

Memberships and Certifications

Pukeiti, Tūpare and Hollard Gardens strive to offer visitors the best possible experience while ensuring the natural environment is protected and improved. We work with a range of organisations to help us achieve these goals, drawing on their specialist expertise, experience, expert assessment processes, networking opportunities and more.

Qualmark



Qualmark, New Zealand tourism's official quality assurance organisation. Businesses displaying the Qualmark symbol have met stringent quality standards and environmental criteria. They offer quality sustainable experiences, have safe principles and practices, and showcase true New Zealand hospitality. Businesses are independently assessed every year by a tourism expert and awarded a Bronze, Silver or Gold award depending on their performance as sustainable businesses. Pukeiti, Tūpare and Hollard Gardens are proud to have Qualmark Gold Sustainable Tourism Business Awards confirming that we offer exceptional customer experiences as an

integral part of what we do. Visit the gardens safe in the knowledge that they offer one of the highest quality, safest and most sustainable experiences in New Zealand.

Tourism Industry Aotearoa



Tūpare, Hollard Gardens and Pukeiti share Tourism Industry Aotearoa's vision for this country to lead the world in sustainable tourism by 2025. We've adopted TIA's 14 commitments to ensure sustainability in terms of economics, visitors, host communities and environment. We are committed to restoring, protecting and enhancing our natural environment, and to being high-quality destinations of choice for domestic and international travellers.

New Zealand Gardens Trust



The New Zealand Gardens Trust is made up of people who are passionate about gardens and wish to share their knowledge of amazing plant collections and traditional and innovative garden experiences. Their aim is to promote the best in New Zealand gardens and horticulture. They assess their member's gardens and provide visitors with information that truly reflects the garden experiences. The NZGT assessment is an assurance that you are visiting a quality garden.

Tūpare has been awarded a six-star rating by NZGT. This rating means Tūpare provides one of New Zealand's top garden experiences. These gardens achieve and maintain the highest levels of presentation, design and plant interest throughout the year. They are the complete package which inspire garden lovers and deliver an experience above all other gardens.

Pukeiti and Hollard Gardens have five-star NZGT ratings, meaning they're highly recommended for their presentation, design and plant interest throughout the year. They each have a distinctive identity of their own and a character that gives them an edge. They may have special features that may appeal to those with special interests.

Botanic Gardens Australia and New Zealand



This organisation promotes the interests and activities of Australian and New Zealand botanic gardens and enhance the state of botanic gardens for the benefit of the community. Through membership of this organisation, staff at Pukeiti, Tūpare and Hollard Gardens are connected with other botanical gardens throughout Australia and New Zealand. This networking enhances the visitor experience and the value of the gardens by broadening our outlook, keeping us up to date and always striving for the best in plant identification, labelling, conservation and exchange.

Recreation Aotearoa



Recreation Aotearoa represents professionals in the recreation industry in New Zealand. Members get access to industry-level publications and presentations, professional development opportunities and events, information on new recreation industry advances, resources and guidelines, and opportunities to contribute to advocacy and other industry

initiatives. Members are also able to connect with each other through networks, forums and committees, sharing experiences and knowledge.

Our membership of Recreation Aotearoa gives us a good understanding of the latest trends in recreational activities and the opportunities and challenges for our cultivated green spaces. Visitors to our gardens are assured of a high-quality outdoor experience, among the best on offer in New Zealand.

TripAdvisor



TripAdvisor is a travel website whose travel reviews and information includes interactive travel forums. Its users can read reviews of a property before their visit and leave their own review afterwards, meaning businesses are continuously rated by the public. Pukeiti, Tūpare and Hollard Gardens are consistently rated highly and all have TripAdvisor ratings of 4.5 out of 5 stars.

Interpretation Network New Zealand



Interpretation Network New Zealand is a professional organisation for those striving to help their visitors to interpret and understand what they are seeing. In NZ offers events, workshops, inspiration and resources to help us to improve the overall experience for our visitors. Belonging to this network gives our staff the knowledge and skills to better share the stories of our gardens with the public, whether through guided tours, general conversations or story panels and interactive displays.

Royal NZ Institute of Horticulture



The Institute's mission is to 'encourage and improve horticulture in New Zealand by promoting the understanding, appreciation, conservation and use of plants'. Membership gives us access to journals, conferences, lectures, field trips and authoritative advice and information. Our membership of RNZIH improves the visitor experience by keeping us up to date and striving for the best in plant identification, labelling, conservation and exchange.

Pukeiti Rhododendron Trust



The Pukeiti Rhododendron Trust founded and developed Pukeiti and remains a strong supporter and partner now the property is in public ownership and under Taranaki Regional Council stewardship. The experience and expertise of Trust members is freely offered, helping Pukeiti staff to ensure the rhododendron collection continues to thrive and delight visitors. Trust members and TRC staff also have a pivotal national role in a global effort to save threatened rhododendron species from extinction in their native habitats. They are propagating these threatened plants and distributing them around botanic gardens in New Zealand, to ensure they survive and thrive.

Towards Predator-Free Taranaki



This ambitious region-wide project aims to restore Taranaki's biodiversity by removing rats, stoats and possums from rural, urban and conservation land. Pukeiti is literally the front line in Restore Kaitake, part of the wider project. A virtual barrier of 1,300 traps is strung across the width of the property so that it and the area below, all the way to the sea, can become a Zero Possum Zone.

Similar predator control is taking place at Tūpare and Hollard Gardens. Towards Predator-Free Taranaki is co-ordinated by the Taranaki Regional Council, supported by \$11.7 million from Crown company Predator Free 2050 Ltd.

Botanic Gardens Conservation International



BGCI is the largest global network of botanic gardens and institutions in conservation. We regularly submit our plant lists to BGCI and through this we exchange plant material with universities and gardens around the world who are studying and propagating rare and endangered plants. Pukeiti, Tūpare and Hollard Gardens are doing all they can to help conserve threatened plant species.