

# Lavender Link

Quarterly newsletter for Association members

Issue 58

Winter 2014

## The Oil Competitions 2014

July 19 dawned wet and with a wind smelling of penguins, but your competitions team assembled at the Balcairn Hall, sufficiently north of Christchurch for some sun. This is a typical NZ country village hall - clean, well kept, well heated, bedecked with memorials to local servicemen and sportspeople. And after we had finished, it had never smelt better. We had the same team again for the third year - Keith and Charlotte Brown attending to the major job of handling samples and results, Russell Rofe scrutineering, Katherine Rofe feeding and watering us, and Margaret Chandler, Blake Foster, Pauline Livesey, Eleanor Hulsman, Virginia McNaughton and Noel Porter judging.

*Story continues over page...*



On Saturday morning it was great to catch up with each other, coming as we did from the ends of the country. We then went through a number of training samples to reacquaint our aromatic memories with the different aroma profiles of the six major, four minor cultivars and blends we were to judge over the weekend, and to make sure our judgements were comparable. While this was going on, Keith, Charlotte and Russell were lining up samples and ensuring that the double blinding process was complete. This ensures that nobody can identify any sample with a grower until all the judging is finished and the award oils are selected.

We worked our way through the first few batches of angustifolias a little nervously - nobody likes being out of step with the rest of the panel - but some chat to compare impressions after each batch soon got everybody in the confidence groove again and the routine soon took over. Russell brings out a batch of samples - one to seven at a time - and we set up our evaluation sheets - one from each judge for each sample so that each oil score is a consensus of six individual evaluations. All judges silently evaluate one anonymous coded sample at the same time. When everybody is finished, Russell collects the evaluation sheets for Keith and Charlotte to enter the results into the database. Only then, or when the whole batch is finished, is there any discussion of a sample. As the results accumulate, the database automatically identifies the award winners. When the database is complete, the scores are reviewed to check that there are no anomalies or significant inconsistencies in the scores, and then the awards and their proud owners are confirmed for the AGM.

Saturday passed in a sequence of aromas that ranged from the sublime to the ridiculous and ended in the relaxed state expected after the calming effect of the angustifolia oils. We then enjoyed a sociable meal at a local cafe.

On Sunday morning, we started in on the lavandins. While the routine was the same, the pace was slower. The fresh and sharp notes of the lavandins were much harder on judges' lungs and heads and required more frequent "airing out" visits to the fresh air and sunshine of the hall porch.

The stimulatory effects of the lavandins were making themselves obvious after the first main batch of samples, but despite that, the morning seemed to go slowly. Morning tea and lunch were welcome breaks.

We finished a little after one o'clock and had a debrief with some suggestions for improving the evaluation forms. We also discussed ways of improving the awareness and understanding of the competitions and the judging process amongst the Association members. One idea was to run a judging session at the next conference as a spectator sport, and to have a member sit along side each judge to go through the real judging process. We will come back to the members before the next conference to discuss this opportunity further.



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Cottage**

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When I developed the model for the competitions, it was a jump into the unknown, and we could only hope that it would work. Thanks to all those who have contributed to it in so many different ways over the years, I am now completely confident that the system can reliably identify those oils worthy of recognition by awards. I am also very pleased with the skills that the current judges have developed, and their professional approach to the judging process. I also have complete faith that the double blind-ing, scrutineering and results processes ensure that the samples are judged fairly and anonymously and that there is no personal bias or influence affecting the scores or the awards. We have a unique system to reward our best growers and to improve our members' understanding of the elements of good oils. We all thoroughly enjoy the annual exercise and hope that you will help us to keep it going in the coming years by taking part.

Noel Porter  
July 2014

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# Chairman's Chatter



## A very warm welcome to our new members

Joth Hankinson and Tony Culshaw  
Central Otago Produce Ltd  
Wanaka

Rhonda Bragg  
Invercargill

Clare Curnow and Kevin Sepie  
Lavender Fields  
Waikuku

Marion Hutchings and Don Harwood  
Hamilton.

This is likely to be my last contribution to The Lavender Link as chairperson of our association. I am to nominate Peter Jemmett to the chair at our next AGM on 30<sup>th</sup> August. I will however be able to continue to work on a number of projects for the association and its members, including helping with the development of an export trade with China and a Lavender Festival for Queenstown in 2015 if it is supported at the AGM in conjunction with the visit of Dr Romain Monge for our 2015 Conference. I am able to continue with co-ordinating the annual oil competition. I am also doing the work that is necessary to bring the Bridestowe angustifolia lavenders to the marketplace here in NZ.

### THE BEST FIVE

Sketches of Grosso, Super, Pacific Blue, Avice Hill and Violet intrigue now adorn the home page of our website and gift cards of these are now available from me. Jo Ewing of Christchurch is the artist, and we are selling the cards to offset the cost of having the artwork done for us. The cards are in packs of one of each of the five with matching ivory envelopes and cello protective bags at \$12 per pack of five. The RRP is \$4.80 each card. They will be available at the AGM in Wellington on 30th August, and of course from me.

### THE OIL COMPETITION 2014

This was held in the Balcairn Hall in North Canterbury last weekend. Our team of six judges under the leadership of Dr Noel Porter were again in harness to do the task of assessing 59 oils including some from France, Bulgaria and West Colorado in the USA. The results will be announced at the AGM and the cups and awards presented to members. Keith Brown will also be on hand to discuss the results and answer any questions from members. This new team has now been together for three years, but we are always on the lookout for new judges, and if anyone is interested in being assessed for this role, please get in touch with me.

### CONNECTING WITH CHINESE TOURISTS

This task is being led by Helen Wilson. To date we have not been informed that any successful connections have been made and will be looking at a number of fresh ideas to follow this through including the production of a DVD to be used for publicity purposes. If you have any footage that could be included in this it could be helpful.

### EXPORTING TO CHINA

Moves are going ahead to get a trial consignment away to Guangzhou as soon as it can be arranged and then we plan to open up the possibility for all members to participate in this trade if they wish. There are many questions to be addressed in the process including the successful transfer of money through the banking system and meeting all the requirements for border crossing into China. Labeling and packaging need to be developed as well to meet Chinese standards.

## PRODUCT SAFETY DATASHEETS

I ran into a major hiccup with the export of a consignment of lavender oil to the USA this year. The US Department of Transport has brought out new regulations about the transport of oil by air. Every consignment must have a safety data sheet attached from a reputable expert that gives info about flash points. Obtaining this info from a company like SAI Global or an ISO standard from Switzerland is very expensive because of copyright so the information is gradually being put together and will be available to members on our official letterhead. I understand that these new requirements are also being enforced internationally by NZ Post and on internal flights within NZ. You might slip through the odd small bottle of oil but not lavender oil in bulk. The safety data sheets need to be fixed to the outside of the package.

## WEBSITES YOU MIGHT LIKE TO LOOK AT

You may be interested in joining the essential oil group on LinkedIn. There are a number of groups under this category that would be of interest to you including distillation and product development. The Alliance for Natural Health International website [info@anhinternational.org](mailto:info@anhinternational.org) is worthy of being followed closely. You can get a posting every week and follow the pressure being put on natural products within the EU. Ultimately, what happens there will impact us as well.

## FABRIC

New samples of lavender printed fabrics come my way from time to time. I will have one of them at the AGM if you are interested. See you at the AGM and please do not forget to respond to the article about plans for Conference/Lavender Festival for Queenstown next year to guide us in our decision. It is I believe a valuable opportunity to both grow our industry and our marketing successes.

Russell.



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# From the Vice Chair



New Zealand Lavender Growers Association Inc.

## Notice of Annual General Meeting

The Annual General Meeting of the New Zealand Lavender Growers Association will be held on Saturday 30<sup>th</sup> August 2014 commencing 9:00am at the Brentwood Hotel, Wellington

Each member should by now have received all the AGM information by email. If you can't make it please remember to use your proxy vote.

### Membership Renewal

It is that time of year again. Included with the AGM information is the Membership Renewal Form. Please fill this out and send to our Membership Secretary, Charlotte Brown. Details on the form.

### Situations Vacant

**Secretary:** This is a great opportunity for anyone interested in getting involved with anything to do with lavender, getting to know all our members and having a positive impact on our association. You do not need to be an expert, just willing to communicate with our members, non-members and anyone who makes contact with the association. This is a pivotal position in the association and does attract an honorarium.

**Treasurer:** Jan is retiring at this year's AGM so an opportunity exists for someone to join the executive and help run the association. We all have experience at running our own lavender business so will be familiar with keeping good accounts. We are not trading or GST registered so the requirements are very basic and will be mainly reconciling the monthly statements and one of two signatures to authorize payments.

If you can help the association in either of these positions or on the executive please put your name forward for nomination by the 15<sup>th</sup> August. If you require additional information please contact me by phone: (09) 444-2962 or email: [peter@greatbarrierlavender.co.nz](mailto:peter@greatbarrierlavender.co.nz)

### Remits

Don't forget to send in any remits or anything for general business. Details on how to do this is in the AGM notice.

All the best, and see you at the AGM

Peter

[peter@greatbarrierlavender.co.nz](mailto:peter@greatbarrierlavender.co.nz)

# From the Editor

Hello,

Winter greetings to you all. Well, the days are definitely getting longer now, though they are still pretty cold. It's been quite calm here in Wellington. No major southerly blasts. Just plenty of grey drizzly days, with the odd clear sunny one thrown in, just to remind those of us who live here why we love this place.

Matariki saw some lovely events in the city, bringing a bit of sparkle and warmth to dark winter evenings. I enjoyed a community potluck, and art and poetry events in town.

And on the longest night of the year, my flatmates and I went for a walk up a local creek to look at the glowworms - another kind of sparkly light. So there you go, winter can be full of sparkle and cheer if you know where to look.

## Cindy Jemmett

139 Aro Street  
Aro Valley  
Wellington 6021

04 934 8962  
[c.jemmett@xtra.co.nz](mailto:c.jemmett@xtra.co.nz)



## To Advertise in *The Lavender Link*

### Rates for NZLGA Members:

Full page - \$44.00  
Half page - \$27.00  
1/4 page - \$17.50  
1/8 page - \$ 13.00

### Rates for Non-Members:

Full page - \$88.00  
Half page - \$54.00  
1/4 page - \$34.00  
1/8 page - \$26.00

You will be invoiced once your ad appears. Please make sure you include your contact details, and email the ad to:

**Cindy Jemmett**  
[c.jemmett@xtra.co.nz](mailto:c.jemmett@xtra.co.nz)

As the content of The Lavender Link is subscribed, comments made and advice given may not necessarily represent or reflect the policy or opinion of the New Zealand Lavender Growers Association.



# Thoughts from an Old Lavender Grower

By Mike Alspach

Our Patch Lavender  
mike@ourpatch.co.nz

Never underestimate the value of working collectively. The Northern region meets maybe four times a year as per demands of its members. We discuss all sorts of things, sometimes even things lavender. A constant problem is the supply of good containers and product ingredients that are economic, not only for existing products but also the development of new ones.

By honestly talking of our problems and successes we have managed to help members develop and market new products and to share the source of ingredients, such as pomace oil and coconut oil for under \$5.00 a litre. We have also just found a lavender material for lavender bags for \$11.60 a metre.

The secret to our success is a collective search for ingredients but an individual use of those ingredients thus maintaining our individuality and independence. We keep our recipes private but share our sources...

Support your region in any way you can. It is one of the great advantages of the association.

Remember you put nothing in, you get nothing out. TAKE PART.

An old lavender grower.



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# Leveraging Social Media For Your Marketing

(or my experiences with Facebook)

By Charlotte Brown

Herbal Visionz Lavender  
info@hvlavender.com

I have had a Facebook page for business since 2009, set up about the same time as we launched our first website. According to my accountant, this year I have increased sales of product by 40%, and I am sure that it is largely due to my web-presence via Facebook, Twitter, Trademe, Etsy and Pinterest and to a lesser extent LinkedIn.

I must admit I was quite scared of starting a website - after all it costs money to keep one running, but done correctly it has actually paid off. I'll try to explain how it has worked for me.

In conjunction with the website I took steps to get a fully integrated 'corporate image' or brand ie logo, colours, font, mission statement etc - the website was then designed using our corporate colours and logo on every page, with each page set up as a uniform template through out – consistency was the key here.

I then set up my personal Facebook page which I made private – just go to settings on your account and this is easily done.

Once I had my private Facebook account I then set up my business Facebook page which I made public - again via settings. I then linked our website to this public business page and put a link to my business Facebook page on our website.

I then set up an account on my selling page Etsy [www.etsy.com](http://www.etsy.com) go and check it out it's like [www.trademe.co.nz](http://www.trademe.co.nz) but only for hand-made/handcrafted products that are made 100% by the seller. This Etsy page can be put as a link onto your Facebook business page and people can go directly to it from Facebook and purchase your products.

I also sell on Trademe, and this is my best marketing stream, so by copying and pasting my web url or (address at the top of my Trademe page for my individual items) I can sell on my Facebook business page via my posts or shares together with a photo of the item I am selling.

I have also joined [www.pinterest.com](http://www.pinterest.com) which is a sort of online scrapbook where you can keep ideas on an online pinboard and share them with others if you want, for crafting tips etc, I find this website very handy for new ideas and I have a personal pinboard with our products for sale there too, which is linked to my 'Etsy' page.

Right'o now I made sure that all of these pages were linked to each other and to my Facebook business page so what I do or share on one page goes straight away to all the other pages. Now here's the secret - My Facebook Business Page is Public and I am on there at least once every day or every other day - popping in with some newsy tit-bit quite often directly via my smartphone, sometimes a product for sale, sometimes a photo, something about our lavender



farm or my family happenings or an article I found on the internet and wanted to share - it doesn't matter what, so long as it's interesting - be aware though this is Public so respect and be sensitive to personal and private info and don't spam anyone either.

This will generate interest from other Facebook people and they will either 'like' your page or share it with their friends or go and look at your products quite often on your website page - remember the link or maybe all three. I link anything I say or post from Twitter also, so there is always something from me on my Facebook Business Page each day.

Now I don't get many **direct** sales from my Facebook business page however it generates sales to my website, Trademe or Etsy page where people **do buy regularly** or email me inquiries straight to my smartphone so I answer them straight away.

All this is FREE to set up on Facebook.

By the way I make a point of thanking the people who 'like' my page - It's a means of contacting someone who may be a potential customer and obviously likes what you do already - so that's half the battle. Finally I have my website address, email address Facebook page link written on everything that goes out to my customers and potential customers so they can 'find' me - no product leaves here without a way to contact me included - for repeat orders. It takes a bit of time to build a 'following' but if they are happy with your product and service they will tell others and it builds from there. Social Media - it works!

### Social Media in a Nutshell explained via the phrase 'about icecream'

- |  |                                 |
|--|---------------------------------|
| • I like icecream                              | Twitter                         |
| • I am eating icecream                         | Facebook personal page          |
| • These people supply ingredients for icecream | Linkedin                        |
| • This is how you can make icecream            | Pinterest                       |
| • I have this icecream for sale                | Trademe or Etsy or Your Website |
| • This is where I make and sell icecream       | Your Website                    |
| • A photo of the icecream I made               | Facebook Business Page          |
| • Where can I find icecream                    | Google or a search engine       |



# Winter news from Great Barrier Lavender

Peter & Margaret  
Great Barrier Lavender

This year we dried all of our lavender flowers as we still do not have enough for distillation. These were all cut using what Mike describes in the previous Link as the 'Team Approach'. A little bit of coordination and good communication skills are required, least you chop you partners fingers. This would not be a good look and could lead to some bad words being said. Fortunately all went well and we had a garage full of drying lavender bunches hanging from wires strung across the roof rafters. When dry these were all rubbed by hand as I have not yet made a rubbing machine. One of the many jobs on the list to do. The dried flowers are all destined for lavender wheat bags and lavender organza bags which we sell along with our other products at the local Great Barrier Island Community Art Gallery. Sales are still tracking very well even well into winter.

With the harvest over, plants all trimmed and fertilized it was time to tidy up and plan a holiday for the winter. It had been many years since Margaret had visited her cousins in Holland so it was an easy decision. If you are going to go that far you might as well make a longer holiday so after a bit of research we decided on a walking tour of the Italian lakes.



*One of many armfuls*



*Lavender Shop in Menaggio*

After about 26 hours of flying and waiting for connecting flights we arrived in Amsterdam, collected our rental car and drove north to Schellinkhout, a little village just north of Hoorn. Now you might think us daft at attempting to drive after a long flight and on the wrong side of the road but we have done this before and with a team approach, Margaret navigating with the iPad Co-Pilot and making sure I stayed on the right hand side, we made it in one piece, no problems.

We spent the week crisscrossing North Holland catching up with family and friends, cycling to Enkhuizen and a day in Amsterdam. It was a great week in Holland but moving on to the Italian lakes.

Our trip started in Milan, where in the evening we meet up with ten others for our walking tour around the Italian lakes. You are never quite sure who your traveling mates will be and they turned out to be a very diverse lot. Six were

from Australia, (Tasmania, Sydney and Perth) and four from America, (Honolulu and Boston). Our guide was a young Italian lady from the Lakes region. Our mode of transport was our feet, private bus, public buses, Swiss mountain train and ferry boats. We climbed mountains, walked through historic towns and crossed lakes. The scenery was spectacular and hot. 30+c.



*Lavender Shop, Bellagio*



*Mountain Direction Sign*



In some of the villages and historic places we came across Lavender shops all selling similar products to us. One exception was lavender rocks in organza bags, which turned out to be pumice coloured purple. In one place they had a photo display of their lavender fields and distillation equipment dating back many generations. Unfortunately there was not time to get a photo of this as we were running late for the ferry. Lavender seems to be very popular in this part of Italy with lavender plants in many gardens. We were however too early in the season to see the Lavender in flower.



*Venice, Main canal*

After the Italian lakes, we visited Venice for two days and explored the waterways and narrow alleys of this amazing city. From here we caught the train to Florence for our final two days before the long journey home and back to winter.

Arriving home in Auckland we learnt there had been a great storm which had done considerable damage to Great Barrier Island. It took us a few days before we were able to contact our neighbors on the Barrier and find out if our lavender farm had survived. Fortunately it seems that it has, and apart from some broken trees we escaped the worst. The northern part of the island was badly hit with major slips blocking the road and in several cases bridges completely washed away.



*Florence, bridge Ponte Vecchio*



*The bridge has gone*

It has been estimated that over \$10M of damage to roading and infrastructure has been done. A big hit for an island community of only 950 that depends very much on tourism.

However it is an ill wind what will blow some good. A lot of money will be spent on the island repairing the damage and by summer all should be good and ready for the annual influx of holiday makers, tourists and hopefully lots of sales of our lavender products from the Gallery.



*Lots of fire wood.*

# NZLGA Library News



This is just to remind everyone that the NZLGA Library collection is housed at Leafy Hollow in Waiuku.

There is a full catalogue of the books, research papers, lavender related articles, DVDs and videos in the members' section of the website ([www.lavender.org.nz](http://www.lavender.org.nz)), together with Amazon descriptions of the books available.

In addition the following books have been added within the last 12 months:

## **'MAKING TRANSPARENT SOAP**

### **The art of crafting, molding, scenting & colouring'**

Catherine Failor, published 2000 (donated)

*Contrary to popular belief, making beautiful see-through soaps doesn't require loads of specialist equipment, supplies or overly complex preparation methods. Following Catherine Failor's easy step-by-step directions you can create transparent soap masterpieces that are milder, richer and creamier than any commercial brand on the market.*

## **'THE HANDMADE SOAP BOOK'**

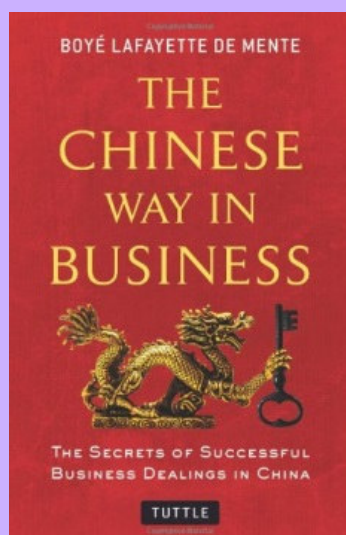
Melinda Coss, published 1998 (donated)

*In a world filled with pollution and chemicals this book shows you how to create your own soaps and bathtime luxuries using only natural ingredients and very little specialist equipment. Luscious photography and simple, easy to follow recipes will inspire you to start straight away.*

## **'THE CHINESE WAY IN BUSINESS' The secrets of successful business dealings in China**

Boye Lafayette De Mente, published 2013 (purchased)

*The author worked in Asia for over 30 years as a journalist and business consultant. In this book he reveals the historical factors, collective traits, individual qualities that determine how the Chinese do business today and the direction their economy will take in the future. This is a true insider's view – whether the topic is the legal framework for business development or the importance of social relationships to successful business dealings in China*





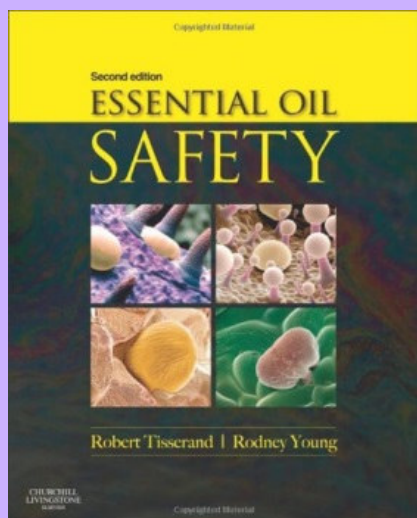


### **‘COOKING WITH FLOWERS’ Sweet and savoury recipes with rose petals, lilacs, lavender and other edible flowers**

Miche Bacher, (purchased)

*Here are more than 100 recipes that will bring beautiful flower-filled dishes to your kitchen table! This easy-to-use cookbook is brimming with scrumptious botanical treats, from sweet violet cupcakes, pansy petal pancakes, daylily cheesecake, and rosemary flower margaritas to savoury sunflower chickpea salad, chive blossom vinaigrette, herb flower pesto, and mango orchid sticky rice.*

*Alongside every recipe are tips and tricks for finding, cleaning, and preparing edible blossoms. You'll also learn how to infuse vinegars, vodkas, sugars, frostings, jellies and jams, ice creams, and more with the colour and flavour of your favourite flowers. Fresh from the farmers' market or plucked from your very own garden, a world of delectable flowers awaits!*



### **‘ESSENTIAL OIL SAFETY’ A guide for health care professionals 2<sup>nd</sup> Edition**

Robert Tisserand (purchased)

*The second edition of this book is virtually a new book. It is the only comprehensive text on the safety of essential oils, the first review of essential oil / drug interactions, and it provides detailed essential oil constituent data not found in any other text. Much of the existing text has been re-written, and 80% of the text is completely new. There are 400 comprehensive essential oil profiles and almost 4000 references. There are new chapters on the respiratory system, the cardiovascular system, the urinary system, the digestive system and the nervous system.*

*For each essential oil there is a full breakdown of constituents, and a clear categorization of hazards and risks, with recommended maximum doses and concentrations. There are also 206 Constituent Profiles.*

*There is considerable discussion of carcinogens, the human relevance of some of the animal data, the validity of treating an essential oil as if it was a single chemical, and the arbitrary nature of uncertainty factors. There is a critique of current regulations.*

To hire resources contact me at [leafyhollow@yahoo.co.nz](mailto:leafyhollow@yahoo.co.nz) and I will send them out to you with an invoice.

Hire fee - \$2

Postage in NZ - \$6

Postage to Australia – Air Mail charges

As a general rule loans will be for a two month period. I will send an email reminder when the items are due for return. If you wish to renew the item that is fine unless someone else is waiting for it.

**If you know of a book that would be of interest to members please contact me.**

Pauline Livesey

[leafyhollow@yahoo.co.nz](mailto:leafyhollow@yahoo.co.nz)



# Notice of Annual General Meeting and Business



Notice is hereby given that the Annual General Meeting of members of the New Zealand Lavender Growers' Association Inc will be held at

**Brentwood Hotel**

**16 Kemp Street, Kilbirnie, Wellington**

**On**

**Saturday 30th August 2014**

**Commencing 9am and concluding 4pm**

## **AGM BUSINESS**

- 1. Attendees**
- 2. Apologies and Proxy votes**
- 3. Minutes of previous Annual General meeting held on Saturday 24th August 2013**
- 4. Annual Report** *(to adopt the Annual Report)*
- 5. Financial Statements** *(to adopt the financial statements for the year ending 30th June 2014)*
- 6. Appointment of Auditor** *(to appoint a reviewer)*
- 7. Subscriptions**
- 8. Election of Officers/ Executive Committee**

*Break for Morning Tea 10.30am*

- 9. General Business** *(all general business to be submitted by remit)*
  - a) Remits**
  - b) 2015 Conference proposal report - Russell**
- 10. Oil Competition awards**
- 11. Conclusion of meeting** *(scheduled to conclude by 12 noon)*

This notice of Annual General Meeting and the Business set out above has been drawn up in accordance with the Rules of the Association as they stand as at the date of this Notice.

## **SESSIONS FOLLOWING AGM** *(after lunch)*

1. Chinese update – *Russell & Helen*
2. Library update – *Pauline*
3. Discussion about the future of the Association
4. Meeting of the incoming executive.

**A full Agenda and Explanatory Notes will be issued nearer to the date of the meeting**

## **CALL FOR REMITS**

Any remits must be lodged in writing (or by email) to the National Secretary by 8<sup>th</sup> August 2014

Peter Jemmett (Acting Secretary), 38 Hiwihau Place, Glenfield, Auckland 0629  
peter@greatbarrierlavender.co.nz

# Annual General Meeting

**Brentwood Hotel (Rimu Room), 16 Kemp Street, Kilbirnie,  
Wellington  
Saturday 30<sup>th</sup> August 2012 commencing 9am**

## Directions to AGM Venue



The Hotel has a complimentary shuttle service to and from Wellington Airport.

Freephone 0508 273 689 for a pick up outside the Arrivals Terminal. For a drop off make arrangements with Reception.

## **How to get to the Brentwood Hotel**

Drive to the end of the motorway and through the Terrace Tunnel. Follow the signs to the airport and go through Mt Victoria Tunnel. Turn right at the second set of lights after the tunnel onto Evans Bay Parade, St Patricks College is on corner. Kemp Street is first on the left and we are 16 Kemp St, Kilbirnie.

## **Accommodation Reservations**

If you require accommodation on either Friday or Saturday evening please contact the Brentwood Hotel directly on [reservations@brentwoodhotel.co.nz](mailto:reservations@brentwoodhotel.co.nz) or Phone 0508 273689

Stating that you are attending the New Zealand Lavender Growers' AGM

## **Refreshments**

Morning Tea will be paid for by the NZLGA. A catered lunch will be available for members at a cost of \$23.00 per person (incl. GST). The lunch has to be prepaid.

## **Attendees**

For planning and catering purposes we need to know the number of members attending. Please complete and return the attached registration slip, including payment for lunch if required, by 10<sup>th</sup> August 2014.

Peter Jemmett (Acting Secretary)

# A Proposal for AGM A Conference of Lavender

## New Zealand Lavender Growers Association

### A proposal for AGM - A Conference of Lavender

To be held in Queenstown  
16th - 18th October 2015

Each year our association conducts an AGM, and every second year a conference is linked to this, alternating between North and South Islands. To this end the exec has already arranged for Dr Romain Monge of the Perfume Foundation in Brussels to come to NZ to be our guest speaker. Earlier this year Romain completed a PhD in marketing lavender to tourists in five different Mediterranean countries.

While no costings of bringing him to NZ have been completed, with airfares and accommodation it is likely to be around \$4000. It may be necessary to use some of the \$2500 buffer in our Conference Account.

Because Romain is available, and vitally interested in his research topic, it seemed a logical step to get him to come to NZ and to use the occasion to promote the commercial growing of lavender and marketing to tourists in the locality of Central Otago and especially Queenstown.

To this end I did a two day visit to Central Otago earlier this year and gained some important insights and recommendations from Clive and Shane Mannerswood of Ben Lomond Lavender. I was directed to visit the Goldridge Resort where the facilities would be very helpful to us, with accommodation and conference room available on site.

The Goldridge Resort is located a short distance from the Queenstown Airport beyond the main road turning into Queenstown through Frankton. The conference room hire is \$190 per day and set up theatre style can accommodate 45 people. Accommodation at the resort includes 30 superior lake view rooms with queen, triple and twin beds, 16 standard lake view rooms with double and single bed, 22 courtyard rooms with double and single bed, 4 self catering family units and 3 studio courtyard room with queen bed with prices ranging from \$99 to \$130 per night. A good discount is available for group bookings.

I received several recommendations to have a look at using the Lake Hayes Community Centre for a Festival of Lavender. It is situated just a few kms east of Queenstown on the road to Dunedin. This is a first class facility overlooking Lake Hayes and can hold 160 people with plenty of lawn and verandah space outside.

1. It has a 4.5x7.5m meeting room suitable to run a couple of seminars for the public eg “How to Grow Lavender Commercially” with a NZ presenter and “How to Market Lavender to Tourists” using Romain. Seating for 40 people. A \$10 charge per seminar would net us \$400.
2. It has a 15x9.3m main room that could house at least 15 stalls provided by NZLGA members as a form of exhibition and sales event.



3. There is a large verandah and a good sized carpark outside.
4. The facility has a commercial kitchen and if we used an outside caterer we could also consider using the main room for the conference dinner.
5. Charges \$160 for 12 hours on the Saturday and \$105 for commercial cleaning.

The Arrowtown Athenaeum Hall is much larger and available for \$240 if needed.

I have formed a good working relationship with the Oamaru reporter for the Otago Daily Times and have been offered editorial coverage free of charge.

If we decide on the general pattern for the event using the details provided it would be a great platform for growing our association but the location and venues detailed would need to be approved by our AGM this year on August 30<sup>th</sup>.

There are two questions that ALL members need to address:

1. Am I willing to commit to an AGM and Conference in Queenstown in October 2015? Yes/No.
2. Am I willing to provide a stall to sell my products at this event? Yes/No.
3. A \$25 charge will be necessary to secure a booking for a stall and tables and chairs will be provided for free.

A financial statement following our last conference in Auckland gives a good basis to develop costings where an income of around \$10,000 including sponsorships, met all costs.

The whole proposal will be discussed and decided on at AGM in WELLINGTON ON 30<sup>TH</sup> August. Please indicate to me immediately if you are supportive of (1) and (2) above to guide and assist those attending AGM to make an informed decision.

NB All financial amounts in this proposal include GST.

Russell Rofe, Chair NZLGA

[hookbush@maxnet.co.nz](mailto:hookbush@maxnet.co.nz)

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# Lavender Gift Cards

Botanical sketches of five different lavenders - Grosso, Super, Avic Hill, Violet Intrigue and Pacific Blue - are now available as lovely gift cards.

The price for members is \$12 for a set of the five.

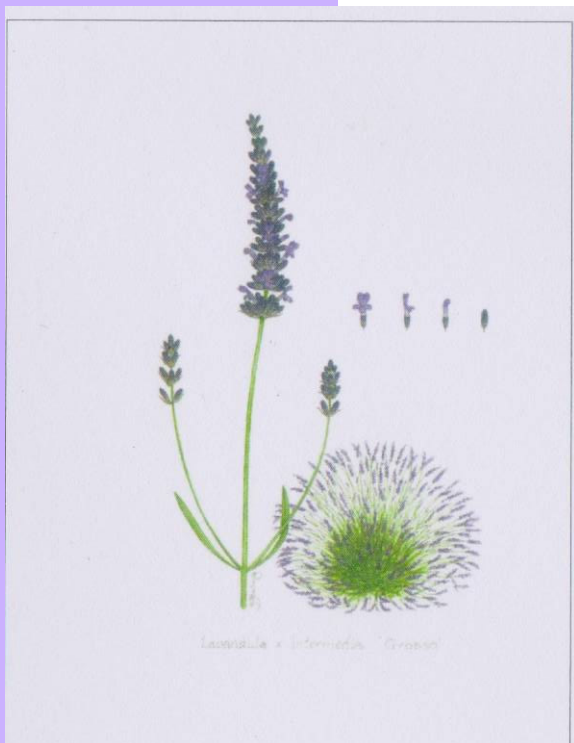
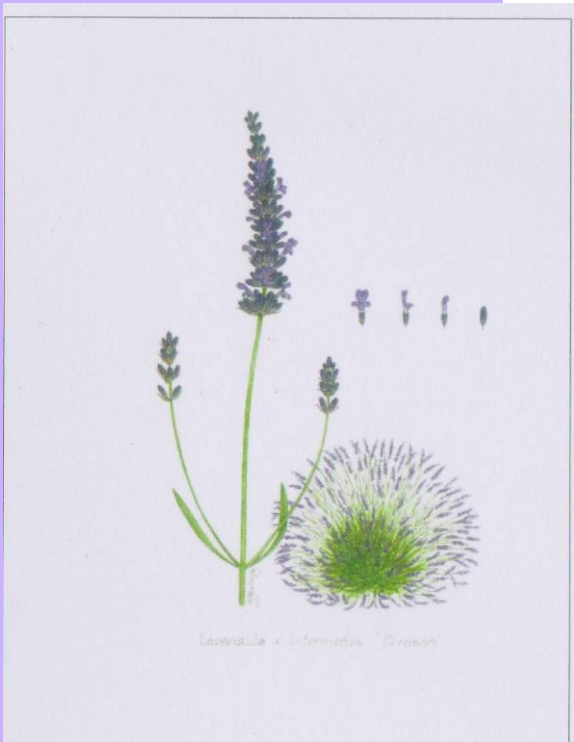
They have a RRP of \$4.80 each , and come with matching envelopes and packaged in a protective cello bag.

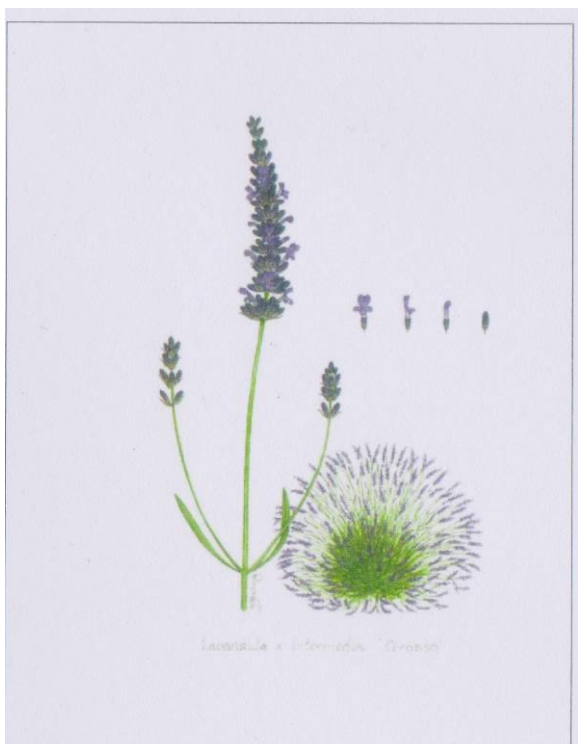
On the reverse of the card there is an acknowledgement of Jo Ewing as the artist, and of NZLGA.

To order contact Russell Rofe:

[hookbush@maxnet.co.nz](mailto:hookbush@maxnet.co.nz)

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