

True colours Winter 2010



Project Crimson celebrates 20 years

2010 marks 20 years since the birth of Project Crimson, making it one of New Zealand's most enduring conservation trusts.

New Zealand has taken major steps forward in the conservation arena and during the life of Project Crimson we have seen pohutukawa go from severely threatened on our coastlines to a remarkable renewal. We have experienced the rise of the pohutukawa as a national icon and we have seen New Zealanders step up and show greater awareness of the value of their natural environment.

It's a time not only to recognise the achievements of Project Crimson, but to acknowledge what we have accomplished together with people all around New Zealand.

Project Crimson's success relies on the support of communities to carry out on-the-ground initiatives involving regeneration of our important native species.

Together, we have achieved what many thought impossible 20 years ago and for that, we thank you New Zealand for all the time and energy you have put into protecting our precious ecosystems.

We also thank all of our sponsors who have helped to capture the hearts and minds of thousands of New Zealanders.

Project Crimson has a talented and extraordinarily knowledgeable group of Trustees nationwide whose drive, leadership and commitment to Project Crimson's vision is inspirational.

We have come a long way in our fight to renew and protect pohutukawa and rata. Not only are pohutukawa much healthier than they were 20 years ago, but the regeneration is much more plentiful. Yet, we still have a long way to go and we look forward to working with passionate people in local communities to continue to restore our land for future generations.



Devon McLean
Chair, Project Crimson



"Project Crimson has brought together many communities across the country, their work is an inspiration to all New Zealanders."

Tim Lusk, CEO Meridian Energy



"What started as a small seed of an idea grew into a forest of families all willing to help and share."

De Welch, Caretaker
St Joseph's School

Waitara, on their
School Makeover



"What greater compliment can a researcher get than for a dedicated organisation to be formed to address the issues raised by his research."

Dr Gordon Hosking, Project Crimson
Founder and Trustee



"When we look at the havoc we create on our planet, it seems as if we have lost sight of where we came from. We therefore have no hope of ever knowing where we are going."

Ruud Kleinpaste, Project Crimson
Trustee and NZ's 'Bug Man'



"Project Crimson's model of working at a community level to energise people around the protection of key native ecosystems has set a great example for conservation organisations to follow."

Al Morrison, Director General,
Department of Conservation



"The support from Project Crimson has helped us to create an environment that not only enhances our coastline and restores bush in the area, but also attracts native bird life and is self-generating."

Kathryn Erikson, Funding Round
Recipient, Leigh Harbour Society

Back through the ages

1989

Dr Gordon Hosking conducted research which showed 90% of coastal pohutukawa stands were dead or dying due to damage from human and possums.

1990

The Project Crimson Trust emerged as a partnership between NZ Forest Products Ltd and the Department of Conservation, focusing on the renewal of pohutukawa. Project Crimson's first annual funding round was also completed this year.

1996

Project Crimson extended its mandate to include rata in its list of protected species.

2000

Dr Gordon Hosking conducted '10 Years On' research which showed major steps forward in renewal of pohutukawa and rata.

2006

Meridian Energy took over from Carter Holt Harvey as Project Crimson's principal sponsor.

2007

Project Crimson teamed up with the Mazda Foundation to launch the Tremendous School Makeovers programme.

2010

Almost half a million pohutukawa and rata have been planted since Project Crimson's beginning with the support of thousands of volunteers all over New Zealand.

Schools looking Tremendous

For the third year running, the Tremendous team has been out in full force during the past three months 'making over' three schools around New Zealand.

The Tremendous joint venture between Project Crimson and the Mazda Foundation was created in 2007 and since then 11 schools have received a native garden makeover. Three schools were chosen this year from 94 applications nationwide.

Schools will be sent a letter in term three inviting them to send in an application to win a Tremendous makeover. Winners for 2011 will be announced in November.

Get a feel for Tremendous in action by checking out our video of the St Joseph's School Makeover online.

Go to www.projectcrimson.org.nz and click on 'schools' and then 'tremendous' to see a school garden transformed!



Tremendous Makeover for St Joseph's School (March 2010)



St Joseph's School in Waitara (near New Plymouth) was the first to see a major difference to their school grounds through a transformation of a previously 'out-of-bounds' swamp into a native wetland area.

The area used to flood every time there was heavy rain to the point that the school's concreted-based soccer goals floated out.

A pond was dug out prior to the day and four boardwalks were erected to allow access from one side of the wetland to the other. On the Tremendous day around 1,000 native plants were planted with help of 250 volunteers including students and their families, teachers, the local fire brigade, church groups, Mayor Peter Tennent and many others from the local community.

"We want to teach students not only inside the classroom but outside as well and empower them to take ownership and be caretakers of the environment. The new garden area now gives students access to an outdoor classroom where they can learn about the water cycle, botany, food webs, soil and wildlife all in one place and firsthand," said Moya Christophers, the Principal of St Joseph's School.

Bucklands Beach Primary School transformed (April 2010)



The second school to receive a native garden makeover earlier this year was Bucklands Beach Primary School in Auckland where the Tremendous team helped transform a previously under-

utilised area with 700 plants including a range of native species and vegetables.

"The land was once a pristine coastal peninsula featuring pohutukawa, but had deteriorated over time and was in need of improvement," said Kerri Riach, a teacher at Bucklands Beach Primary School.

"We want all of our students to experience nature and learn how ecosystems work," said Kerri Riach, a teacher at Bucklands Beach Primary School.

Native grove for Albany Primary School (May 2010)



Albany Primary School was the final school to receive a native garden makeover this year.

A large area at the back of the school grounds was converted from a boggy, previously 'out of bounds' area

to a native grove with a concrete path and wooden boardwalk running through 1,100 native plants. An outdoor classroom with seating was also constructed.

The area had already undergone some drainage repairs before the Tremendous transformation and will now be used as an outdoor learning area. The aim was to increase the usability of the area for the childrens' education and recreation and attract native birds and insects.

"Albany School was ecstatic to win a Tremendous makeover as we've been discussing the idea for at least five years, and now the grand plan can finally be put into action!

"We now have a natural outdoor learning space that will provide greater chances for our children to learn more about their natural environment," said Rosie Ponifasio-Hughes, a teacher at Albany School.



Tremendous
school makeovers



MAZDA
FOUNDATION

Project Crimson helps to plant Auckland red



Project Crimson and Auckland Motorways recently teamed up to transform the ugly weedy banks next to Auckland's Mount Wellington Interchange into a native oasis making the trip into town more beautiful.

Auckland Motorways is planting 150 pohutukawa trees supplied by Project Crimson along with other natives on the northern banks of the motorway interchange.

This partnership emerged when Project Crimson Trustee, Dr Gordon Hosking, noticed the area was large enough to support pohutukawa. Dr Hosking says most motorway plantings are of shrubs and groundcover species as the space isn't adequate for pohutukawa.

"We are delighted with this project because Auckland is naturally the place we want New Zealand's most iconic tree replanted, particularly where motorways are extending into rural areas," said Dr Hosking.

Auckland Motorways Network Engineer Rick Gardner says he is just waiting for a big down pour to saturate the hard soil and then about 10 staff will start planting.

"This year because of the drought we have lost some plants so we are being very careful to nurture the trees and plant them at the best time. I can't wait to see the colour the pohutukawa will bring to this barren strip of land.

"Pohutukawa have been selected in the native planting mix because they help stabilise the banks and are also attractive to our native birds so people may even feel chirpier on the way to work too," he said.

Project Crimson and Auckland Motorways are in discussion regarding further plantings over the next few years.



Project Crimson celebrates Arbor Day

In celebration of Arbor Day and World Environment Day, Project Crimson along with the Wellington City Council and 200 local school children planted 2,500 native plants including 500 northern rata at Wellington's old Chest Hospital site in Newtown on Friday 4 June.

The planting is a continuation of last year's Arbor Day (5 June) planting on Wellington's green belt at Ian Galloway Park, Karori.

Staff from the Department of Conservation, Wellington Zoo, SPCA, Starfish and Meridian Energy as well as Wellington City Mayor Kerry Prendergast and Local MP Hon Annette King joined the children to plant the native species.

Mayor Prendergast says the natives being planted are eco-sourced and come from a strong propagation programme run at the Wellington City Council nursery.

"It's a fantastic project helping to beautify Wellington and preserve our wonderful native species," Mayor Prendergast said.

Project Crimson's CEO, Bridget Abernethy said, "Project Crimson has halted the decline of pohutukawa and rata over the last 20 years but there is still much to do, including educating about the benefits of native plant regeneration and encouraging restoration projects.

"We are delighted that northern rata has made such a comeback in Wellington and we are grateful that the partnership between the Wellington City Council, Project Crimson and Meridian Energy has enabled this to happen.

Go shopping at our online store

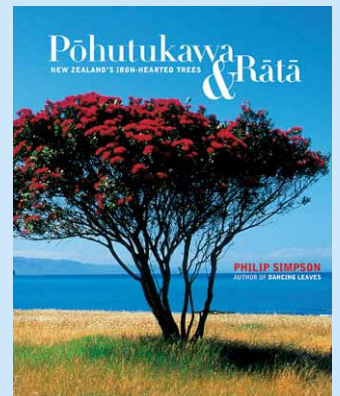
Winter's here, providing the perfect opportunity to wrap up warm and enjoy one of life's simple pleasures, some quality reading.

Project Crimson's online store has loads of merchandise available including a beautiful book perfect for the winter months. 100% of the proceeds go directly back to the Project Crimson Trust.

Pohutukawa & Rata, New Zealand's Iron-Hearted Trees, written by award-winning author Philip Simpson is truly an inspiring read and an essential resource for any home. Generously illustrated this book explores the development of pohutukawa and rata trees in New Zealand's unique natural environment and celebrates pohutukawa and rata as a national icon.

To view our merchandise or place your order, head to the online shop on our website:

www.projectcrimson.org.nz.



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Just search for 'Project Crimson Trust' on Facebook or click on the link from our website: www.projectcrimson.org.nz.

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New Zealanders to plant 13,000 pohutukawa and rata in 2010

This year, volunteers in communities all around the country will plant 13,000 pohutukawa and rata following the 2010 Project Crimson annual funding round which was completed in March this year. With the help of volunteers around New Zealand Project Crimson has planted almost half a million trees since 1990 and this year's planting will take the Trust another step towards renewing these iconic native species.

Project Crimson reviews applications from groups and individuals around New Zealand who aspire to create a long-term benefit to their local community through conservation projects involving eco-sourced pohutukawa and rata.

The annual funding round closes on 1 March every year and Project Crimson invites applications from individuals or groups seeking to undertake conservation, restoration and research projects involving pohutukawa and rata on public land.

To apply, visit www.projectcrimson.org.nz and click on 'funding'.



Project Crimson plants at Hauraki Gulf Marine Park

Visitors to the Hauraki Gulf Marine Park coastline will soon be enjoying the bloom from even more pohutukawa after Project Crimson recently provided another 50 pohutukawa to be planted on Te Kouma Farm – a peninsular of land between the Coromandel and Te Kouma Harbours.

The Te Kouma Farm Revegetation Project was launched almost 20 years ago by landowner Ian James in an effort to improve the habitat and aesthetics on the coastal hills for the public who visit the area regularly.

Project Crimson provides approximately 50 pohutukawa per year for the project through the annual funding round and the trees are planted out with the help from Forest & Bird as well as members of the local community.

Landowner, Ian James is thrilled with the transformation they've achieved so far and is eager to get this year's stock in the ground.

"Although technically this is private land, the area gets a lot of public use and we're delighted to be able to create an environment that is welcoming to our residents and visitors to the area.

"Project Crimson has been supplying us with trees almost since its formation in 1990 and we're grateful for their part in bringing pohutukawa to our coast."

The seed for the trees is collected by Ian at his farm and is then grown in one Project Crimson's nurseries.

"The project is a work in progress and we have about 12km of coast that we would like to revegetate stretches of with as many locally sourced pohutukawa as possible."

Help keep New Zealand red

To achieve our goal of enabling pohutukawa and rata to flourish throughout New Zealand we need your help.

As a registered Charitable Trust, Project Crimson relies on the support of volunteers and donations from people just like you.

To help, fill in the form below and send back to us with a cheque. Alternatively, you can go to our website www.projectcrimson.org.nz and click 'donate'.

DONATION FORM

Name

Address

Amount donated

Please make cheques payable to The Project Crimson Trust.

Thank you for your support of Project Crimson. Your donation goes a long way in helping us protect our pohutukawa and rata around New Zealand.



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