

July 2019

# Rhodo News

Newsletter 420

EVRG



Official Newsletter of the

*Emu Valley Rhododendron Garden Inc*

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General Manager: Geoff Wood Newsletter Editor: Nigel Burch

Patrons: (International) Kenneth Cox, (Tasmania) Her Excellency the Governor of Tasmania, Kate Warner

**Emu Valley  
Rhododendron Garden  
Wedding Fair**

**24 August 2019  
10am - 3pm**

55 Breffny Rd, Romaine, Burnie  
\$10 entry  
Lucky Door Prize  
Garden Tours  
[facebook/emuvalley events](https://www.facebook.com/emuvalleyevents)

### Calendar

**Thursday 4th July**

THANK YOU to AUDREY & ERIC  
REPLACES JULY MEETING: EVRG 1.30pm

**Monday 5th August**

Tea Room Reopens  
VOLUNTEERS?

**Sunday 18th August**

Social Meeting  
EVRG 2pm

See us at: [emuvalleyrhodo.com](http://emuvalleyrhodo.com)

## *General Manager's Report*

Thanks to Burnie Visitor Information Centre's Co-Ordinator Alison Burgess we had the opportunity to show Emu Valley to a representative of a Japanese Cruise Operator. His company is looking for venues to visit for the 2020/2021 season. It was interesting to hear his positive remarks about our garden 'in winter' including the many plants flowering. We have to keep getting the message out that we are a Garden for All Seasons.

It may seem a long way off but on Thursday 4 & Friday 5 November 2020 Emu Valley is hosting the Australian Rhododendron Society Conference. Our sub committee is in the process of putting in place an action plan and this is no small task. Please put from the 3<sup>rd</sup> to the 6<sup>th</sup> next year in your diaries. We will be looking for help in many ways. These include assisting with transport for the national and international delegates attending, the many catering tasks and helping with group tours for those staying on for the Saturday and Sunday.

The absence of a Social Report this month has allowed an opportunity for Administration Officer, Kathy Gordon, to explain some of the things she does in respect to our marketing/publicity strategy. We must continue to move with the times and the online involvement and being represented at events around the state are a must for Emu Valley's future. Thoughts and or suggestions are always welcomed.

Cheers, Geoff [geoffreywood@me.com](mailto:geoffreywood@me.com) 0427 722060

## *First Aid Course*

Chairperson Ant Dry has been successful in his application for a defibrillator which was supplied by Ambulance Tasmania. Confirmation of this came via a letter jointly signed by MP's Roger Jaensch and Michael Ferguson. We are now endeavouring to conduct a first aid course to be held at Emu Valley in late July/early August. The course will be conducted over two days or may be available with one day on line and the second day on site. The approximate cost is \$180 per person. Any interested can email either the office or Geoff Wood.



*Our garden in winter.*

## *Welcome*

A warm winter welcome to new members Chifumi Bennett-Nakamura and Peter & Lorraine Riggall.

## *Entertainment Book*

Don't forget we are selling entertainment books loaded with freebies. You can buy them at the Tea Room or order online at:

<https://www.entertainmentbook.com.au/orderbooks/960q910>

If you are interested you can take a look into the book and search alphabetically for your favourite cafes etc at:

<https://www.entertainmentbook.com.au/about/flickbook/launceston>

## *Tea Room Opening*

Our tea room re-opens on Monday August 5th. If you can help (even in a very small way!), please let us know. It is a great fundraiser for us and a much-appreciated service to visitors. We show you what to do!

## Marketing & Publicity

Over the past 3yrs a lot more emphasis has been placed on our digital marketing and publicity. Including local community notice boards and tourism websites. This does not mean we are no longer using printed matter. For example a slightly bigger ad in the Blooming Tasmania publication will reach to all visitor information centres, the Spirit of Tasmania vessels and throughout the mainland.

Something new this Autumn Spectacular saw a lot more families visiting Emu Valley. With that in mind we are trying our hand in the Let's Go Kids publication, which is distributed to all school children throughout Tas. As with many other publications, this allows us to reach a different demographic and gets us connected on line with other organisations. We also need to be involved with our local community, but one of our biggest challenges is being recognised as being a must-see attraction. I'm regularly surprised by the number of local residents who have never visited the Garden.



*Marilyn at the Fairy Godmother market*

With our recently published strategic plan in mind and in particular; 'to seek additional members and volunteers' and 'actively promote the Garden as an excellent venue', member/volunteer Marilyn and I had a display table at the Fairy Godmothers market in Burnie. We promoted the Garden for all that it gives and for all that the volunteers give. I am convinced we need to be out there in the community talking about the wonderful Garden we all know and love.

It is often discussed and mentioned in this newsletter the need for more volunteers. We have to engage the community to offer them the options. There are many tasks requiring volunteers. By talking to and publishing to a different audience we can raise awareness of our needs. Again, as per our strategic plan: "Exploring means to encourage a younger membership demographic."

Our social media platforms are quite popular and a very easy way for us to be active in the digital world. Emu Valley can be found on Facebook and Instagram. Mention us or share our posts if you can. If you are not seeing our posts regularly, ensure you have 'liked' the page and selected

'following'. Making a comment will also help. <https://www.facebook.com/emuvalley>

Our event pages are very active: <http://bit.ly/2ZESq1cCherryBlossom> & <http://bit.ly/evrgweddingfair> These can be shared to your own page for more reach and your friends can be invited as well. All of this is free advertising and exposure for us. The number of people our Facebook page has reached in the last month is 22,000 individual accounts (people).

Our function room is a quiet tranquil location for your winter functions – with a view to die for! We are taking bookings for Christmas in Winter or any social activity you are planning either personally or for your club. Again, this is something we can talk about in our communities to put ourselves out there, share our Facebook post, like and comment.

If anyone has any suggestions in respect to publicity, please let me know. Cheers, Kathy.



*PS I'm emailing invoices for membership shortly. And it will be the official Season Opening on Saturday 14th September.*



## *Rhododendron simiarum*

The Subsection Argyrophylla has quite a wide distribution, ranging from central China, Tibet to Taiwan with one member, *R. simiarum*, growing in the southeastern corner of China.

B. C. Henry discovered *R. simiarum* in May 1883 at Lofaushan, Guangdong. It was given the name *R. fordii* that is now a synonym of *R. simiarum*. It was reintroduced by John Patrick in 1971 from Hong Kong where it was found to be growing on rocky cliffs and on the margins of forests.

*R. simiarum* can grow to 6m in the wild depending on conditions but I expect no more than 1.5-2m at Emu Valley where it has formed a low shrub with

thick obovate leaves. The upper surface has traces of tomentum while the undersurface has a thin plastered indumentum usually whitish in colour. The flowers are funnel-campanulate and pink in colour with a few rose spots and no nectar pouches at the base. At Emu Valley you can find this slow growing species on the left hand side of the road as it turns toward the Japanese teahouse car park. *Maurie*

*The Emu Valley Rhododendron Garden is proudly sponsored by:*



**Emu Valley Rhododendron Garden Inc.**  
PO Box U33 Upper Burnie, Tasmania 7320