



Waikato Iris Group

**PUBLICITY YEAR
2009/2010**

BACKGROUND

When the current programme for the Waikato Group was prepared in March 2009 discussion centred on the need to go out into the community both to publicise irises and attract new members. The year's programme (March 2009 to March 2010) was prepared with publicity in mind.

AIM

- To seek out opportunities to promote irises in the Waikato
- To target various towns
- To set up interesting meetings, workshops, stalls or stands
- To advertise the activity and raise the profile of the New Zealand Iris Society and the Waikato Iris Group

OBJECT

- To seek publicity,
- To speak to members of the public about irises,
- To provide as many irises as possible for sale to the public
- To provide information and education to the public
- To attract new membership for the New Zealand Iris Society.

FORWARD PLANNING

- New Zealand Iris Society flyers were obtained
- New Zealand Iris pamphlets purchased
- Extra Waikato Iris Group programmes were printed
- More of the colourful Waikato Iris Group flyers were printed
- Surplus iris plants were potted up for sale.

THE YEAR'S ACTIVITIES

SEPTEMBER

SEED PLANTING WORKSHOP

Venue: Home of Ian Murray

The seed planting workshop was a hands on seed planting workshop. Planter pots, seeds, seed raising mix and potting mix was supplied. The meeting day and activity was announced with a large advertisement in the local Cambridge Edition newspaper.

Outcome: Two members of the public arrived at the meeting. One was signed up on the day and the other is keeping in contact. Many people have said that they noticed the advertisement.

OCTOBER

PLANT STALL NUMBER ONE

Venue: Daffodil Show at the Hamilton Gardens

Hosts: Northern Daffodil Society

This stall was set up while the judges were judging the daffodils. A colourful banner featuring iris blooms was erected and leaflets strategically placed. The public streamed in when the show doors were opened. Pacific Coast Irises and dwarf bearded irises were sold. A New Zealand Iris Society flyer and a Waikato Iris group flyer was placed in the bag with every Iris purchased. Anyone showing further interest was handed a Waikato group programme as well.

Outcome: A large number of plants were sold, many flyers were distributed and many interesting discussions regarding irises were held. One new member was signed up.

PLANT STALL NUMBER TWO

Venue: Morrinsville Monthly Market Day

Hosts: Morrinsville Lions Club

Further Details: The market was open from 8.30 to 12.30 and the stall was manned by Dora Moffitt, Honor Flavell and Clive and Mary Barrell. The stall was descended upon while still being set up in the morning and the demand never wavered. Potted plants of Tall Bearded Irises, Pacific Coast Irises and medians were available for sale together with bare rooted medians.

Outcome: All plants were sold by 11am. All flyers, leaflets and programmes were distributed.

PLANT STALL NUMBER THREE

Venue: Cambridge Monthly Market Day

Hosts: Cambridge Lions Club:

Plants for sale were Pacific Coast Irises (private sale) and median irises both potted and bare rooted. As this was our third stall we were struggling to find enough plants to take to sell but it was decided to continue with the stall both to sell the remainder of plants to the public and for publicity purposes. Once again public demand for iris plants was insatiable and stock was exhausted before midday.

Outcome: All plants were sold and all flyers, leaflets and programmes were distributed.

Publicity had been obtained in Hamilton, Morrinsville and Cambridge.

From previous stalls a lesson has been learnt never to leave the flyers lying about. All the NZIS flyers, Iris information leaflets, Waikato Iris group leaflets and programmes are now placed in the bag of a purchase or handed to anyone who asks for them.

NOVEMBER

MORRINSVILLE ROSE AND IRIS SHOW

Venue: Morrinsville Anglican Church Hall

Hosts: Morrinsville Horticulture Society with input from the Waikato Iris Group regarding the Iris Section of the show.

Aim:

- To work with the Morrinsville Horticulture Society to design an interesting iris section to the Rose Show
- To ensure the Iris section of the show was a success both in numbers of stems and interest to capture the public's attention
- To ensure each member took at least one stem of iris to the show
- To allow each new member to be educated in the art of showing irises.

Object:

- For new members to participate actively in an Iris show
- To learn to look objectively at an iris to see the form, substance and branching and to not just look at the pretty colour only
- To learn to stage an iris stem at a show in a friendly, helpful atmosphere
- To work towards an interesting, colourful display of irises which will catch the public's attention

Planning : Changes were made to the show schedule. The Waikato Iris Group's November meeting date was changed to the date of the show. It was decided all members would meet at the show venue before 9am with at least one iris stem to enter. This was non-negotiable. Experienced members would help new members stage their stems. When judging started at 10.30 all members would go to Honor Flavell's home in Morrinsville for the group's meeting and discussion of the morning's events. Provision was made that new members could accompany the judges (Lyn and Merv Stockley from Katikati) as observers so that they could listen to the judges comments as judging progressed and learn why decisions were made as the judging happened.

Outcome: 174 stems were exhibited. The standard was of good quality. Entry to the show was free and large numbers of public attended. The new members declined the opportunity to observe the judges working as they said they wanted to attend the meeting.

The Show Schedule:

Bearded Iris – One Stem

- 53 White or Cream
- 54 Lemon or yellow
- 55 Pale to light blue
- 56 Medium Blue
- 57 Violet, purple or black
- 58 Mauve or lavender
- 59 Tan, bronze or red
- 60 Pink
- 61 Bi-colour (two different colours)
- 62 Plicata (speckled colouring)
- 63 Apricot or orange
- 64 Any other colour
- 65 One stem of dwarf or medium iris
- 66 One single bloom

Non-Bearded Iris

- 67 Siberian, two stems
- 68 Siberian, one single bloom
- 69 Louisiana or spuria, two stems
- 70 Louisiana, one single bloom
- 71 Bulbous Iris, two stems
- 72 Any Iris not already mentioned, one stem

Points Prize

Champion Iris

FINAL PUBLICITY ITEM - 2009/2010

Event: Iris Workshop

Venue: Hamilton Gardens

Date: Saturday, 6th March 2010

Aim: To run a hands on workshop featuring dividing and caring for Bearded Irises

Object: To run a hands on learning experience featuring irises

- In addition, to provide a friendly space with refreshments and slides, where members and the public can relax and discuss irises
- To obtain as much publicity and exposure for the New Zealand Iris Society and the Waikato Iris Group as possible
- To publicise irises within the city of Hamilton.

Forward planning:

- Hire the pavilion at Hamilton Gardens, including kitchen.
- Source clumps of irises to divide at the workshop.
- Access slides and DVDs from the slide library, and iris pictures from the library for display colour and interest.
- Provide potted plants for sale with photos of same
- Renew supply of NZIS pamphlets, Waikato Iris group programmes etc
- Arrange colourful flyer for garden centres (plus possible mailbox drop)
- Advertise widely in every available local publication plus NZIS website and Weekend Gardener and/or NZ Gardener.

Outcome: Still to come

OUTCOME FOR 2009/2010 YEAR

A huge number of New Zealand Iris Society flyers, Waikato Group flyers and Waikato Group programmes have been distributed in the Hamilton/Morrinsville/Cambridge area. The recipients of these flyers now know that the New Zealand Iris Society and the Waikato Iris Group exist and are active within their local community.

Many hundreds of iris plants have been sold and are growing in gardens in the area.

Eight new members have been signed up in 2009. Six of these have attended at least one meeting and are enthusiastic members.

The Waikato Iris group members have renewed energy and enthusiasm for all things IRIS.

The Waikato Group's Flyer

Which is given out to everyone who purchases irises at our stalls

The Waikato Group of the New Zealand Iris Society meets on the first Wednesday of each month in members' homes for friendship and to learn more about the Iris. Our gatherings consist of a short informal meeting, a pooled lunch, a *show and tell* of irises in bloom and a set topic of the month. A raffle and sales table are also held.

Waikato Group of the New Zealand Iris Society

Our group holds a plant and iris auction in Te Awamutu every second year. We also travel to the Median and Dwarf Safari and the National Convention. On top of this we organise an annual garden bus trip.

By joining the New Zealand Iris Society (Subscription currently \$30) you are automatically a member of the Waikato Group. There is no further fee to pay. You are also eligible to attend other group meetings anywhere in the country plus our annual convention and various treks. The New Zealand Iris Society also prints a very interesting and informative bulletin and runs a library service and seed pool.

Contacts

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