

7. THE GARDEN CITY GARDEN SHOW - 150 YEAR CELEBRATION

RR 9108

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Corporate Plan Output: Mona Vale	

The purpose of this report is to seek approval for the staging of a garden show at Mona Vale.

INTRODUCTION

A proposal has been received from the Canterbury Horticultural Society to stage a special flower and garden show at Mona Vale from Thursday 24 February 2000 to Sunday 27 February 2000, as part of the Annual Festival of Flowers.

The Canterbury Horticultural Society was formed in 1861 and has been a constant supporter and promoter of Christchurch's Garden City status. The Society, in an effort to help maintain and promote this position is proposing a special flower and garden show to mark 150 years of Canterbury's founding as well as looking forward to the new millennium.

Over the years the Canterbury Horticultural Society has organised many major horticultural shows. In recent times these have included Daffodil World 1996, in 1997 there was the International Chrysanthemum Convention and Summer Secret Garden Show and in 1998 The Festival Flower and Garden Show. In keeping with Christchurch's keen gardening interests, the Society combined information and education with entertainment, trade and display to create these special garden shows to reflect the region's horticultural qualities.

OBJECTIVES FOR THE PROPOSED SHOW

1. To support the horticultural infrastructure of Christchurch by providing opportunities to promote the local industry and products.
2. To support the annual Festival of Flowers.
3. To support the ongoing promotion of Christchurch as the Garden City of the World.
4. To support and promote tourism to the region.
5. To provide an opportunity for the many and varied gardening groups to display and promote their interests.

6. To create a colourful and spectacular exhibition about gardening, to interest and inform the wider community.
7. To celebrate the achievements of the gardeners of Canterbury over the past 150 years.

THE SHOW

The show will reflect horticultural aspects of the region - past, present and future, and will be a worthy acclamation of Christchurch as the 'Garden City of the World'.

It will have interesting features for young and old, both local and international.

The chosen theme is "Four Avenues", representing:

- (a) The past - native plants, Maori garden, colonial garden.
- (b) The present - contemporary garden styles and inspirational designer gardens.
- (c) The future - new developments, designs for the future, environmentally sensitive gardens and new plants.
- (d) The world - gardens styles and plant materials that represent the diverse culture which make up our region.

The overall emphasis will be on education, information, floral display, landscape design, and the new wider use of plants in our daily lives through medicine, food and craft.

The garden is seen today as an extension of the home, a place of leisure and entertaining. The society wishes to develop the outdoor living aspect and demonstrate new and interesting ways of using the garden.

ENTRY CHARGES

The Society's policy is to maintain an entry fee at the lowest level possible. In recent times this has been \$6 per adult with a \$2 charge for car parking.

FUNDING

The Canterbury Horticultural Society has prepared a budget, with an estimated \$35,000 surplus. Any surplus will be put towards a commemorative garden to be created in the Sister City Garden at Halswell Quarry.

The Canterbury Horticultural Society has planned that this Garden Show will be staged in conjunction with the Christchurch City Council and Continental Hospitality with responsibilities as follows:-

- (a) Canterbury Horticultural Society - to organise and take responsibility for managing the show including design, displays, trade exhibits, entertainment, site, finances, communications, publicity, ticketing, sponsorship.

- (b) Continental Hospitality - to provide all on-site catering and marquees.
- (c) Christchurch City Council - to provide facilities of Mona Vale for the Garden Show, an area of North Hagley Park adjacent to Deans Avenue for car parking and practical assistance and expertise with publicity and promotion. This will include publicity within appropriate Council information publications.

DISCUSSION

Garden Shows are a traditional component of the Christchurch scene and help to reinforce the image, which the city can rightly claim. The Canterbury Horticultural Society has an excellent record in this regard and can call upon wide expertise and the assistance of many volunteers.

Mona Vale is one of the city's premier garden parks, and with the beauty of mature trees, shrubs, lawns and bedding displays adjacent to the Avon River, would provide the perfect venue for the proposed Garden Show. As a public garden, Mona Vale is open to the public 365 days of the year and for this show it would be closed for the days of the show, plus the days of setting up and dismantling, a total of nine days.

This is an event, which is supported by the Parks Unit, in adding stimulus to the city's image. To show support in a practical way, it is considered that no charge should be made for the Mona Vale site, but that the usual Council charge is made for parking on the grass in Hagley Park. Revenue from parking could then be put to renovating the grass areas of Hagley Park.

Recommendation: That approval be given for the Canterbury Horticultural Society to stage the Garden City Garden Show at Mona Vale from Thursday 24 February 2000 to Sunday 27 February 2000 subject to the following conditions:

1. Car parking facilities being provided on grassed areas in North Hagley Park, adjacent to Deans Avenue, for which there will be the standard Council charge.
2. The Council providing assistance with publicity and promotion.
3. Mona Vale being available for set up and dismantling days 21, 22, 23, 28, 29 February 2000.
4. Any surplus funds from the Garden Show being put towards a commemorative garden to be created in the Sister City Garden at Halswell Quarry.