gardens, and their stories of use and origin. Visitors will begin to recognise the evolution in horticulture that these plantings represent and their context in the amenity horticultural development of Taranaki and New Zealand, and will understand how Bernard Hollard’s principles of conservation management sustain the environment of the Gardens today.

But the experience of the Gardens will not be strictly instructional. Hollard Gardens has considerable charm of its own with beautiful trees and shrubs, occasional stunning views and vistas to the rural surrounds, a children's play area near a conifer collection, a nearby event pavilion and rotunda, and especially in spring, a colourful bog garden. There are quiet, sheltered areas for contemplation and rewarding photograph opportunities. This is a garden too for local festivals, weddings and celebration. Future plans may include a further education facility as demand dictates.

Visiting Hollard Gardens is an inspiring and enriching experience. It has long been treasured by those knowledgeable enough to recognise its true value. Wider interpretation of this value will make the garden accessible to a much broader audience. For all visitors, the journey will be well worthwhile.

3.3 Values

- Garden restoration and collection management
- Plants from a bygone era
- Conservation and sustainable land management
- Education and leisure

3.4 Positioning

- Location: rural environment
- Significance: regional
- Focus: heritage collection education/demonstration
- Management: refocus and redevelop

3.5 Audiences

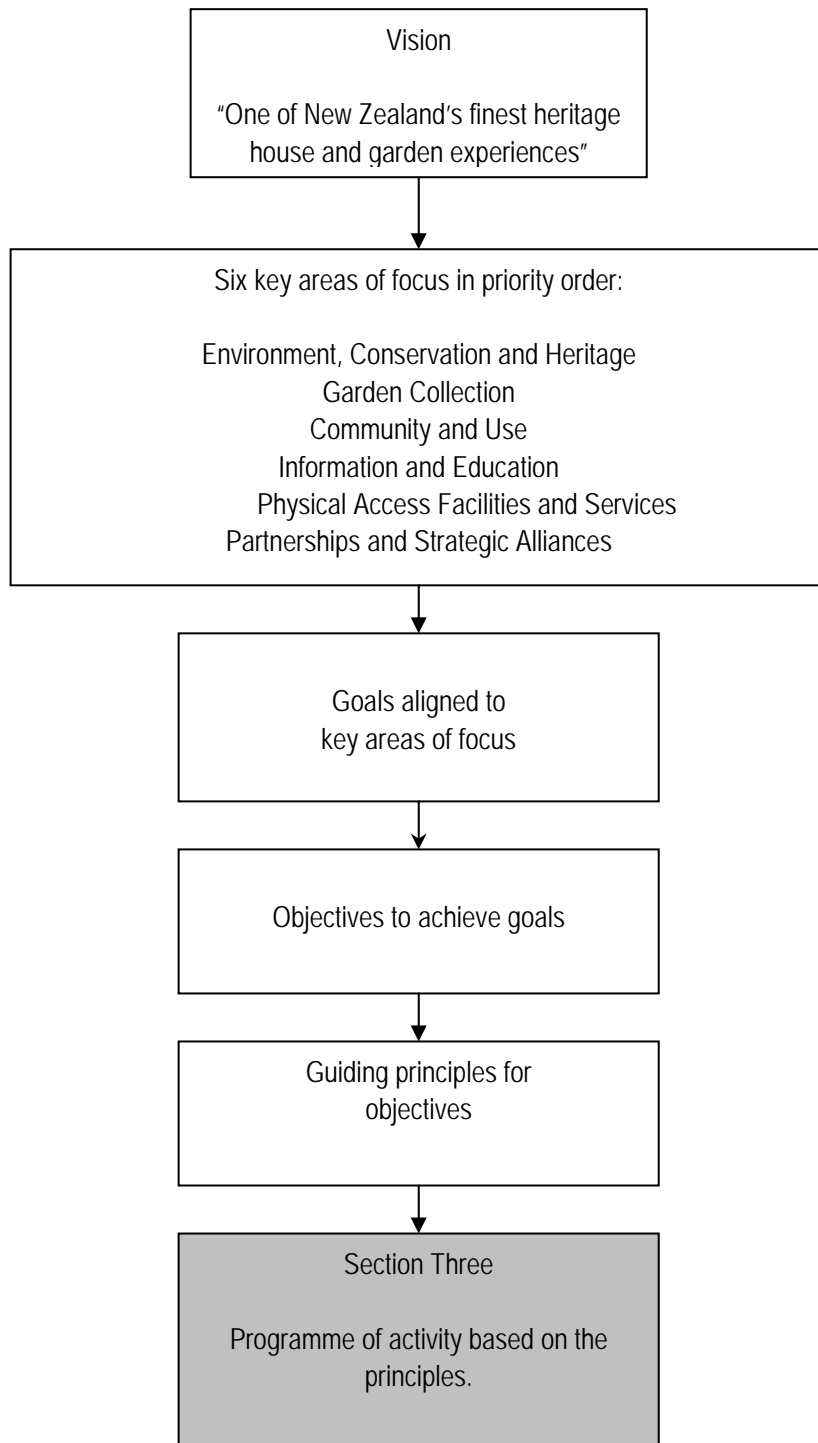
- Students, educators – schools (primary, secondary, tertiary)
- Taranaki community
- Families
- Functions and events
- Visitors to the regions – specialists, tourists

3.6 Synergies

- Garden services – District councils, Pukeiti and Tupare
- Marketing and Communications– District councils, local/national tourism providers, Tupare and Pukeiti, others
- Collection records management – Pukekura Park, Tupare and Pukeiti, others
- Programme development – Education providers and agencies
- Staff development - District councils, Tupare, Pukeiti

3.7 Goals, Objectives and Principles

The structure of this section follows the key areas of focus relating to the overall vision. Each activity area has goal, associated objectives then statements of principle to support the objectives and goals.



3.7.1 Hollard Charter

The following are the key principles under which all management and development of Hollard Garden should apply. These principles encapsulate the ideals of Bernard Hollard and should be read in conjunction with the Hollard Plant Collection Plan 2005.

The garden will be maintained and developed in the informal style created by Bernard and Rose Hollard.

The trees, shrubs, perennials and bulbs collected over the lifetime of Bernard Hollard will be preserved and maintained as an important heritage collection - a living museum of plants introduced to the garden.

The garden will be presented, maintained and developed as a quality horticultural experience in a healthy, sustainable and attractive manner according to best horticulture amenity management practices.

Trees, shrubs and other plants that furnish the garden will reflect the plant varieties, proportions, colour schemes, spacing and heights favoured by Bernard Hollard.

Restoration of the garden will be guided by the principles of the Hollard Plant Collection Plan 2005 and the Hollard Asset Management Plan 2005 that outline Bernard Hollard's vision and achievements.

Any future facility developments in the garden will be designed to ensure that the integrity of the garden is not compromised, and will add value to the Hollard Garden visitor experience.

Access pathways within the garden will not compromise the intimate style of the sections of the garden established before 1980.

Sustainable land management and conservation practices based on the principles of Bernard Hollard will be continued.

Communicating the stories of Hollard Gardens will be a primary objective of the visitor experience.

The Florence Charter along with other garden management principles and best amenity management practices will act as a guide for Hollard heritage garden management.

3.7.2 Plant Collection

The garden presents a collection of plants that reflect the development of the amenity plant nursery industry in Taranaki and New Zealand from 1927 -1995.

The collection is a living museum of heritage plants collected by Bernard and Rose Hollard over their lifetime. It reflects an eclectic range of plant introductions in Taranaki over this period with a focus on cool temperate-zone plants that performed well in their garden especially rhododendrons, azaleas, and some camellias.

All efforts must be made to ensure the knowledge contained in the garden is captured, managed and made accessible, and that any collection development reflects the vision of Hollard Gardens and adds value to the heritage and education qualities of this living plant history.

Goal:

The provision of a unique, quality plant collection of local, regional and national significance.

Objective:

To record, protect, enhance and provide access to the quality heritage garden plant collection that is Hollard Gardens.

Principles:

- The Hollard Gardens Plant Collection Plan 2005 will be implemented;
- Hollard Gardens will be managed as an informal garden displaying a range of plants collected and introduced by Bernard Hollard 1927-1995;
- According to internationally accepted botanical collection management conventions, plants will be identified and records maintained to enable identification, accession, breeding and plant heritage value information;
- A full collection analysis should be undertaken to identify the current collection and the specific strategy for future collection management and conservation;

- Research will be undertaken to qualify the garden heritage value, contents, landscape character and design before any major garden restoration or replanting is undertaken;
- The garden landscape will be maintained to protect Bernard Hollard's original vision of spatial balance and character;
- The garden will be presented, maintained and developed as a quality horticultural experience in a healthy, sustainable and attractive manner according to best horticulture amenity management practices,
- The remnant forest area will be maintained and protected for its intrinsic and education values; and
- The 2004 National Gardens Trust endorsement will be maintained.

3.7.3 Environment, Conservation and Heritage

The Hollard family's hard work, passion and sensitive land management led to the transformation of natural lowland bush and farmland into a garden nestled within this environment and complementing and nurturing areas of the original bush remnant.

The garden provides a living example of the evolution of Taranaki and New Zealand's amenity nursery horticulture from the late 1920s. It also illustrates sustainable garden management.

The heritage value of the garden is an intrinsic part of its value. As a benchmark for heritage garden management the international *Florence Charter* (Appendix 5) provides practical standards and should be used for guidance.

Goal:

A quality heritage garden and worthy example of environmental care, conservation and heritage management.

Objective:

To protect, conserve and make accessible the environmental, conservational and heritage values of Hollard Gardens.

Principles:

- Sustainable land management and conservation practices based on the principles of Bernard Hollard will be continued;
- The heritage values of the garden's plant collections will be recognised and the significant plants preserved and conserved;
- The existing areas of remnant bush environment and planted exotics should be protected, with no future encroachment or removal of plants that could have detrimental effect on the remnant forest;
- Work will be continued with the Taranaki Regional Council to promote and educate visitors on conservation and environmental care;
- Education, demonstration and training focusing on horticulture, sustainable land management practices and conservation values will be developed as an integral part of the Hollard Gardens experience; and
- The *Florence Charter* along with other garden management principles and best amenity management practices will act as a guide heritage garden management.

3.7.4 Information and Education

The gardens provide opportunities to learn about and capture the essence of the Hollard Gardens' stories. These stories need to be researched, articulated and communicated to the visitor to enable the potential of Hollard Gardens to be realised.

Goal:

A visitor-experience that captures the imagination and inspires the spirit through the Hollard Gardens' stories.

Objective:

To identify, celebrate and enhance the Hollard Gardens experience through the telling of the associated stories.

Principles:

- Hollard Gardens' stories shall be the focus of all information and shall include:
 - The Hollard family- their garden, lifestyle, work
 - The evolution of the Taranaki and New Zealand nursery industry from 1927
 - The living heritage plant collection
 - Sustainable land management and conservation, and
 - Horticultural garden management;
- Research will be undertaken to fully identify, qualify and record the stories of Hollard Gardens;
- Communicating the stories of Hollard Gardens will be a primary objective of all communications, information and interpretation;
- The Hollard Gardens experiences will include garden management and conservation education, training, interaction and demonstration;
- A unique identity brand for Hollard Gardens will be developed that reflects its Taranaki heritage garden collection and education value; and
- The Hollard Gardens stories shall be told through quality interpretive information including plant labelling, guiding, technology, publications and signage.

Objective:

To market Hollard Gardens as a unique, integrated regional educational showcase, resource and experience.

Principles:

- Market research should be undertaken to identify strategies to develop current audiences, communicate the Hollard Gardens experience to potential audiences, and to attract new audiences, primarily regional and national, and particularly from the fields of garden tourism and education;
- All promotion should reflect the education and garden heritage experience that is a unique identity of the gardens;
- All signage and information produced shall reflect the intimate, informal nature of the gardens and create a sense of intrigue and surprise;
- Way finding signage that reflects the garden character will be provided to enable ease of direction finding internally throughout the garden, and externally to the garden from main road routes; and
- Education programmes that utilise the gardens and their stories should be developed that engage the community, schools, enthusiasts and specialist audiences.

3.7.5 Community and Use

The Central Taranaki, South Taranaki and regional communities of Taranaki are the main focus for Hollard Gardens. Existing community use is limited to seasonal garden visits or the occasional event.

The current visitor to Hollard Gardens has limited opportunity for anything other than a garden walk. The garden's proximity to Egmont National Park and its central Taranaki location invite potential development of further recreation value-added experiences that would attract and sustain new local audiences.

Community access to Hollard Gardens is currently free and this situation should continue. However, this should not exclude limited commercial opportunities that further benefit the visitor experience.

Management of the garden, facilities and visitors is an integral part of future development. Where possible the community involvement in this process should be encouraged to promote community pride and goodwill, and to add value to the Hollard Gardens visitor experience.

Goal:

A garden that promotes and engages the Taranaki community support, use and involvement, and especially the people of Stratford and South Taranaki districts.

Objective:

To develop opportunities for the regional community that extend beyond the current use of the property.

Principles:

- The Central and South Taranaki community will be a primary target for audience development;
- Hollard Gardens will be promoted as the centre for all garden activities to potential regional, national and international audiences;
- Education development should be examined as a new audience development opportunity;
- Links with other local and regional recreation activities should be established (e.g. National Park, Dawson Falls, regional tourism packages, Stratford and South Taranaki districts opportunities), and
- Community festivals, programmes and other events should be developed that capitalise on the gardens' potential and add value to the local community experience.

Objective:

To provide value added opportunities that enhance the visitor experience.

Principles:

- Hollard Gardens will have no public entry fee;
- Charges for services or activities that add value to visitors and are not as of right available to the visitor, may apply;
- Commercial ventures and other value-added activities should be encouraged that are sensitive to the character of the garden and attract and sustain existing and new audiences;
- Minimal commercial opportunities may be developed that align with the Hollard Gardens heritage garden collection character, such as heritage plant sales, products and souvenirs.
- Any commercial activities must be subject to business planning proving suitability and sustainability.

Objective:

To manage the gardens effectively and professionally, and where appropriate, to invite community involvement.

Principles:

- Hollard Gardens will be a 7-day 9am to 5pm operation with ability for outside hour functions by arrangement;
- Hollard Gardens should be maintained and resourced to achieve the appropriate amenity horticultural quality standards;
- All garden staff should be suitably qualified and/or experienced and training/exchange programmes should be established to ensure ongoing education and development for staff members;
- A suitably qualified manager is required to steer the developments and audience growth;
- A suitably qualified and dedicated head gardener/curator is required to ensure the quality presentation of the gardens and environment and maintenance of the collection.;

- Current gardeners' duties should maximise the use of their horticultural skills, thereby removing them from routine activities; and
- Opportunities for community involvement in the operation of the Hollard Gardens visitor experience should be developed.

3.7.6 Physical Access, Facilities and Services

Hollard Gardens currently provides limited facilities for visitors. Desired audience growth and development will require the provision of appropriate quality facilities and services. To plan for new facilities and services, and the rationalisation of the existing facilities, a site analysis should be undertaken that identifies spatial opportunities for development and considers visitor circulation patterns.

Goal:

The provision of appropriate facilities, services and physical access within Hollard Gardens that enhance visitor experiences without impacting on the intimate character of the garden landscape.

Objective:

To provide adequate physical access and associated services.

Principles:

- The existing car park location is appropriate and should be redeveloped to cater for up to 40 cars and 3 buses (size reviewed as necessary in the future);
- Circulation patterns, both pedestrian and vehicular, within the garden, to enable the full experience of the gardens and facilities will be further refined;
- The intimate pathways within Hollard Gardens will not be widened or greatly redirected;

- Pathways must be suitably maintained to be accessible in all weather conditions and reflective of the informal character of the gardens; and
- Vehicle access will be limited to service vehicles and only by arrangement with site managers.

Objective:

To develop facilities and services that will meet the developing needs of new audiences to Hollard Gardens.

Principles:

- New facilities will need to be provided to reflect the changing needs of future audiences;
- In the long term the house should be renovated, relocated or removed;
- A new information and shelter gatehouse at the main entrance will be provided replacing the information shelter which will be removed;
- The main lawn will be the key location of events;
- A new event pavilion will be provided on the main lawn;
- Services such as water and power will be provided throughout the garden as appropriate for identified use;
- The location and provision of utility structures will be reviewed in line with development of the existing site;
- The rotunda on the main lawn will be retained and restyled to be consistent with other newer facilities;
- Onsite residential presence and security should be retained to protect the gardens and provide a physical presence.
- In the long term, the feasibility of providing an education centre/facility will be investigated if demand is proven, and
- A multi-purpose visitor pavilion providing shelter, interpretation and education activities/information, public amenities and basic catering facilities, should be developed in the future on a site yet to be determined.

3.7.7 Partnerships and Strategic Alliances

To achieve the aspirations outlined in this plan it is critical to establish key partnerships and alliances to strengthen, finance, improve and complement the Hollard Gardens experience.

These fall into three areas:

- **Experience:** To provide, develop and grow the visitor experience within the garden and within the Taranaki region.
- **Developments:** To achieve the provision of the new facilities.
- **Management:** To provide the necessary management resources and skills.

Goal:

Successful partnerships and alliances that provide for a quality visitor-experience of Hollard Gardens and the Taranaki region.

Objective:

To identify and nurture regional and national, public and private sector partnerships and alliances to enhance the quality and level of facilities and visitor services at Hollard Gardens.

Principles:

- Partnerships will be critical to enable the implementation of any major developments;
- Commercial partnerships may be needed to achieve major development and visitor facilities;
- Consideration will be given to relationships with members, volunteers or friends in respect to the value they would derive from and add to the Hollard Gardens experience and to visitors and the community; and

- Partnerships and alliances should be developed with such agencies as:
 - the Department of Conservation
 - the Ministry for the Environment
 - the Ministry of Education
 - the Ministry of Tourism
 - the Ministry of Maori Development
 - QE11 National Trust
 - district councils
 - the corporate business sector
 - iwi
 - secondary and tertiary education sector
 - horticultural sector organisations
 - any other interested local, regional and national communities.

Objective:

To promote active partnerships between local and regional agencies to provide the quality of maintenance services and management required in maintaining and enhancing Hollard Gardens.

Principles:

Investigate and establish partnership agreements with appropriate agencies for the provision of shared maintenance, marketing, event management and other appropriate services, where it will be beneficial to all parties concerned;

- Partnership opportunities should be developed where an activity is outside the core skills and focus of the Hollard Gardens management;
- The collection management database system will be developed in partnership with Pukeiti, Tupare and the Taranaki Regional Council; and
- Opportunities for horticulture research, skill trainings and staff exchanges with other gardens, tertiary education institutes and appropriate agencies will be developed within and beyond Taranaki.

Objective:

To identify and nurture strategic alliances with local and regional agencies for the marketing and promotion of Hollard Gardens.

Principles:

- Alliances will be formed with local and regional tourism providers and facilitating agencies that will add value to the Hollard Gardens visitor experience;
- Partnerships and alliances should be developed with agencies who can gain from and offer benefit to, the Hollard Gardens experience;
- Alliances will be developed with local tourist information, activity and accommodation providers in the South Taranaki area such as Dawson Falls, Tawhiti Museum, Stratford District Council, garden and cultural tourism providers and South Taranaki District Council; and
- A relationship will be formed with Puke Ariki and the New Plymouth District Council for the promotion of Taranaki Gardens.

4. Section Three : Programme

The major programme for Hollard Gardens over the next ten years:
(note: refer to the *Concept Development Plan* for development concepts)

Priority 1 1-3yrs

Priority 2 3-5 yrs

Priority 3 5-10yrs

(# = Could be implemented in partnership with Tupare, Pukeiti and other regional garden partners.)

4.1 Collections

Task	Priority
Implement the Hollard Plant Collection Plan 2005.	1
Undertake a full collection analysis to identify the current collection and the specific strategy for future collection management and conservation.	1#
Undertaken research to qualify the garden heritage value, character and design before any major garden restoration or replanting is undertaken.	1
Maintain New Zealand Garden Trust endorsement.	1
Develop a computer plant database system in conjunction with Pukeiti and Tupare.	1#
Provide a plant labelling system and plant signage.	1#

4.2 Environment, Conservation and Heritage

Task	Priority
Protect the garden character of informality, surprise, discovery, peacefulness, simplicity, richness and diversity.	Ongoing
Retain and protect the remnant forest.	Ongoing
Identify and make accessible the heritage values of the gardens.	2#
Develop opportunities that educate and enable experience of environmental, conservational and heritage values of the property.	2#

4.3 Information and Education

Task	Priority
Undertake market research to identify strategies to develop audiences.	1#
Commission research on Hollard Gardens' stories.	1
Design and implement the Hollard Gardens brand.	1#
Develop all communications, information and interpretation to tell the stories of Hollard Gardens.	1
Facilitate the provision of new Transit signage from main routes.	1
Provide new signage at the main entrance.	1
Research and develop education and hands-on experiences associated with amenity horticulture, sustainable land management and conservation.	2#
Research the demand for education potential for school age audiences.	2#

4.4 Community and Use

Task	Priority
Develop and implement a communications plan.	1#
Review garden management and staff resourcing and provision.	1#
Investigate options for onsite residential presence and security management.	1
Promote local community support and engagement.	1
Where appropriate provide vistas out to the rural surroundings and mountain.	2
Establish the main lawn as the primary event area.	2
Investigate the feasibility of appropriate commercial opportunities.	2#
Develop links with other Stratford and South Taranaki recreation/ tourist providers.	2#
Facilitate the growth of functions and events.	2#
Develop the visitor experience to provide botanical and heritage conservation education, training and demonstration.	3#

4.5 Physical Access, Facilities and Services

Task	Priority
Review visitor circulation patterns and property site plan highlighting opportunities for future provision of facilities and services.	1
Redevelop the main entrance and car park area.	1
Review current pathways – hierarchy and standards of routes.	1
Construct a gatehouse shelter at the entrance.	1
Construct an event pavilion on the main lawn.	1
Construct a new vehicle access to the main lawn along the SW boundary.	1
Consider relocation and upgrade of the garden utility facilities	1
Restyle existing facilities to reflect the new facilities.	2
Construct a visitor pavilion on a suitable site.	3
Review future and potential use for the Hollard house	3
Consider the provision of an education centre/ facility as demand dictates.	3

4.6 Partnerships and Strategic Alliances

Task	Priority
Consider relationships with members, iwi, volunteers or friends in respect to the value they would derive from and add to the Hollard Gardens experience and to visitors and the community.	1#
Investigate opportunities for horticulture skills training and staff exchanges within and beyond the Taranaki region.	1#
Investigate and establish relationships and alliances with key local, regional and national, public and private agencies that will enable the growth and development of the Hollard Gardens visitor-experience.	1#
Develop a publicly accessible web-based collection information database system in partnership with Pukeiti, Tupare and the Taranaki Regional Council.	1#
Investigate a partnership agreement with appropriate agencies for the provision of shared maintenance, marketing, event management and other appropriate services.	1-3#
Establish alliances with local tourist information, activity and accommodation providers in the South Taranaki area such as Dawson Falls, Tawhiti Museum, Stratford District Council and South Taranaki District Council, garden and cultural tourism providers.	2#
Establish a relationship with Puke Ariki and the New Plymouth District Council for the promotion of Taranaki Gardens.	2#
Establish alliances with local and regional tourism providers and facilitating agencies that will add value to the Hollard Gardens visitor-experience.	2#

5. Section Four : Budget

5.1 Summary

Taranaki Regional Council combines Hollard Gardens and Tupare into one budget for Regional Gardens.

The 3-year budget summary below provides the current budget projections from the *2005/2006 Draft Annual Council Plan*, and the estimated capital budget projections from the development proposals of the management plans.

On the following three pages are the itemised 2005/2006 annual plan financial projections for the combined operations for Tupare and Hollard Gardens and the development proposals for Hollard Gardens.

Tupare and Hollard Gardens	2005/2006	2006/2007	2007/2008
Personnel	\$125,942	\$129,563	\$133,450
Vehicles	\$4,900	\$4,998	\$5,098
Pukeiti Grant	\$50,000	\$51,000	\$52,020
Operations	\$321,503	\$325,133	\$331,636
Overheads	\$127,719	\$130,273	\$132,879
Less Revenue	\$780	\$780	\$780
Sub Total Expenditure	\$630,064	\$640,967	\$655,082

Hollard Gardens Development Proposals

Car par and entrance	\$82,600		
Garden structural restoration	\$55,000	\$10,000	
Lawn rotunda/event pavilion/children's play area	\$130,600		
Services area		\$157,300	\$50,000
Signage/interpretation	\$25,000	\$70,000	\$10,000
Visitor centre			
New service route to event area		\$30,000	
Total Capital Hollard Gardens	\$293,200	\$267,300	\$60,000

Tupare and Hollard Gardens.	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Revenue										
Sundry income	\$780	\$780	\$780	\$780	\$780	\$780	\$780	\$780	\$780	\$780
Targeted rates	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Revenue	\$780	\$780	\$780	\$780	\$780	\$780	\$780	\$780	\$780	\$780
Expenditure										
Personnel										
Salary & Wages	\$119,670	\$123,260	\$126,958	\$130,767	\$134,690	\$138,730	\$142,892	\$147,179	\$151,594	\$156,142
ACC	\$1,022	\$1,053	\$1,084	\$1,117	\$1,150	\$1,185	\$1,220	\$1,257	\$1,295	\$1,333
Training	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250	\$5,250
Total Personnel	\$125,942	\$129,563	\$133,450	\$137,453	\$141,577	\$145,824	\$150,199	\$154,705	\$159,346	\$164,126
Vehicles	\$4,900	\$4,998	\$5,098	\$5,200	\$5,304	\$5,410	\$5,518	\$5,629	\$5,741	\$5,856

Operations

Consumables	\$11,000	\$11,220	\$11,444	\$11,673	\$11,907	\$12,145	\$12,388	\$12,636	\$12,888	\$13,146
Depreciation	\$45,253	\$46,158	\$47,081	\$48,023	\$48,983	\$49,963	\$50,962	\$51,981	\$53,021	\$54,082
External contractors-Gardens	\$15,000	\$15,300	\$15,606	\$15,918	\$16,236	\$16,561	\$16,892	\$17,230	\$17,575	\$17,926
General expenses	\$3,000	\$3,060	\$3,121	\$3,184	\$3,247	\$3,312	\$3,378	\$3,446	\$3,515	\$3,585
Maintenance plant/equipment Gardens	\$1,500	\$1,530	\$1,561	\$1,592	\$1,624	\$1,656	\$1,689	\$1,723	\$1,757	\$1,793
Maintenance building – Tupare	\$4,000	\$4,080	\$4,162	\$4,245	\$4,330	\$4,416	\$4,505	\$4,595	\$4,687	\$4,780
Pukeiti grant	\$50,000	\$51,000	\$52,020	\$53,060	\$54,122	\$55,204	\$56,308	\$57,434	\$58,583	\$59,755
Telephones	\$750	\$765	\$780	\$796	\$812	\$828	\$845	\$862	\$879	\$896
Water rates-Tupare	\$1,000	\$1,020	\$1,040	\$1,061	\$1,082	\$1,104	\$1,126	\$1,149	\$1,172	\$1,195
Brand development	\$30,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Collection management	\$30,000	\$5,000	\$5,100	\$5,202	\$5,306	\$5,412	\$5,520	\$5,631	\$5,743	\$5,858
Communications/marketing plan	\$30,000	\$5,000	\$5,100	\$5,202	\$5,306	\$5,412	\$5,520	\$5,631	\$5,743	\$5,858
Tupare Operating	\$100,000	\$102,000	\$104,040	\$106,121	\$108,243	\$110,408	\$112,616	\$114,869	\$117,166	\$119,509
Tupare & Hollards Operations	\$0	\$130,000	\$132,600	\$135,252	\$137,957	\$140,716	\$143,531	\$146,401	\$149,329	\$152,316
Strategic research/development	\$50,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operations	\$371,503	\$376,133	\$383,656	\$391,329	\$399,155	\$407,139	\$415,281	\$423,587	\$432,059	\$440,700
Total Expenditure	\$502,345	\$510,694	\$522,203	\$533,982	\$546,036	\$558,373	\$570,998	\$583,920	\$597,146	\$610,682

Transfer from reserves	\$162,800	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total costs	\$502,345	\$510,694	\$522,203	\$533,982	\$546,036	\$558,373	\$570,998	\$583,920	\$597,146	\$610,682
Plus Overheads	\$127,719	\$130,273	\$132,879	\$135,536	\$138,247	\$141,012	\$143,832	\$146,709	\$149,643	\$152,636
Total project costs	\$630,064	\$640,967	\$655,082	\$669,518	\$684,283	\$699,385	\$714,831	\$730,629	\$746,789	\$763,318
Capital expenditure	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Tupare										
Car park, gatehouse, entrance	\$494,000	\$149,000								
Cottage restoration	\$60,000	\$30,000								
Garden structures and features	\$100,000	\$49,000								
Glasshouse	\$64,800									
House restoration	\$224,600	\$132,300								
Marquee	\$0	\$55,000								
Interpretation/way finding/signage	\$45,000	\$65,000	\$10,000		\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
River flat power and water				\$15,000						
Provision of vehicular transport						\$20,000				
Total Tupare	\$988,400	\$480,300	\$10,000	\$15,000	\$10,000	\$30,000	\$10,000	\$10,000	\$10,000	\$10,000

Hollard Gardens

Car par and entrance	\$82,600									
Garden structural restoration	\$55,000	\$10,000								
Lawn rotunda/event pavilion/ area children's play	\$130,600									
Services area		\$157,300	\$50,000							
Signage/interpretation	\$25,000	\$70,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Visitor centre					\$516,500					
New service route to event area		\$30,000								
Total Hollard Gardens	\$293,200	\$267,300	\$60,000	\$10,000	\$526,500	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Total Capital expenditure	\$1,281,600	\$747,600	\$70,000	\$25,000	\$536,500	\$40,000	\$20,000	\$20,000	\$20,000	\$20,000

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Appendix 3	Taranaki Regional Gardens Project. Landscape Design Assessment – Hollard – Boffa Miskell
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Introduction

Hollard Gardens is a plant collector's dream. It reflects the passion and excitement of an avid plant collector, Bernard Hollard, ably assisted by his wife Rose. It is not a true botanical plant collection, as it has not had a conscious collection focus. Rather, it is has been landscaped and planted according to the personal vision of Bernard Hollard.

This plan has the task of identifying what makes Hollard Gardens' plant collection special and exciting. The plan aims to encapsulate, protect and enhance Bernard Hollard's vision for the collection, to enable the continued sustainability, intimacy, plant innovation, informality and vigour that the gardens are well known for.

The garden itself has been described as a "plant zoo", as it is an eclectic range of plants with no formal theme or structure to the collection planted over the era of the Bernard and Rose Hollard from 1927 to 1995. Maintaining this character and composition is the challenge of the collection manager.

The gardens have also been described as a "living heritage" garden. Although perhaps by default, it is an important example of plants introduced to the nursery industry particularly in Taranaki over the period of the gardens' development.

It is worth preserving this "living heritage" collection as its unique identity not only lies in the plants themselves but also in the stories they tell through their provenance, and through Bernard Hollard's association with the evolving New Zealand Nursery industry of the time. This is addressed in the *Hollard Asset Management Plan 2005*.

This collection plans outlines policy for the practical collection management of the gardens. The plan focuses on maintenance of the collection's integrity rather than plant husbandry maintenance.

It defines objectives and the scope of the collections. It also helps determine how the collection is to be managed and records maintained.

The plan does not provide an in-depth analysis of the collection itself, as collection records are not currently available. An urgent priority needs to be a thorough documentation and analysis of all the plant collection in order to clearly identify its unique strengths and outline specific strategies for its future development.

The Collection Plan should be read in conjunction with the *Hollard Asset Management Plan 2005*, which outlines issues of management, maintenance, and development.

This plan is a practical and dynamic document and as such should be reviewed on a five yearly basis to ensure the Hollard Gardens Collection Plan objectives are meeting Bernard Hollard's vision, and that the policy provided to achieve these objectives is achieving its purpose.

1. The Hollard Gardens Collection

Hollard Gardens' plant collections reflect the passion of Bernard Hollard. The gardens are an eclectic mix of temperate zone plants selected by him that reflect his preferences and what grew successfully in his garden.

The garden has been referred to as a fine heritage collection that represents the plants introduced to Taranaki from the 1927 to 1995. This was not a conscious objective of Bernard Hollard but a result from his efforts that has evolved overtime.

Today the gardens have a fine range of perennials, trees and shrubs, some of which were raised by Bernard Hollard, and others that have been more recently added to the garden collection. It also offers areas of remnant New Zealand native cool temperate bush that provide the mature framework for much of the garden.

1.1 Collection Objectives:

1. *To maintain, conserve and protect the living heritage plant collection of Bernard Hollard*
2. To provide a collection of temperate zone trees, shrubs and perennials that display the innovative selection of Bernard Hollard
3. To provide a garden that is maintained and developed as a quality horticultural experience in a healthy, sustainable and attractive manner according to best horticulture amenity management practices
4. To grow and display a diversity of plants that collectively provide all year interest and excitement, and that attract new regional audiences and
5. To manage the Hollard Gardens' collection to enhance the horticultural education experience of Taranaki and visitors.

1.2 Collection Descriptions

Hollard Gardens has a rich variety of trees, shrubs and perennials that are suitable to the climate and general environment. These collections focus on plants that perform well in the woodland environment.

Bernard Hollards' favourite plant was the rhododendron and the gardens have a broad range of mainly hybrids from the 1950s –1995 that perform well in the local environment. They are the dominant plant throughout the gardens but do not have a specific collection theme.

Camellias and azaleas were also favourites and hybrids of these are also well represented throughout the gardens.

There are many small plant groups such perennials, fuchsias, conifers and more lately rare and unusual New Zealand natives, and other flora that reflect anything that Bernard Hollard liked and performed to his satisfaction.

Bernard Hollard also bred or selected a number of plants some of which are now well known in the market. These include:

- *Acanthus mollis* 'Hollards Lemon' (or "Hollards Gold")
- *Arthropodium cirrhatum* 'Hollards Pink'
- *Camellia* 'Rose Hollard'
- *Camellia saluensis* "Young Bernard"
- *Dierama pulcherimum* 'Bernards Plum'
- *Hebe townsonii* X *diosmifolia* "Bernard Hollard"
- *Magnolia mollicomata* 'Bernard Hollard'
- *Melicope ternata* 'Pink Delight'
- *Rhododendron* hybrids 'Bernard Hollard', 'Bernard's Kiev No 12-9-7-5', 'Hollards Red,' 'Kaponga', 'Milton Hollard', 'Rose Hollard', 'Thoron Hollard'.

1.3 Garden Collection Character

The gardens are informal and very intimate in nature. In simple terms the garden is Bernard Hollard's preferred plants placed where he thought they might do their best.

The result of Bernard Hollard's preferences is the display of his heritage collection of plants in a healthy, vibrant, rich and diverse garden, with a blend of layers, textures and colour reflective of a woodland garden.

To aid the protection of this character the international *Florence Charter* should be used as a guide for the heritage management of the plant collection:

Policy Recommendations:

- 1.3.1 The plant composition developed by Bernard Hollard will be maintained as far as practical;
- 1.3.2 Garden design will reflect the informal character of the gardens and the personal collecting and mixed plantings of preferred plants;
- 1.3.3 The woodland character of the gardens must not be compromised by the removal of bush and specimen framework trees;
- 1.3.4 The developed garden will be restricted to the area that currently exists, protecting the bush remnant from future development; and
- 1.3.5 New plants will be re- introduced that represent plants originally collected by Bernard Hollard.

2. Collection Management and Development

Hollard Gardens has the objective of maintaining the vision of Bernard Hollard through the protection of its informal nature and growing the general plant compositions of the past. It also needs to maintain the excitement and sense of discovery that Bernard was so enthusiastic about.

2.1 Accessions

Whilst Hollard Gardens is generally well established there is the continued need to keep the gardens vital and to adapt to an evolving garden environment. This will require the addition of new plants both as replacements and additions to the garden.

The plants will be from the Bernard Hollard era, 1927 to 1995 that represent the Taranaki introductions and breeding. Priorities will include Bernard Hollard's favourite plants, rhododendron hybrids and to a lesser extent camellias and azaleas.

Opportunities exist to work closer with Tupare and Pukeiti to introduce plants from these gardens that may grow better in the Hollard Gardens environment as long as they fit within the collection focus of plants that Bernard grew in his lifetime.

Policy Recommendations:

2.1.1 Accession numbers will be provided for all plants and include the following:

- Year of accession
- Individual identification number
- A letter denoting the source (if applicable)

(For example –20020137K – denoted the year of accession 2002, the plant identification number of 137 being the 137th plant to be added this year, and the plant source reference K);

2.1.2 New, rare and exciting plants from the 1927 to 1995 era that are recorded selections of Bernard Hollard or reflect his preferences will be the priority for addition to the garden collection;

2.1.3 Plant selection from sports or seedlings raised at Hollard Gardens will continue to be trialed and as suitable added to the collection;

2.1.4 Rhododendron hybrids grown by Bernard Hollard will continue to be added as a garden focus but maintained to the general plant composition levels that he developed, and

2.1.5 In the New Zealand plant garden collections, priority will be given to those rare and /or of unusual character.

2.2 Accessions

The nature of any garden is the evolution of its plants. Some may have a limited life, some may prove not suitable for a variety of reasons, and others may fall to pest disease or other factors.

Policy Recommendations:

2.2.1 If it is valuable to the collection, propagation material should be recovered to ensure the on-going sustainability of that plant in the collection;

2.2.2 Plants may be moved from the garden collection under the following criteria:

- There are plants of the same type in the collection;
- The plant is of no particular significance;
- Changes in the collection policy;
- Severe plant damage;
- The plant is diseased or infected by pests beyond recovery and/or a risk to other plants;
- The plant is proving the potential as a weed pest, or
- The plant is not performing to its potential in the Hollard Gardens environment.

2.3 Collection Conservation

Conserving the garden collection is an ongoing management issue that involves all aspects of plant husbandry and garden management. The international garden heritage *Florence Charter* should be used as a guide for the heritage management of the plant collection.

In relation to Hollard Gardens this relates to protecting the vision of Bernard Hollard and the plants of historic and specimen interest, many of which are no longer available in the nursery trade. This can be achieved through good practices that include propagation, plant replacement planning, and dissemination of plant material.

2.3.1 Plant Propagation and Breeding

Hollard Gardens' propagation programme is for the sustaining of its collections, as much of the collection is uncommon and no longer available. It is therefore important not only to produce plant replacements of this rare material but also to ensure its original provenance is represented and sustained. The propagation is organised around the plant replacement programme (see below).

Although some of the vegetative propagation can be done onsite any specialist or difficult propagation should be contracted out.

Plant breeding is not undertaken but in the spirit of Bernard Hollard any sports or seedlings arising from the property showing potential domestic garden value are grown on for assessment.

Policy Recommendations:

- Plants bred or introduced by Bernard Hollard will be propagated from the original plantings for future replacement and/or further addition to the garden (where possible);
- Propagation is undertaken for plant material planted in Bernard Hollard's era to maintain and protect its plant provenance, and
- Plant selection from sports or seedlings from the property will continue and where proven successful, will be produced for the market and include "Hollard" in its name.

2.3.2 Dissemination

Bernard Hollard, as any good plantsman, was always keen on plant exchanges and distribution with plants people, for the purposes of conserving the plant in garden culture within New Zealand. He also bred and selected plants that he later introduced to the nursery industry.

This protects the plants from being lost in the garden and enables the best growing environment to be found that can sustain it in the future.

Policy Recommendations:

- Any plant that is of collection value and is not performing in the Hollard Gardens environment as expected will wherever possible, be transferred to another suitable grower/institution to grow;
- Growers and/or institutions that are provided with plant material must be first recognised of having the environment, facilities, knowledge and capabilities of successfully growing the plant material;
- Hollard Gardens will act as a recipient of such disseminated plant material from other sources where the plant is appropriate to the Collection Policy and the Hollard Gardens environment, and
- A formal link with Tupare and Pukeiti should be established as Taranaki regional network for plant dissemination.

2.3.3 Plant Replacement Programme

The plant replacement programme for Hollard Gardens is required to assist in sustaining the garden collection integrity in terms of the plantings undertaken by Bernard Hollard.

The main aim is to ensure the continued representation of the:

Key Garden Collection Plants

- Plants bred/selected by Bernard Hollard (original provenance)
- Plants in the Hollard collection and no longer available in the market
- Rare and endangered plants in the Hollard Collection
- Plants with some historic or personal interest to Hollard Gardens.

Replacement planning also involves revitalisation as, although some plants may live a long period, they perform best over a shorter time period and should be replaced to provide for best garden performance where possible.

Hollard Gardens is constantly changing with, in particular, shade and space proving very dynamic. Continued husbandry and evolution of the garden may require plants to be relocated for best performance or new plants added where more suited to the changing environment.

There is also the risk of suddenly losing a plant for unexpected occurrences (e.g. snow damage). For this reason it is important to maintain more than one of each key garden collection plant in the gardens and to plan for this provision.

Careful forward planning is required to ensure the ongoing sustainability of the plants in the collection. This planning needs to be formal and ideally linked to the computer collection database.

Policy Recommendations:

- All Key Garden Collection plants shall be accorded a replacement programme that identifies propagation and replanting timetables;
- The plant replacement programme will be determined by the two key factors of sustaining important plants in the collection and where applicable maximising its performance potential over a given time, and
- For the general tree and shrub collections of plants not readily available in the New Zealand nursery trade, there shall be a minimum of two plants in the garden collections at any one time, preferably in different locations.

3. Collection Records Management

For both historical and botanical benefits it is important to have accurate records of Bernard Hollard's garden collections. As many of the plants are no longer available, it is important to capture and manage information on them.

The challenge is that there are few records from Bernard Hollard or any other sources. A small exercise book of Bernard's from the 1960s has a list of some plant names and dates that will form useful basis. It is of the utmost importance to verify and document what does exist to develop a collection catalogue as a base for future collection development.

This needs to be an urgent priority before any further work can be confidently done on collection development.

All information must be recorded using internationally recognised models for botanical collection management that will enable future benefit for education and institutional partnerships.

The Taranaki Regional Gardens Project recommends that establishment of an integrated website and database, for collection records, garden information and garden management for Pukeiti, Tupare and Hollard Gardens. This is not specifically addressed in this report however this collective framework has been considered for all following Collections Records Management recommendations.

3.1 Database

Hollard Gardens does not have a database of its garden collection. It holds limited information in the form of Bernard Hollard's notes and plant references, and in the early 1980s Massey University prepared a partial collection record. More recently garden notes have been recorded informally.

The requirements of Hollard Gardens are for historical reference and plant nomenclature. Information on plant husbandry, an important management tool in Hollard Gardens, would be of useful addition to the database. A priority is the verification of the provenance of the heritage plants and this information recorded on the database.

Pukeiti Rhododendron Gardens has a database that is a good foundation for Hollard Gardens based on an Access database system, however it needs further development to make it more functional and manageable. The search abilities need to be improved and the fields and sub-fields re-organised.

The database also has to be refined to ensure its compatibility with international botanical collection records management models and to provide public information over the internet.

To enable ease of management a mobile hand held processor should be used so onsite information can be recorded. Updating of the database will be a simple process of automatically downloading the information from the hand held to the main database computer.

Table 1 in Appendix 1 outlines a basic database content that Hollard Gardens could requires in managing its collections effectively. This has been adapted from the Pukeiti database model.

Policy Recommendations:

- Maintain accurate computer records of all key garden collection plants within the gardens (refer to data table 1);
- Verify and document the plant collection to develop a collection catalogue as a base for future collection development;
- As soon as plant is planted it should be accorded an accession reference number and added to the plant database;
- Provide a suitable computerised collection database that is compatible with International Botanical recording management systems. And the International Transfer Format (re: www.bgci.org.uk/files/2/777/ITF2.DOC)
- Provide husbandry information or personal gardeners notes where possible for public and management information purposes;
- Regularly update records minimum 2 monthly;
- Investigate the provision of a mobile hand held processor for on-site updating of plant records, and
- Develop and implement a process to identify the provenance of all important heritage plants in the collection.

3.2 Collection Information Management

Accessibility to the Hollard Gardens garden collection information is an important emphasis for the visitor educational experience. The information should be managed to fulfil the varying levels of need from the public and the garden management. There is no one solution that will suit all purposes and a variety of media and communications need to be provided where possible.

3.2.1 Public Access to Collection Information.

Public access to information is critical to grow their interest and understanding and to increase the educational value offered by Hollard Gardens. Access to information needs to be both onsite and off site.

The majority of visitors to the gardens are more interested in what they see and experience rather than detailed collection information. Such means as interpretative signage and printed materials should be provided to meet these needs.

Printed material useable on site could be provided to feature activities such as theme walks, specific collections, seasonal feature walks, discovery walks, and nature walks. Interpretative signage could be provided that tells the stories of Bernard Hollard and his garden collection, specific specimen information on use/history, and to feature any rare and unusual plants.

It could also be useful to have access to the plant database information on site through a similar level of information on the website. This could be provided through a terminal in the education centre.

Offsite access to collection information could be provided via the website and supported by other generic information on a Hollard Gardens website. Collection information should be provided as a simple search function with a limited number of categories and supporting information such as:

1. Collection Groups (Hollard Gardens raised plants, rhododendrons, azaleas, camellias, general trees and shrubs, perennials, New Zealand natives)
2. Basic level information on name
3. Location in garden
4. Husbandry notes
5. Heritage story.

Policy Recommendations:

- Collection information shall be provided both onsite and offsite to promote public interest and understanding of Hollard Gardens and the wealth and interest of its plant collections;
- Onsite information shall include but not be limited to: Interpretative and plant name signage, printed information, and computer access to the plant database; and
- Offsite information shall include but not be limited to: Hollard Gardens website (plant database and other generic information) Taranaki Regional Council website, brochures and other publications.

3.3 Plant Labelling

Plant labelling is an essential part of promoting interest and engaging the visitor. It is required on three levels. The individual plant label, interpretative labels and collection reference labels.

All naming of plants and display of their names should be in line with international botanical standards of plant nomenclature.

3.3.1 Individual Labels

First is the individual specimen label for trees or shrubs of particular interest. These labels will identify the core information – botanical name, genus/family, country of origin, common name and collection reference.

For example:

For example:

19750021
***Acanthus mollis* “Hollards Gold”**
Golden Bears
Breeches
Raised in Hollard Gardens

These labels need to be metal and durable in the Hollard Gardens environment, easily maintained, cost effective and of suitable but limited range of sizes so the visitor can easily see them. They can be pegged in the ground or only where appropriate attached to the tree.

The main use for these signs is for main key garden collection plants, specimens, and particular plants of display interest.

3.3.2 Interpretative Plant Collection Signs

Second is labelling required for groups or beds of plants. These labels may identify the commonality of the plants whether this is the country of origin, ecosystem, plant family or some other theme. The plants may not require individual identification although this may be possible expressed graphically if practical.

These signs should be pegged to the ground or displayed on appropriate sign stands.

For example:

Ref: GR9 Picture- habitat type

This garden bed features a selection of rare and endangered New Zealand native plants. See how many of these plants have small leaves, and twisted wiry branches. They grow in exposed sunny areas and prefer a well-drained environment. The flowers are generally very small and white and some have berries.

Can you guess what pollinates them
and why they have twisted, wiry branches?

3.3.3 Collection Accession tags

Third is the labelling or tagging for collection management purposes. These are unobtrusive accession tag labels required for reference only not for public information although if suitable could provide for both. These labels should metal embossed (copper or aluminium), as this is proven durable. These tags can be tied to the plant itself.

19460005	<i>Cantua pyrifolia</i>
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Policy Recommendations:

- All garden plants should be labelled with accession tags
- Key garden collection plants, tree specimens and special plants of display interest should be individually labelled.
- Interpretative signage should be provided for plantings that are of primary display value, with themes of visitor interest and education.

Appendices

1. Table 1: Plant Records Database Content Outline
2. Plant labelling systems
3. Florence Charter

Appendix 1

Table 1: Hollard Gardens Plant Records Database - Basic Content Outline

Nomenclature	Genera Species etc Variety/Hybrid Common Name
Source	Nursery Individual Bernard Hollard
Value	Garden Collection Aesthetic Educational Conservation Historical /Heritage etc
Collection	Rhododendrons Camellias NZ Natives Azaleas General shrubs Hollard Selections
Date of accession	Date
Treatment	Sown Planted Grown on – bag size?
Planting	Date Age (estimate) Number Accession Reference number
Location	Map reference (GPS)
Label	Label Description Type – info and/or ID Location
Garden Husbandry and History	Flowering time Colour Propagation notes Maintenance comments Mortality Deaccession
Forward Planning	Future Planting date Replacement date Propagation Date/Method Label replacement Date
Links	Photos Slides Written records

APPENDIX 2

Collection Plan- Labelling Systems

Objective:

To recommend garden collection labelling systems for Hollard Gardens that act as guidelines with the overall signage and branding strategy.

Method:

Discussion with the property manager (Greg Rine) and investigation (web/phone/fax/email/mail) of current plant labelling systems used both nationally and internationally.

Discussion:

Nationally and internationally there is a very wide range of plant labelling and signage systems. However most are not specifically provided for the garden market place and are adaptations of other signage systems. This has provided a very much trial and error approach to signage and a 'once you find what works stick to it' attitude.

Depending on their purpose some systems are simple and very manual with written labels either in special ink or embossed by hand. Others are computer based with hi-tech labelling equipment. The materials for the signs range from wood, plastics and metals (aluminium, copper and steel), with perhaps the latter being most prominent.

The fundamental requirements and issues however are the same worldwide:

- Cost – capital and maintenance
- Durability – in a range of environments
- Usable life
- Practical management – labour required
- Aesthetics
- Standardisation – a uniform system
- Vandal proof- public gardens

The garden managers also had some specific issues in their environments:

- Labels large enough to read in deep garden beds
- Labels that physically don't damage the trees
- Avoidance of the "Grave Yard appearance of numbers labels in the ground.
- Simple quality labels requiring minimal maintenance
- Labels that don't fade/breakdown in a full sun and/or wet environment.

Specific Labelling Requirements:

The collection plans outline the three types of labels required in the gardens:

1. Accession tags- individual plant nametags for collection record purposes.
2. Individual Plant Labels – with specific information on the plant.
3. Garden or Interpretative signage- with interpretative information on groups of plants

There is commonality between the requirements of the three gardens and this has been taken to account in the recommendations.

Note: There is some cross over with other signage particularly with the interpretative signs. Consideration on this signage should be made in with all other interpretative signage in the garden

Recommendations

1. Accession Tags

Currently all three gardens have similar manually embossed accession-tagging systems and the recommend method is similar to what is proving successful. They are readily available in New Zealand and relatively cost effective.

These tags can be created manually or through a computer linked printer. The computer system feeds directly off the database and embosses the metal tags directly. In the manual system each letter is embossed with a hand held dyno-embosser.

The computer system has the advantage of consistency of production, ease of use linked to the collections database and relatively quick. Auckland Regional Botanical Gardens currently have this system called the “Metallino metal plate embosser” which costs approximately \$20,000.

The manual system is labour intensive and somewhat cumbersome however it is adequate if only doing a limited number of labels at a time.

These tags are attached to the plant with stainless steel wire ties wrapped around a small branch or attached to a metal stake that is placed into the ground near the base of the plant.

An option to manually producing them or purchase of the embossing system is production of these tags by contract. Crosshills gardens in Kimbolton NZ (www.crosshills.co.nz) produces “Lifetime Lables” that are of the similar process. There current product cost is \$1.20 per label. They also provide a range of stakes and ties.

- Type:** Metal tag- Anodised Aluminium or Copper
- Size:** 90- 114mm x 25mm
- Letter size:** 5mm
- Letters/line:** approx 25 letter per line
- Wire:** 20 Gauge- soft .005mm
- Stakes:** Stainless steel – (T316)
- Information:** Accession or record number, and plant name.
- Attachment:** Either tied to the plant or attached on a metal stake and pegged into the ground at the back of the plant (so not visible to public) near the foot of the plant.



Plant Accession Tag (Crosshills)



Tag Attachments –stake and branch
(Crosshills)

2. Individual Plant Labels

Label systems available are quite ranging in cost, quality and durability. Generally they follow an adaptation of a generic sign system so can be screen printed, laser printed, engraved, vinyl cut, printed on stickers etc. Some gardens have their own systems but these generally require a high labour input. An example is the Royal Tasmanian Botanical Gardens that purchase the raw materials and with the use of a vinyl cutter system valued at around \$5000 NZD linked to a database, produce their own labels. They estimate it costs up to \$15 per label (8.5 x 15cm) including labour (two people per day, for 60-80 labels mounted)

Currently each of the three gardens has a variety of plant labelling systems and requirements. There is no consistency in any of the gardens and only a proportion of the plants are labelled.

Throughout the gardens the labels are of a variety of materials although predominantly metal. Some are attached to trees, set in rocks, on wooden or metal stakes in the ground, or tied to branches. There is inconsistent standardisation in colours, text styles, sizes, quality and structure.

“Metal Image” Signage

With respect to the three gardens the recommendations are based on purchasing a proven product rather than a labelling system that requires additional labour input, “*Metal Image*”.

- Metal image fulfils all the requirements outlined on page 1
- Metal Image, which is locally supplied in NZ, has a useable life of up to 20yrs, produces top quality print and graphics, and offers a range of colour and size options.
- Metal Image uses non- corrosive anodised aluminium labels. They are very durable and reasonably vandal proof
- The image types including text, logos, illustrations and photos, are imbedded in the pores of the aluminium and then sealed with a tough anodic layer protecting the image from any environmental conditions.
- A range of gardens throughout New Zealand use these labels including the Auckland Regional Botanic Gardens, University of Auckland, NZ Forest & Bird and Pukeiti currently uses this labelling for their native plants. Dunedin Botanic Gardens also use a similar system.

- The labels can be mounted on the proprietary metal stake system or to any stake system suited to the garden. They also have a tree mounting system that has minimal impact on the tree itself.
- The labels are professionally presented, easy to read and adaptable.
- The label types lists refer to the label descriptions following. The sizes and costs are estimates only at this stage and final costs would be subject to volume, number of repeats, colours, holes or adhesive,

The main use for individual labels is for main key garden collection plants, specimens, and particular plants of display interest. Three label types are recommended.

1. In the informal bush areas and garden beds close to paths and for shrubs less than 2m high, small unobtrusive individual labels are suitable. (see Type A)
2. In the bush and predominately native areas labels that can be attached to trees or stakes are required. These need to be of a size suitable for reading at a limited distance, have minimal impact in that environment and easily maintained, and readable. (see type B)
3. For larger specimen tree labelling the requirement is for name labels either attached to the tree or pegged at their base. See Type D

2.1 Recommended Label Types

Note (all quoted costs are subject to change and relative to volumes ordered)

Type A: Small Garden beds

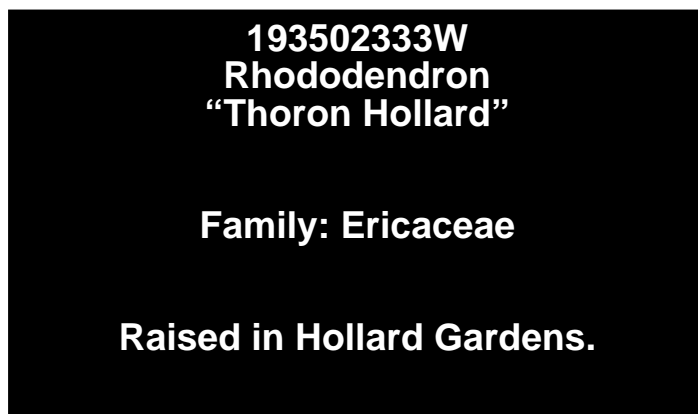
Size: 60 x 120 x .80mm

Colour: Silver lettering on Black matt background (possible to have bronze or gold wash)

Fixing: 3M adhesive or 4x 3.2mm holes.

Text Size: Capitals- up to 6mm recommended

Price: \$5.54 + GST (per 500)



Sample A : Not to scale

Type B: Bush and Native areas

Size: 100 x 200 x 0.80mm

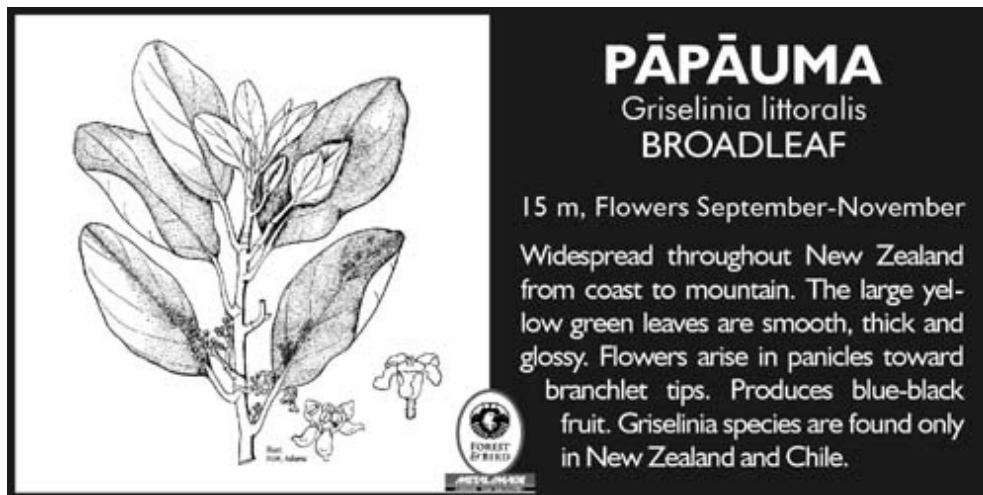
Colour: Silver lettering on Black matt background (possible to have bronze or gold wash)

Fixing: 3M adhesive or 4x 3.2mm holes.

Text Size: Capitals- up to 6mm recommended

Graphics: Illustrations by Nancy Adams (for most natives) if required

Price: \$14.25 + GST (35 +)



Sample B : Not to scale

Type D: Specimen Trees

Size: 104 x 200 x .80mm

Colour: Silver lettering on Black matt background (possible to have colour wash)

Fixing: 3M adhesive or 4x 3.2mm holes.

Text Size: Capitals- up to 20mm recommended

Graphics: As required

Price: \$11.10 + GST (per 500)

P896
***Taxodium distichum* c.a.1954**
Bald or Swamp Cypress
Family: *Taxodiaceae*
North America

Sample D : Not to scale

3. Interpretative Plant Signage

The Collection plans and the Management plans for the gardens have highlighted a requirement for the use of interpretative signage. In the wider context this signage is for all areas of interpretation in the gardens, including communicating the garden stories, highlighting points of historical interest etc.

This type of signage also is useful for gardens for interpretative information on groups or beds of plants. These signs may identify points of interest and educational value such as the commonality of the plants whether this is the country of origin, ecosystem, plant family, cultural significance, commercial use or some other theme.

In light of the wider application for this signage type more extensive consideration should be given than within the context of this report. The following factors needs to be considered:

- Physical design of the interpretative signage in respect to other garden furniture and features.
- Garden branding and identity.
- Garden colour schemes
- Interpretive design elements and consistency.
- Relationship with this interpretive information with other printed information distributed on site.
- Education themes
- How to communicate the garden story and what to tell.

Therefore the recommendation is to consider plant collection interpretative signage within the larger context of all facility interpretative signage and communications.

Appendix 3

The Florence Charter (1982) Historic Gardens and Landscapes

The ICOMOS-IFLA International Committee for Historic Gardens, meeting in Florence on 21 May 1981, decided to draw up a charter on the preservation of historic gardens which would bear the name of that town. The present Florence Charter was drafted by the Committee and registered by ICOMOS on 15 December 1982 as an addendum to the Venice Charter covering the specific field concerned.

Definitions and Objectives

- Art. 1** "An historic garden is an architectural and horticultural composition of interest to the public from the historical or artistic point of view". As such, it is to be considered as a monument.
- Art. 2.** "The historic garden is an architectural composition whose constituents are primarily vegetal and therefore living, which means that they are perishable and renewable." Thus its appearance reflects the perpetual balance between the cycle of the seasons, the growth and decay of nature and the desire of the artist and craftsman to keep it permanently unchanged.
- Art. 3** As a monument, the historic garden must be preserved in accordance with the spirit of the Venice Charter. However, since it is a living monument, its preservation must be governed by specific rules that are the subject of the Present charter.
- Art. 4** The architectural composition of the historic garden includes:
- Its plan and its topography.
 - Its vegetation, including its species, proportions, colour schemes, spacing and respective heights.
 - Its structural and decorative features.
 - Its water, running or still, reflecting the sky.
- Art. 5** As the expression of the direct affinity between civilization and nature, and as a place of enjoyment suited to meditation or repose, the garden thus acquires the cosmic significance of an idealized image of the world, a "paradise" in the etymological sense of the term, and yet a testimony to a culture, a style, an age, and often to the originality of a creative artist.

- Art. 6** The term, "historic garden", is equally applicable to small gardens and to large parks, whether formal or "landscape".
- Art. 7** Whether or not it is associated with a building in which case it is an inseparable complement, the historic garden cannot be isolated from its own particular environment, whether urban or rural, artificial or natural.
- Art. 8** An historic site is a specific landscape associated with a memorable act, as, for example, a major historic event; a well-known myth; an epic combat; or the subject of a famous picture.
- Art. 9** The preservation of historic gardens depends on their identification and listing. They require several kinds of action, namely maintenance, conservation and restoration. In certain cases, reconstruction may be recommended. The authenticity of an historic garden depends as much on the design and scale of its various parts as on its decorative features and on the choice of plant or inorganic materials adopted for each of its parts.

Maintenance, Conservation, Restoration, Reconstruction

- Art. 10** In any work of maintenance, conservation, restoration or reconstruction of an historic garden, or of any part of it, all its constituent features must be dealt with simultaneously. To isolate the various operations would damage the unity of the whole.

Maintenance And Conservation

- Art. 11** Continuous maintenance of historic gardens is of paramount importance. Since the principal material is vegetal, the preservation of the garden in an unchanged condition requires both prompt replacements when required and a long-term programme of periodic renewal (clear felling and replanting with mature specimens).
- Art. 12** Those species of trees, shrubs, plants and flowers to be replaced periodically must be selected with regard for established and recognized practice in each botanical and horticultural region, and with the aim to determine the species initially grown and to preserve them.
- Art. 13** The permanent or movable architectural, sculptural or decorative features which form an integral part of the historic garden must be removed or displaced only insofar as this is essential for their conservation or restoration. The replacement or

restoration of any such jeopardized features must be effected in accordance with the principles of the Venice Charter, and the date of any complete replacement must be indicated.

Art. 14 The historic garden must be preserved in appropriate surroundings. Any alteration to the physical environment which will endanger the ecological equilibrium must be prohibited. These applications are applicable to all aspects of the infrastructure, whether internal or external (drainage works, irrigation systems, roads, car parks, fences, caretaking facilities, visitors' amenities, etc.).

Restoration And Reconstruction

Art. 15 No restoration work and, above all, no reconstruction work on an historic garden shall be undertaken without thorough prior research to ensure that such work is scientifically executed and which will involve everything from excavation to the assembling of records relating to the garden in question and to similar gardens. Before any practical work starts, a project must be prepared on the basis of said research and must be submitted to a group of experts for joint examination and approval.

Art. 16 Restoration work must respect the successive stages of evolution of the garden concerned. In principle, no one period should be given precedence over any other, except in exceptional cases where the degree of damage or destruction affecting certain parts of a garden may be such that it is decided to reconstruct it on the basis of the traces that survive or of unimpeachable documentary evidence. Such reconstruction work might be undertaken more particularly on the parts of the garden nearest to the building it contains in order to bring out their significance in the design.

Art. 17 Where a garden has completely disappeared or there exists no more than conjectural evidence of its successive stages a reconstruction could not be considered an historic garden.

Use

Art. 18 While any historic garden is designed to be seen and walked about in, access to it must be restricted to the extent demanded by its size and vulnerability, so that its physical fabric and cultural message may be preserved.

Art. 19 By reason of its nature and purpose, an historic garden is a peaceful place conducive to human contacts, silence and awareness of nature. This conception of its everyday use must contrast with its role on those rare occasions when it accommodates a

festivity. Thus, the conditions of such occasional use of an historic garden should be clearly defined, in order that any such festivity may itself serve to enhance the visual effect of the garden instead of perverting or damaging it.

- Art. 20** While historic gardens may be suitable for quiet games as a daily occurrence, separate areas appropriate for active and lively games and sports should also be laid out adjacent to the historic garden, so that the needs of the public may be satisfied in this respect without prejudice to the conservation of the gardens and landscapes.
- Art. 21** The work of maintenance and conservation, the timing of which is determined by season and brief operations which serve to restore the garden's authenticity, must always take precedence over the requirements of public use. All arrangements for visits to historic gardens must be subjected to regulations that ensure the spirit of the place is preserved.
- Art. 22** If a garden is walled, its walls may not be removed without prior examination of all the possible consequences liable to lead to changes in its atmosphere and to affect its preservation.

Legal And Administrative Protection

- Art. 23** It is the task of the responsible authorities to adopt, on the advice of qualified experts, the appropriate legal and administrative measures for the identification, listing and protection of historic gardens. The preservation of such gardens must be provided for within the framework of land-use plans and such provision must be duly mentioned in documents relating to regional and local planning. It is also the task of the responsible authorities to adopt, with the advice of qualified experts, the financial measures which will facilitate the maintenance, conservation and restoration, and, where necessary, the reconstruction of historic gardens.
- Art. 24** The historic garden is one of the features of the patrimony whose survival, by reason of its nature, requires intensive, continuous care by trained experts. Suitable provision should therefore be made for the training of such persons, whether historians, architects, landscape architects, gardeners or botanists. Care should also be taken to ensure that there is regular propagation of the plant varieties necessary for maintenance or restoration.
- Art. 25** Interest in historic gardens should be stimulated by every kind of activity capable of emphasizing their true value as Part of the patrimony and making for improved knowledge and appreciation of them: promotion of scientific research; international exchange and circulation of information; publications, including works designed for the general public; the encouragement of public access under suitable control and use of the media to develop awareness of the need for due respect for nature and the historic heritage. The most outstanding of the historic gardens shall be proposed for inclusion in the World Heritage List.

Nota Bene

The above recommendations are applicable to all the historic gardens in the world.

Additional clauses applicable to specific types of gardens may be subsequently appended to the present Charter with brief descriptions of the said types.

Glossary

Accessions	additions of plants to the plant collections
Cultivars	distinct and selected forms of the species maintained only through vegetative propagation.
De-Accessions	removal of plants for the plant collections.
Dissemination	distribution/sharing of plant material to other gardens.
Genera	a cluster of plants with common characteristics that are easily recognized (typically flower structure)
Hybrids	plants bred from two or more naturally occurring species and coming true from seed.
Nomenclature	botanical classification for naming of organisms
Provenance	the origin / source of the plants (botanical and/or historical)
Species	naturally occurring forms of the genera
Taxa	For the purposes of this report taxa encompasses all members of the plant kingdom aligned to Rhododendron.
Varieties	naturally occurring forms of the species.

Appendices

Appendix 1 Taranaki Regional Gardens Project. Concept Development Plan – Hollard. Consultant Group

Appendix 2 Taranaki Regional Gardens Project. Audience Potential – Hollard BERL

Appendix 3 Taranaki Regional Gardens Project. Landscape Design Assessment – Hollard – Boffa Miskell

Appendix 4 Taranaki Regional Gardens Project. Stage One Report. Strategic Direction – Hollard – TRC Technical Advisory Group

**Appendix 1
Taranaki Regional Gardens Project
Concept Development Plan – Hollard.
Consultant Group**

Appendix 2
Taranaki Regional Gardens Project
Audience Potential – Hollard.
BERL

**Appendix 3
Taranaki Regional Gardens Project
Landscape Design Assessment – Hollard.
Boffa Miskell**

Appendix 4

**Taranaki Regional Gardens Project. Stage One Report. Strategic Direction – Hollard.
TRC Technical Advisory Group**