

June 2024

Rhodo News

Newsletter 470



**Sustainable
Tourism**
Accredited
Business

Official Newsletter of the

Emu Valley Rhododendron Garden Inc

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Patrons: (International) Kenneth Cox, (Tasmania) Her Excellency the Governor of Tasmania, Barbara Baker AC

As Autumn Ends



Neet snapped this and other pics as she did the rounds of daily chores. It's still dry, and if the weather remains clear, we are in for some frost!

Calendar

June
Wednesday winter warmers

Coming in July
Trivia Night!

27th July
Christmas in July!

See us at: emuvallleyrhodo.com

Chairperson's Report



THANKS TO VOLUNTERS AND LAUNCH OF CORE VALUES

There was a function held on Saturday 24th May to thank the volunteers and to launch the Core Values, and to explain our strategic priorities for next year.

Thanks to all those who attended.

Our core values are:-

1. *Teamwork*
2. *Respect*
3. *Honesty*
4. *Kindness & compassion*
5. *Flexibility*

These are self-explanatory. The purpose of these is to provide us with a philosophy for the Garden. These values define our purpose and give us a benchmark against which we can measure our behaviours and achievements.

Our strategic priorities are as follows-

1. **Fundraising.** The Garden needs a huge amount of cash just to keep going. Our gate and café takings, and other forms of revenue have never been sufficient to cover our costs. We have been lucky to have received bequests in the past, and these have kept us afloat. The Board is working on finding alternate sources of revenue, and as part of this exercise, you will see more events happening over the next few months.
2. **Horticulture.** We need to continue to build on our plans for the Garden and to support the sustainable management of our botanical assets.
3. **Volunteers and culture.**
 - a) While we have recently had an increase in our volunteer numbers, we need to continually look towards attracting more. We advertise regularly and will hold more volunteer recruiting days.
 - b) The beginning of the process to improve our culture is to introduce our core values.
4. **Continued business planning.** We need to continue to develop our business plan to support our long-term strategies for the Garden.
5. **Marketing.** We need to fine tune our marketing to attract higher yielding visitors to the garden. This started with the Autumn Spectacular, before which we mounted a very aggressive Facebook and social media campaign. This resulted in a larger turnout than we have had before. It also attracted a new and younger cohort of visitors to the garden, who have made repeat visits since the day.

NEW BOARD DIRECTOR

We have appointed a new Board Director, Mr. Ian Jones. Ian is President of the combined Chambers of Commerce of Burnie and Wynyard (Business North-West). He is also on a number of local and state-wide Boards, a number of which he Chairs. He has a wealth of business experience, and a wide circle of contacts.

UPCOMING DATES

- June – Wednesday Winter Warmers
July – Trivia Night.
27 July – Christmas in July.

ANT DRY

Chairperson & Acting General Manager
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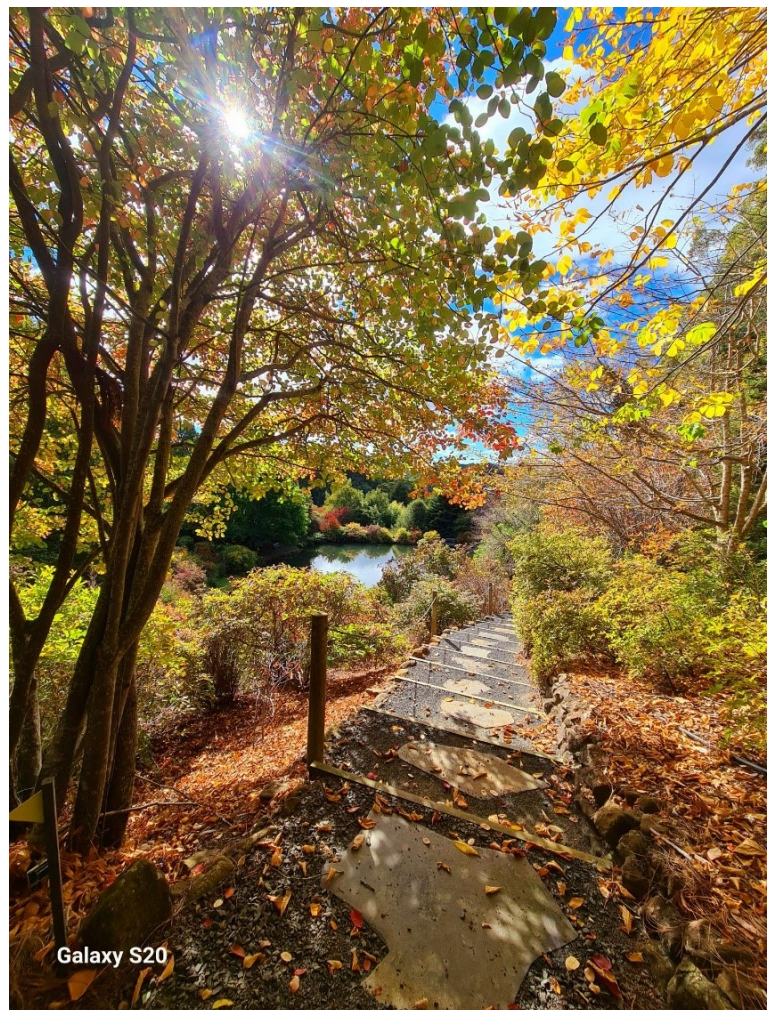
Around the Garden

It's the season change over time where I can bamboozle you all with pretty pictures of the garden, as we say goodbye to what was an extremely dry Autumn and hello to what I'm already predicting to be a freezing cold winter (I really hope that I am wrong).

Plenty going on around the garden as always and just a reminder that the plant hut will be open during winter. We look forward to you visiting us and checking out the new garden wares arriving all the time along with rhododendrons ready for their new forever home. The last of the Autumn colour is still hanging in there so just enough time to get your last bit of crunchy leaf goodness under your boots while you can.

Rug up and enjoy the sunshine after the frosty starts.

Happy gardening,
Neet
Horticultural Manager





Rhododendron womersleyi

This delightful vireya rhododendron can be found growing on the Eastern, Western and Southern Highlands of Papua New Guinea, where it forms an erect shrub to 2m high, the smaller branches are densely clothed with brownish scales.

The small dark green leaves are arranged in a spiral formation. These leaves are less than 10 mm long, ovate-elliptic to rounded, pointed at the apex, shiny on the upper surface, with the under surface paler—usually with a scattering of scales. The bright to deep red flowers hang on stout pedicels, which are densely covered with scales as are the flowers giving them a white spotted appearance.

At Emu Valley Rhododendron Garden we are growing a number of plants of this species, our climate seems to suit them and with some T.L.C. should grow into interesting plants. Rhododendron womersleyi was named after John Womersley, botanist in Lae Papua New Guinea with a deep interest in Rhododendrons. Introduced into Australia by L.K. Wade in 1966. *Maurie*

The Emu Valley Rhododendron Garden is proudly sponsored by:



Emu Valley Rhododendron Garden Inc.
PO Box U33 Upper Burnie, Tasmania 7320