



# Matariki Tu Rākau local planning & promotion guide

With great planning, the benefits of your Matariki Tu Rākau initiative can continue long after the trees are planted. You know your community best. This guide offers some tips and content that may be helpful.

Collaboration and communication will be keys to getting the right people involved, getting the community participating, and celebrating your initiative together.

[Read more about the Matariki Tu Rākau programme – MPI website](#)

## Planning: Involve the community

- Involve as many active groups as you can in both the planning and the planting, to spread the load.
- Think about those who use parks and recreation areas a lot; environmental interest groups; schools; all types of clubs; service clubs; churches; seniors clubs; Neighbourhood Support groups and residents' associations; business associations.

## Leading up to your planting day: Invite everyone

Depending on the size of your initiative, you'll want as many people as possible to help on the day and to make it a fun community event. To get the word out at low cost, think about:

### Networking

Ask all of your project members to use their contacts and social media to spread the word. Invite your local Mayor, Councillors, Members of Parliament, community leaders, sports personalities and business owners to spread the word and to attend on the day.

If you wish to invite the Minister of Forestry and/or other Ministers to attend, this needs to be done well in advance. Please be aware that schedules are booked months in advance and can change at short notice.

### Free advertising

Find local radio and newspaper community notices; posters on notice boards.

We can send you a poster template and suggested wording for invitations and media notices – email [info@mpi.govt.nz](mailto:info@mpi.govt.nz) and make the subject: Matariki Tu Rākau and our Communications Team will get back to you.

### Use the local media

Send a one-page notice to your local paper and nearest radio stations and ask them to come along to the event and to tell everyone about it.

## Leaving a mark: Identifying your Matariki Tu Rākau plantings



Your planting area needs to be identified. You've created a special place - how will visitors, especially in future years, know what these trees signify? You can request a standard plaque (see over) and/or you might also use council signage, a community art installation or other means.

## Communications resources

### Pre-approved messages

You can copy any of these statements into your communications.

#### The Matariki Tu Rākau programme

- The Matariki Tu Rākau Programme led by Te Uru Rākau New Zealand Forest Service, honours great New Zealanders. It is also part of the Government's One Billion Trees Programme.
- Starting in June 2018, the Matariki Tu Rākau programme will see communities across the country plant up over 600,000 trees. Whether large or small, these stands of trees will create living memorials to New Zealand Heroes.
- The programme offers funding through councils, marae, RNZRSAs or other community organisations and encourages public participation in locally-organised planting projects.
- Trees will be planted on various types of publicly accessible land such as public parks, reserves, Marae and places of remembrance.
- Over 140 Matariki Tu Rākau plantings have been held so far across New Zealand
- Te Uru Rākau encourages communities to work together to plan their local Matariki Tu Rākau projects, choosing suitable public places for trees to be planted, and the appropriate species. There is a preference for indigenous species and importance is placed on the right tree for the right place to ensure healthy and stable plantings.

#### Background

- Matariki is a traditional time of harvest, thanksgiving and remembrance around Māori New Year, and occurs in the middle of the tree planting season (March to October for most of the country).
- The Royal New Zealand Returned and Services' Associations (RNZRSAs) and NZ Defence Force are key partners with Te Uru Rākau in delivering the Matariki Tu Rākau programme. The programme design was supported also by the Ministry of Culture and Heritage, Te Puni Kōkiri, Ministry of Defence and Local Government New Zealand. In October 2019, Te Uru Rākau extended the commemorative nature of Matariki Tu Rākau to include other commemorative projects including commemorating those who have demonstrated innovation, entrepreneurship, improved the lives of others or exemplified selfless voluntary service.
- Forestry Minister Shane Jones first announced Matariki Tu Rākau, on Anzac Day 2018, to be a commemorative tree planting programme in recognition of the men and women of the New Zealand Defence Force (NZDF).



## Marking your Matariki Tu Rākau site

Te Uru Rākau – New Zealand Forest Service supplies a standard stainless steel plaque as shown (actual size similar to A4 paper). This can be used on its own or incorporated into your own signage (wording may vary).

Please order your plaque please allow 2-3 weeks for it to be created after we receive your request. We can include ONE logo to represent the organisers. This will need to be supplied as a high quality logo file to the MPI Communications Team.



## Promoting your planting event

Check this list when preparing your media notice, posters, invitations and event programme:

Where and when:

- Date time and place of your planting event
- Any other features of the day (e.g. speeches / entertainment / food stalls)
- A schedule if there are any formalities or procedures (include who is speaking and if any dignitaries or other media are invited)
- How to register or RSVP, if applicable

What and why:

- How many trees you plan to plant
- Species to be planted
- If any specific attendees related to the person being remembered will be present and the local connections
- What the project needs: Asking for volunteers with particular skills, loan of equipment (bring a spade) etc

Who:

- The organisations / people / groups leading the Matariki Tu Rākau initiative
- Contact details for main organisers
- Including who will speak to the media if they want to know more
- Inviting the whole community (initiatives will generally be on public land)

## Poster template and images


We can provide an editable PDF of this poster template that you can update with your project details.



Matariki Tu Rākau

Te Uru Rākau

New Zealand Forest Service



New Zealand Government

28

Matariki Tu Rākau

Te Uru Rākau

New Zealand Forest Service



New Zealand Government

28