

Case Study

Trees That Count

April 2017



Introduction

Here is an ideal opportunity for the New Zealand Golf Community to step up and get involved in an ambitious challenge. The challenge is for New Zealanders to plant 4.7 million native trees in 2017 – one for every person in the country. This is the first step in an ambitious plan to create a

movement where all Kiwis come together to help restore and enhance our environment, encourage biodiversity in our cities, clean our air and waterways and make a difference to climate change.

Trees That Count

The challenge comes from Trees That Count, an innovative project launched in November 2016). Funded by The Tindall Foundation, and delivered by Project Crimson Trust in partnership with Pure Advantage and the Department of Conservation, Trees that Count aims to keep a live count of the number of native trees being planted across the country from 2016 and to set a new target each planting season.

Calling on our good old Kiwi 'can do' attitude, our love of the nature and the outdoors and our spirit of getting behind a cause, Trees that Count is encouraging people to plant more trees and record them on treesthatcount.co.nz, so together we can create a lasting legacy for future generations.

Trees that count enables the public, communities and corporates to pledge their help. There are many ways to get behind the movement and it's simple. On the website anyone can pledge to plant trees when planting season begins in April next year, volunteer time, make a donation to pay for trees to be planted in their name or sponsor a whole planting project, gift a tree for Christmas or another special occasions, or pledge land for planting.

As golf clubs who regularly undergo planting of new and replacement trees the website gives an ideal portal to register and track our plantings, letting others know what we are doing to improve the environment. Importantly adding to the total number of trees being planted.

Alternatively Golf Clubs may also offer up areas of appropriate land for planting and you can be matched with nurseries wanting to pledge trees and planting groups volunteering their labour can offer time to put trees in the ground, allowing us the opportunity to engage with the local community. Everyone can be connected to help achieve this ambitious goal.

The website also provides information and technical advice for people who are undertaking native planting programmes.

Sir Stephen Tindall, Co-founder of The Tindall Foundation, is passionate about the project and encourages people to get involved. "Planting native trees in your neighbourhood, on your farm, at school or outside your office is one of the best things you can do for the local environment and for the planet. It is also a great way to bring people together and connect with your local community. Trees help record the history of your family and grow alongside you and your kids. I'd love to see our streets, parks, playgrounds, front yards, farms, hillsides and rural areas full of trees and our children able to enjoy all the benefits they bring."

Trees planted by your golfing community will not only enhance your environment but also help create a better engagement with the club, previous studies have shown that those who volunteer time

and effort (or trees) to their clubs are more likely to stay engaged. Imagine the pleasure your members will have being able to watch their tree grow as they continue to play. As a retention strategy why not plant a tree for every new member? Play and Grow memberships.

What are the Trees That Count?

All trees must be native to New Zealand to assist with restoring and enhancing our environment, our biodiversity as well as impacting climate change.

Additional to native Pohutukawa and Northern Rata (the trees which Project Crimson Trust is on a mission to protect via other initiatives), there are many other native trees that will be accepted for the Trees That Count project.

Some common native tree and shrub species that will meet Trees that Count's criteria for planting are listed below:

- Pohutukawa
- Northern Rata
- Kowhai
- Kauri
- Matai
- Puriri
- Kahikatea
- The Beeches
- Titoki
- Rewarewa
- Manuka
- Karamu
- Totara
- Rimu

Conclusion

Any opportunity we have to make our country, and golf courses, a better place should be seized with both hands. Golf Clubs around the country do a fantastic job as guardians of the golf environment but we do little to promote this outside of the golf industry. Here is an opportunity to shout from the treetops (when they grow) what we are doing and that we care about the environment.

Want help with how to implement this initiative at your club then get in touch with your NZ Golf Community Golf team at 09 485 3230.

