

True colours *Spring 2009*

Enabling pohutukawa and rata to flourish again in their natural habitat as icons in the hearts and minds of all New Zealanders.'

Welcome to the Spring edition of Project Crimson's True Colours.



Project Crimson is a charitable trust which was established in 1990 to protect the pohutukawa and rata trees of New Zealand. In addition to providing trees to communities, Project Crimson undertakes

major conservation projects and carries out a range of public awareness activities.

Project Crimson only grows eco-sourced pohutukawa and rata, contracting nurseries around New Zealand to source, seed and propagate trees for specific areas and projects.

Project Crimson celebrates Southland's Kepler Track opening

In May this year, Project Crimson, along with the Department of Conservation (DOC) and Meridian Energy celebrated the opening of the upgraded Kepler Track entrance, car park and amenity area near Te Anau in Southland.

Kepler Track is a 60 kilometre circular track that crosses through the stunning scenery in Fiordland National Park.

Locals were invited to attend the celebrations and to be among the first to experience the new amenities.

Following the official opening ceremony, Project Crimson joined forces with DOC and Meridian staff to complete the

native flora restoration planting, some of which had already been undertaken by the team.

Project Crimson's Executive Director, Bridget Abernethy was delighted with the initiative.

"Southern rata are a vital part of the ecology in the Fiordland region and their protection, along with all the other species in this special ecosystem, is of great importance. It was just great to be involved in this planting and to know that this will benefit so many visitors and local people now and in generations to come," she said.



Southland District mayor, Frana Cardno, helps officially open the entrance.



The new Kepler track car park.

Arbor Day makeover for Ian Galloway Park in Wellington



Wellington City Mayor Kerry Prendergast, Project Crimson Chairman Devon McLean and Meridian Energy CEO Tim Lusk get stuck in on the day.

Project Crimson led the transformation of high profile sports park, Ian Galloway Park in Wellington on Friday 5 June, with the planting of 2,500 native plants including 500 northern rata in recognition of Arbor Day and World Environment Day.

Wellington City Mayor Kerry Prendergast, Minister for Arts, Culture and Heritage the Hon Chris Finlayson, Department of Conservation Director-General Al Morrison and Meridian Energy CEO, Tim Lusk joined hundreds of local school children and Project Crimson, Meridian Energy, Starfish and Wellington City Council staff, as they planted these important native species.

Meridian Chief Executive Tim Lusk says, “it is really exciting to see Project Crimson, Meridian and the Wellington City Council working in partnership to benefit the local environment and community and most importantly seeing young Wellingtonians getting involved too.”

Ian Galloway Park, once a landfill, is now a major sports-field owned and maintained by Wellington City Council.

Mayor Prendergast says hundreds of volunteers have done a fantastic job over the past seven years restoring different sections of the Kaiwharawhara Stream catchment.

“With Karori Sanctuary a kilometre upstream and Otari-Wilton’s Bush a kilometre downstream, Ian Galloway Park is a crucial link in the restoration of the catchment,” she says.

Philip Simpson awarded \$100,000 Michael King Fellowship

Botanist, Takaka resident and one of Project Crimson’s very own founding Trustees, Philip Simpson, has been awarded the \$100,000 Creative New Zealand Michael King Writers’ Fellowship.

The funds will allow Philip to devote himself fulltime to research and write a comprehensive natural and cultural history of the New Zealand totara tree – a two year project.

This fellowship is New Zealand’s largest writing fellowship and supports established writers to work on a major project over two or more years.

Philip has come to be known as one of the country’s most respected authors on trees. He’s already written two successful books, ‘Dancing Leaves: the story of New Zealand’s cabbage tree, ti kouka’ and ‘Pohutukawa & Rata, New Zealand’s Iron-Hearted Trees’. The first went on to win the Environment section of the Montana New Zealand Book Awards in 2001 and the second, the Montana Book Awards Medal for Non-Fiction in 2006.

“It will change my life forever. It’s a marvellous gift – two uninterrupted years to immerse myself in the mysteries of totara!” says Philip.

And if that’s not enough, not long after accepting this award, Philip was presented with the Loder Cup for 2009 – one of New Zealand’s highest conservation honours.

The award was announced by Conservation Minister Tim Groser who is thoroughly impressed with what Philip has achieved.



Founding Project Crimson Trustee, Philip Simpson does the Trust proud.

“Dr Simpson has supported work with schools, landowners and community groups around New Zealand to protect and restore native plant life.

“This award acknowledges both his professional and personal dedication to conservation and is thoroughly deserved,” Mr Groser said.

Philip will be presented with the Loder Cup at a special ceremony later this year.

2009 Treemendous school makeovers prove successful

The second annual round of the Treemendous school makeovers – a joint venture between Project Crimson and the Mazda Foundation – has continued to prove a sensation, leaving schools that would otherwise never be able to achieve their garden makeover dreams, thrilled with the outcome.

Four schools were chosen from 158 nationwide applications to have their grounds enhanced with a native tree garden. Glenavon School in Blockhouse Bay, Malfroy School in Rotorua and Invercargill's Hedgehope School were all made-over earlier this year. Papatōetoe North School in South Auckland is due to undergo its makeover this Spring.

Mazda Foundation Chairman Andrew Clearwater says that right from the application process the response from schools has been excellent.

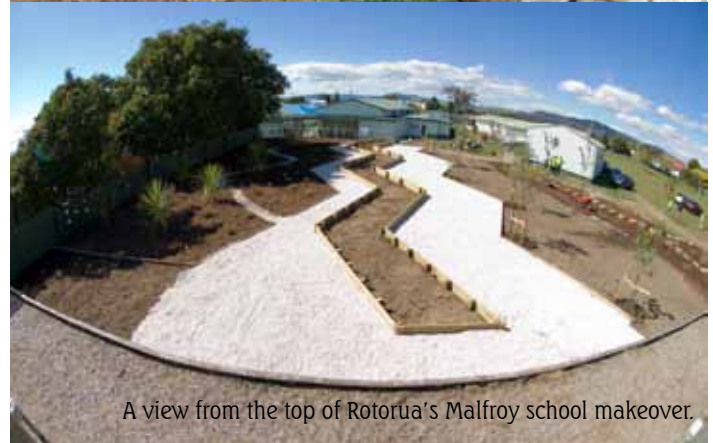
“Every application we received was unique with a lot of creativity and effort put in by both teachers and pupils at the schools which made the judging process extremely tough. It was also very encouraging to see that many of the schools intended to include the makeover area as an ongoing part of the curriculum,” says Clearwater.

The 2009 round of applications will close on 30 September with the 2010 winners to be announced at the end of October.

If you want to find out more about Treemendous school makeovers, visit www.mazdafoundation.org.nz/treemendous



Work and play went hand in hand at the Hedgehope school makeover in Invercargill.



A view from the top of Rotorua's Malfroy school makeover.

“Dear Project Crimson, Thank you so much for providing Glenavon School with this amazing opportunity to build a native garden. Now we have a radiant new garden that will be appreciated and enjoyed by many other people who come by and see it.”

Student, Glenavon School

Treemendous
school makeovers



MAZDA
FOUNDATION

Laurie Foon and Project Crimson set to launch new fundraising t-shirt

Last summer Project Crimson welcomed high profile New Zealand designer, Laurie Foon to the Crimson family. Foon worked with Project Crimson to produce the “Bloomer” – a fundraising t-shirt in which all proceeds go back to protecting pohutukawa and rata trees in New Zealand.

The t-shirts proved to be a hit last summer and Laurie Foon is back on board to work with Project Crimson to produce a new design for the coming Summer.

Foon said she is embracing the opportunity to support the Project Crimson Trust by designing and distributing the t-shirt.

“Our customers love well made, enduring, beautiful clothes – and if it's eco-savvy then that's even better. This tee is gorgeous, it's stylish and it does a double whammy on the eco front,” says Foon.

The new t-shirts are set to be launched on 15 November and can be purchased at any Starfish store, or on the Project Crimson's website www.projectcrimson.org.nz.

Project Crimson would like to thank those of you who purchased the t-shirts last year. Your contributions are always appreciated.

Limited numbers of last Summer's stock are still available for purchase at www.projectcrimson.org.nz.



Last Summer's
Bloomer T-shirt.



Rata propagation at Stewart Island Native Nursery

As part of its annual funding round, Project Crimson agreed to fund the Stewart Island Native Nursery to propagate greater numbers of southern rata (*metrosideros umbellata*) in the area.

With the funds and with help from DOC, the nursery was able to purchase basic supplies including planting bags, rooting hormone, potting mix and secateurs.

The DOC weeds team along with help from the Stewart Island/Rakiura Community and Environment Trust, and visiting school groups, have taken cuttings and seeds from rata and propagated them in the nursery's tunnel house.

The project has brought about the opportunity to educate school groups about southern rata.

DOC Stewart Island Biodiversity Ranger, Laura Batchelor is thrilled with what the initiative has achieved.

"Visiting school groups have learnt about the process of propagation, from cuttings to grown plants. They have also helped us prepare cuttings, tend seedlings and have helped on planting days.

"We currently have cuttings in the tunnel house growing roots. We also have about 150 healthy rata seedlings in our shadehouse which will soon be ready for sale to the Stewart Island community for a small donation," she said.



Stewart Island Native Nursery



Project Crimson helps fill the gap at Ascot Park

In July this year, Porirua City Council planted 750 northern rata at the Wild Thyme Reserve in Ascot Park. The plants came courtesy of Project Crimson and its national funding round following an application from the Council.

From left to right: Project Crimson Executive Director Bridget Abernethy, Porirua City Council Horticulture and Biodiversity officer Tina Mullins and Porirua Mayor Jenny Brash inspect a few of the 750 northern rata now spreading their roots in Ascot Park.



Contact Us

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Keep an eye on our website for new membership packages coming soon!

Thank you to all of our loyal supporters. Without your help, Project Crimson would not be able to continue the work that it does.

