

‘Puwheke Restoration’

Background;

Puwheke was purchased in 1997 by the Ashley Berrysmith Family Trust. The 600 acre Puwheke block is recognised by DOC and biologists as one of the most ecologically diverse and sensitive areas of New Zealand. It comprises of 2 large lakes, sand dunes, 3km pure white silica sand beach front and large wetlands. It is situated besides a prominent volcanic cone –Puwheke – ‘head of the octopus.’

Overriding Purpose & Goal:

To create a world renowned restoration/enhancement project at Puwheke that showcases the uniqueness of the land & habitat - & creates opportunities for people to fully experience one of New Zealand’s best indigenous landscapes – in ways that are fun, authentic, interactive & educational.

Strategic Objectives:

1. A highly successful ecological restoration/enhancement project that becomes a world renowned showcase for what is possible
2. Restore/enhance 600 acres of wetlands lakes, forests, dunes, and Puwheke mountain into a collection of natural ecosystems
3. The project inspires present & future generations, and raises the awareness of the importance of protecting & preserving our natural habitats
4. We educate & teach others (and in particular children) how to restore, preserve & protect our heritage land (flora, fauna, natives, wetlands)
5. We capture the interest, imagination & support of the local community
6. An authentic New Zealand ‘eco-experience’ adventure that highlights the unique attributes of the land & our country
7. A fun, exciting, interactive learning experience that captivates visitors & demonstrates the natural diversity of our flora, fauna, wetlands, beach & forest.
8. A fun, exciting interactive learning experience which captivates visitors and demonstrates how humankind can produce food, energy, recycle nutrients and carbon in harmony with nature.

Critical Success Factors:

1. A ‘master plan’ approach to the restoration/enhancement that is based on proven, tested principles – including budgets, timeframes, project stages/phases
2. The ‘master plan’ to include an eco education hub for demonstrating and sustainable practices as showcasing the staged development phases of the restoration project.

3. Capturing the 'hearts & minds' of the local community
4. Raising sufficient seed capital to get started and ongoing funding streams to complete & maintain project (must be financially sustainable over time)
5. Winning the support/approval of key organisations & agencies (e.g. local councils, DOC)
6. An ongoing nursery supply capable of eco-sourcing
7. The ability to create 'projects within the project' so as to attract the support, funding & expertise of special interest groups (e.g. sand dune protection, wetland restoration, Manuka regeneration)

Top 5 Actions:

1. Feasibility study to determine best mix of restoration/enhancement/development/demonstration/education for the overall property that can be self- funding.
2. Develop Restoration/Enhancement 'Master Plan' (Fully cost the project, prepare detailed budgets for the phased restoration, include funding options)
3. Transfer ownership of property to Berrysmith Foundation (Current land valuation, GPS mapped)
4. Branding/articulate the 'Puwheke Story' (e.g. brand the "Puwheke Restoration/Enhancement Project")
5. marketing plan to attract supporters, funding (stage 1 of 'Puwheke Restoration' website)