

# **OLIVE PINK BOTANIC GARDEN**

## **MASTER PLAN**

**Developed 2010**

**Refreshed 2015**

## Introduction

The Board of Trustees of the Olive Pink Botanic Garden, partners and supporters of the Garden are pleased to present this Master Plan. This Master Plan:

- establishes a vision for the future of the Garden
- guides the development of the Garden
- provides the strategic framework
- enables the Board of Trustees and staff to meet their responsibilities in managing a contemporary botanic garden.

Consultation with a broad range of stakeholders was an integral part of the development of this Master Plan, and support of those stakeholders will lead to its implementation.

The Master Plan is supported by:

- the Garden Plan
- the Interpretation and Information Plan
- community engagement

- the Resourcing and Infrastructure Plan.

In developing this Master Plan, we have considered the following:

- the strengths and weaknesses of the Garden
- the valuable feedback and suggestions received from the local community, partners and other supporters
- the values and significance of the Garden
- the vision and purpose for future management of the Garden, including objectives which will guide decision making in the future
- the opportunities and constraints for the Garden's development and management in the future.

## Table of Contents

Table of Contents .....	3
History of the Olive Pink Botanic Garden.....	4
Significance of the Olive Pink Botanic Garden .....	5
What we will become – our vision.....	7
What we will do.....	8
How we will do it .....	9
Garden Plan .....	10
Interpretation and Information Plan.....	18
Community Engagement .....	23
Resourcing and Infrastructure Plan .....	26

## History of the Olive Pink Botanic Garden

On 28 September 1955 Miss Olive Muriel Pink was granted a licence to occupy a half acre of Crown Land on the east bank of the Todd River 'for gardening purposes' until 30 September 1956. She then embarked on a campaign to have the surrounding land set aside in perpetuity as a reserve.

Her request was granted and the land was gazetted on 23 September 1956 as the *Australian Arid Regions Flora Reserve*, with Miss Olive Muriel Pink as its first curator. An additional area of land, mostly comprising the surrounding hills, was added to the reserve on 4 December 1959.

The Garden is part of a substantial area of contiguous Crown Land that extends east from the Todd River on the southern edge of the Alice Springs Central Business District. The vegetation on the floodplain area was modified and devoid of tree and shrub cover when Miss Pink took up occupancy there in 1956.

Miss Pink and her Warlpiri assistant gardeners spent the next two decades working in drought conditions and within funding constraints to develop her vision for the Reserve. Together they planted an eclectic collection of trees and shrubs native to the central Australian region as well as various cacti and garden flowers.

After Miss Pink's death in 1975, the NT Government assumed control of the Reserve and set about fulfilling her vision of a public area for the appreciation of native flora. It officially opened to the public on 7 February 1985 as the Olive Pink Flora Reserve, and was renamed the Olive Pink Botanic Garden in 1996.

The Garden is governed under the NT *Crown Lands Act* (2009) by a Board of Trustees which was first established in 1971. Miss Pink had requested in 1969 that the government appoint '*Permanent Trustees*' who would look after it when she could no longer do so.

The Garden was listed on the Register of the National Estate in 1995 and included on the Northern Territory Heritage Register in 2009.

## Significance of the Olive Pink Botanic Garden

The Olive Pink Botanic Garden is a significant regional, arid-zone botanic garden. Miss Pink worked in an honorary capacity for over 20 years to achieve her vision of

*“.... forty-nine acres of ground on which to preserve and grow, native trees, shrubs and flowers – as a ‘soul-feeding’ antidote to the restless rush and materialism of what ‘modern living’ entails for so many in this isolated town<sup>1</sup>.”*

The Garden holds significance for local residents as a place of enjoyment for the whole community, and also attracts national and international visitors. There are differing layers of visitor experience in the Garden and people interact and respond in differing ways to these layers.

The Garden contributes to the conservation of the flora of central Australia, provides opportunities for people to learn about arid-zone plants, horticulture, landscapes and conservation, and encourages respect for the Olive Pink Botanic Garden and its heritage, both that of its Aboriginal custodians and of Miss Pink.

The Garden is a place which can inspire people to appreciate the natural world and to enjoy its atmosphere and peace. It has the capacity to attract artistic people and trigger creativity.

*Tharrarletneme*, the northern ridge of the Garden, known as Annie Meyers Hill, is of great significance to the Arrernte people.

The Garden is a place of special ambience and of safety, a quiet reflective place for recreation and relaxation. It has a wonderful location beside the Todd River.

There is great integrity in the Garden and in its works.

Regardless of why people come, it is vital that their experience is enjoyable and memorable. Interaction with the Garden should arouse interest in central Australian flora.

---

<sup>1</sup> Letter from OMP to H.C. Coombs, August 1974; in Marcus, J (1991)

“Yours Truly Olive M Pink” p4

## Governance

The governance structure builds a collective sense of purpose and support that enable the Garden's vision and planning priorities to be identified and met.

The governance of the Garden is unusual and is itself part of the heritage of Miss Pink.

The Garden is run by a Board of up to seven Trustees, appointed by the responsible Minister, from the local community.

## The Trustees

On 14 February 1969 Miss Pink wrote to Frank Dwyer, the Assistant Administrator of the NT, asking for three people, who she described as '*helpers and champions*' of the reserve, to be gazetted as '*Permanent Trustees*' of it. She said '*these three will continue the protection of it*' when she could no longer do so '*and with same objects even when open to the public*'.

In the 10 years between her death in 1975 and the official opening in 1985, the government developed Miss Pink's *Australian Arid Regions Flora Reserve* into a place for people. The government then handed control and management to the

Board of Trustees, with a recurrent grant which enabled the Board to employ a curator and horticulturist.

The function of the Trustees has expanded from Miss Pink's original concept of *champions who will continue the protection of it* to a body responsible for:

- strategic planning
- maintaining effective management systems
- developing policies and processes
- ensuring legal and financial accountability
- managing risk
- supporting the Curator
- being accountable to stakeholders
- monitoring performance in relation to the Garden's strategic objectives
- providing an annual report to the NT Government, other stakeholders and the local community.

In addition to legislative responsibilities under the *NT Crown Lands Act*, there is other legislation that can assist the Board of Trustees in ensuring it is legally compliant.

While it is understood that the Board will manage the Garden on behalf of, and in consultation with, the local community, Trustees sit as individuals. The Board does not appoint representatives of community organisations, although it has usually included an employee of the Alice Springs Desert Park.

## Principles

### What we will become – our vision

The Olive Pink Botanic Garden will be widely recognised as an excellent arid-zone botanic garden which displays the plants of central Australia and actively contributes to their conservation through horticulture and community education.

Our Garden will:

- apply best practices in horticulture in the management of a significant regional botanic garden
- provide a safe community space which enhances people's understanding of central Australia's environment and flora
- work with Arrernte people to respect their traditional custodianship
- work in partnership with affiliated organisations and community groups, especially the Alice Springs Desert Park
- sustain Miss Olive Pink's legacy
- be maintained in an environmentally frugal and sustainable manner

- promote skills in sustainable gardening by helping the people of Alice Springs develop home gardens with local plants
- be maintained as a financially sound business.

Our overall objective is to provide, through the Garden, enrichment of the social and cultural life of central Australia's people and its visitors, in a setting which inspires reflection, relaxation and education.

Our Master Plan, developed in partnership with the community, will guide both current management and further development to ensure enjoyment of the Garden by present and future generations.

## What we will do

The Board of Trustees of the Olive Pink Botanic Garden is entrusted with ensuring that the heritage of the Garden and its plant collection are protected for future generations.

The Board of Trustees is committed to ensuring that the Garden will succeed in being recognised as an exceptional regional botanic garden, in displaying the flora of central Australia, actively contributing to its conservation and enriching the social and cultural life of its visitors.

To achieve this we will focus on four elements.

### The Garden

We will:

- implement best practice in horticulture and sustainable management to develop the Garden consistent with its status as a significant regional botanic garden
- work towards continuing development through a Garden Plan
- develop and implement an Information and Interpretation Plan to encourage education and training in plants, horticulture, conservation and sustainability

- develop and implement a Resourcing and Infrastructure Plan to guide future development

### Community engagement

We will:

- extend the use of the Garden by the people of Alice Springs, thereby encouraging a sense of pride and ownership by the local community
- provide space for a café, and through it encourage use of the Garden for recreation
- encourage community events that align with the vision for the Garden
- balance use of the Garden in a sustainable manner, consistent with its status as a significant regional botanic garden
- build effective relationships with our strong volunteer base and other community partnerships and networks
- respect and develop our relationship with Traditional Custodians
- provide support to researchers

- enrich the social and cultural life of central Australia's people and its visitors

## Heritage

We will:

- respect the significant Arrernte cultural knowledge embedded at sites within the Garden
- honour Miss Olive Pink by emphasising her founding role and her botanical and anthropological legacy

## Resourcing

We will:

- work towards continuing development through a Resourcing and Infrastructure Plan
- maintain relationships with the Northern Territory Government and demonstrate accountability to it
- seek further funding opportunities
- build our philanthropic base
- create a Trust Fund for philanthropic contributions

- develop partnerships with like-minded agencies to share resources and increase capacity
- develop commercial opportunities, including the café
- develop use of the Garden for training in horticulture
- develop marketing through our website, other online channels, and brochures

## How we will do it

### Governance

We will:

- maintain effective governance and management systems, policies, and processes
- ensure that the Board comprises Trustees with an appropriate mixture of skills
- ensure legal accountability
- emphasise best-practice horticultural management and ecological sustainability

- provide staff with support, feedback on performance and development opportunities
- ensure sufficient ongoing resourcing and capacity for future management of the Garden monitor and review the Master Plan

### Relationship with the Alice Springs Desert Park

We will:

- work closely and cooperatively with the Desert Park
- seek its assistance in:
  - plant propagation
  - mapping
  - records management
  - horticultural expertise
  - curation

## Master Plan Components

### Garden Plan

#### Purpose

Our purpose is encapsulated in our name – a botanic garden that serves as a memorial to Miss Olive Pink. Consequently, our activities are set by widely accepted functions of botanic gardens.

*Botanic gardens are cultural institutions holding documented collections of living plants for the purpose of scientific research, conservation, display and education<sup>2</sup>.*

Our approach allows for flexibility, and a unique perspective stemming from Miss Pink's legacy, but these basic functions remain in place.

Our botanical focus as a place of excellence for the horticulture of central Australian plants is paramount. Many other uses of the Garden arise from this, but we recognise that other uses should not detract from our basic purpose or damage the Garden.

---

<sup>2</sup> Source: International Agenda for Botanic Gardens in Conservation.

As well as being the first botanic garden for Australian arid-zone plants, our history is enriched by the anthropological legacy of Olive Pink. Furthermore, the significance of the Garden is enhanced in a special way by its location, which incorporates a site of cultural importance to Arrernte people.

### Objectives

- To protect and conserve central Australian flora
- To display central Australian flora for public education and enjoyment
- To adopt best practice methods in sustainable horticulture for central Australian plants

Lack of staff remains a critical issue for the Garden. The Resourcing and Infrastructure Plan aims to increase funding and, thereby, staffing levels.

### Getting the job done

#### In the Garden

The design of the Garden encompasses many aspects – the physical landscape, the presentation of a wide variety of local plants, conservation priorities, and sustainable techniques, all of which enhance the education, appreciation and enjoyment of our visitors. The 16 ha site contains many types of gardens, and also features relatively undisturbed habitats on three

sides – the Todd River to the west and rocky hills on the northern and eastern edges.

### Species collections

These are a garden highlight and focus for development. Many species of the same group, e.g. eremophilas, are planted together, demonstrating the regional variety. A new area of local spinifex species is planned.

### Rare and threatened species

The rare acacias, *Acacia latzii* and *A. peuce*, are a special feature, as are many other threatened species scattered throughout. More will be added whenever possible.

### Specialty gardens

Plans include a new water-wise garden, relocation of the Bush Foods garden, a succulent garden and a ‘dry jungle’ garden. The waterhole will be upgraded and the tea-tree area, ponding banks and floodout planted with more appropriate riverine and claypan species.

An important native grass garden, initially created near the waterhole by Frances Smith, enabled people to identify various central Australian species. A new, larger native grass garden will be established and used as a ‘node’ for delivery of information about grasses.

## Heritage areas

Some of Miss Pink's original bean trees, *Erythrina vespertilio*, occur in the western open woodland, and these will be conserved. *Tharrarletneme*, or Annie Meyers Hill, is a place of great significance to the local Arrernte people, full of cultural stories. Nurses Hill is a feature, as are several river red gums, *Eucalyptus camaldulensis*, brought from Warlpiri country for Miss Pink.

## Amenity gardens

Such gardens suit high use areas, such as near the Visitor Centre. The café now has more of this area for its tables, and delineation of gardens has improved. The car park will be redesigned, with the inner area becoming a welcoming garden of showy plants. Plantings will be used to better define the main entrance road, and pathways enhanced with eye-catching species.

The two major pathways from the main entrance to the Visitor Centre (via the western open woodland or via the riverine area and mulga grove) will be more strongly marked. New plantings at the western gate will welcome visitors entering from the Todd River walkway.

Weed invasion, especially from the west, is a significant problem; methods to counteract this are being pursued.

We will carry out the practices of general plant and garden bed maintenance, weed and pest management, irrigation and

erosion control according to best practice, and using sustainable methods.

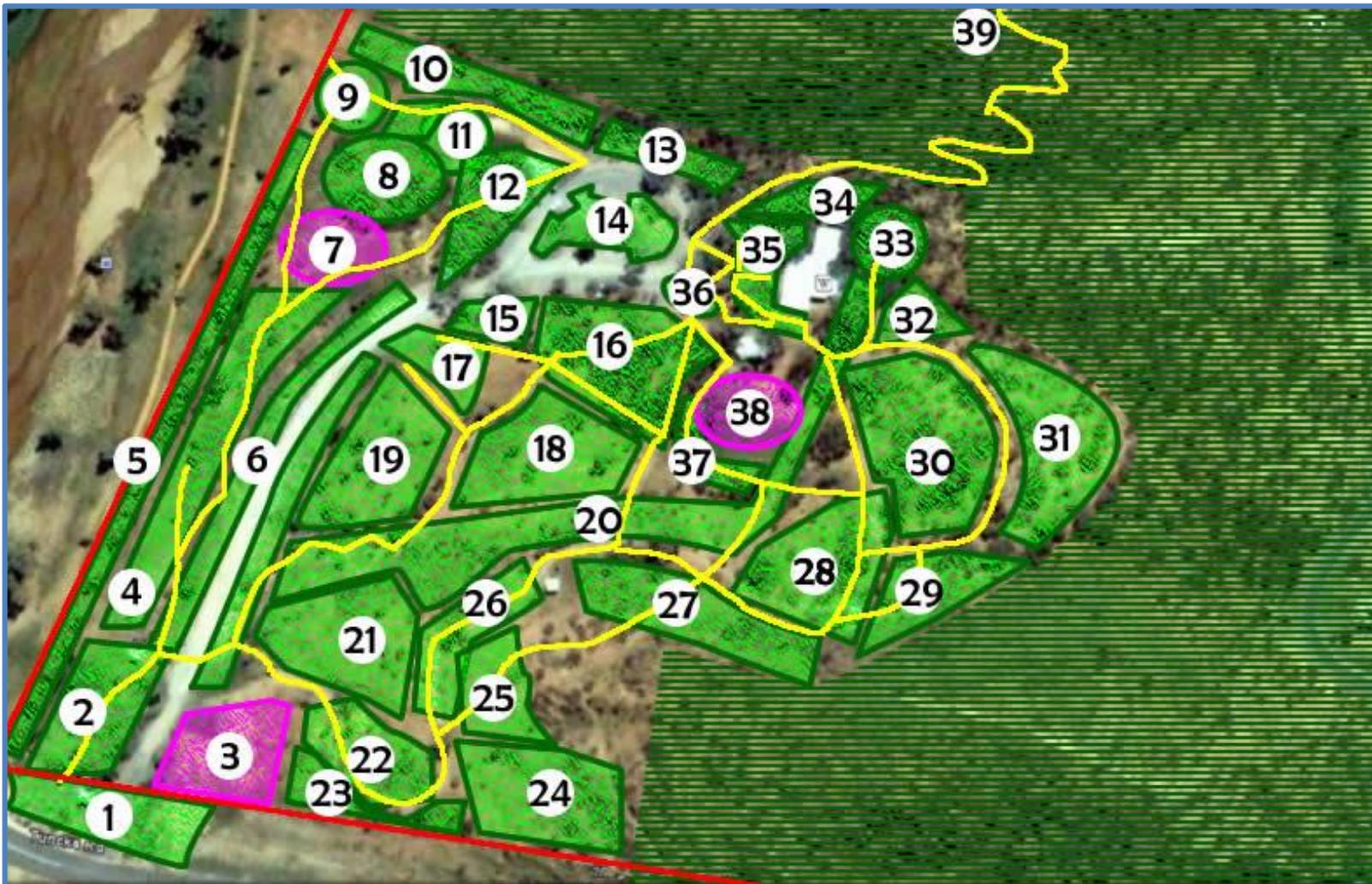
## Behind the scenes

### Documenting the collection

- A Living Collection Policy will describe how we select species for display, and include practices to avoid the creation of weeds and hybridisation. It will refer to the standard operating procedures we use for adding plants to the collection, voucher specimens, tagging, labelling and propagation.
- The Policy will include the long-term goal of a GIS framework for mapping of plant locations, and the irrigation system. There will also be a plant directory available to the public (at the Garden and on-line) for locating specific plants.
- We will regularly conduct a plant census in the Garden.
- A Living Collection Plan will describe how the Garden looks. It will be the botanical story of the Garden and ensure we contribute to the conservation of the flora of central Australia and provide opportunities for people to learn about arid zone plants, horticulture, and landscapes.

## Conservation and research

- The Garden does not have a research function. It does, however, implement best practice in horticulture and sustainable management, and is striving for a collection of known provenance. Consequently, it will actively support use in scientific research by acting as a host organisation or base for external researchers.
- Our specific areas of expertise include horticulture of arid-zone plants, water-efficient gardens and sustainable garden practices for the arid zone.
- We will build relationships with other botanical gardens and similar organisations.



**Map:** Our dreams for the Garden include these planting displays, and these visitor services.  
See following table for numbers

Area	Comments
1. Main entrance, (outside fence)	<ul style="list-style-type: none"> <li>• Welcome garden</li> <li>• Display flowering perennials and annuals</li> <li>• High maintenance annual plantings</li> <li>• Sense of arrival</li> <li>• Height restrictions</li> <li>• Plants not labelled</li> </ul>
2. Main entrance, western side of gate (inside fence)	<ul style="list-style-type: none"> <li>• Proposed interpretation and orientation node</li> <li>• Interpretation on OPBG history/ purpose</li> <li>• Riverine species</li> <li>• Sense of arrival</li> </ul>
3. Proposed service area	<ul style="list-style-type: none"> <li>• Site for service area</li> <li>• Offices</li> <li>• Workshop</li> <li>• Garage</li> <li>• Soil bays</li> <li>• Holding nursery</li> </ul>
4. Open woodland	<ul style="list-style-type: none"> <li>• Heritage area ( Miss Pink's bean tree plantings)</li> <li>• Open woodland</li> <li>• Main entrance path</li> <li>• Plant with shade providing trees</li> <li>• Restore bean tree plantings</li> </ul>
5. Western fence line	<ul style="list-style-type: none"> <li>• Open view to Todd river</li> <li>• Site for weed invasion</li> </ul>

	<ul style="list-style-type: none"> <li>• Plant with appropriate species to create buffer</li> </ul>
6. Driveway plantings	<ul style="list-style-type: none"> <li>• Sense of arrival</li> <li>• Cluster plantings</li> <li>• Display flowering perennials and annuals</li> <li>• To be developed</li> </ul>
7. Proposed Visitor Centre location	<ul style="list-style-type: none"> <li>• Proposed Visitor Centre</li> <li>• Big picture interpretation</li> <li>• Sense of arrival</li> <li>• Disabled access</li> <li>• Toilets</li> <li>• Landscaped amenity gardens</li> </ul>
8. Mansfield grove	<ul style="list-style-type: none"> <li>• Established mulga grove</li> <li>• Picnic benches</li> </ul>
9. Western pedestrian entrance	<ul style="list-style-type: none"> <li>• Proposed interpretation and orientation node</li> <li>• Sense of arrival</li> <li>• Height restriction for view of hill</li> </ul>
10. Hill slope	<ul style="list-style-type: none"> <li>• Sunset view</li> <li>• Develop path</li> <li>• Drainage measures needed</li> </ul>
11. Labyrinth	<ul style="list-style-type: none"> <li>• Traditional labyrinth</li> <li>• Move due to drainage issues</li> </ul>
12. John Blakeman Garden area	<ul style="list-style-type: none"> <li>• Blakeman Shelter</li> <li>• Proposed interpretation and orientation node</li> </ul>

	<ul style="list-style-type: none"> <li>• Reaching maturity</li> <li>• Showcase new waterwise irrigation techniques</li> </ul>
13. Car park hill slope	<ul style="list-style-type: none"> <li>• Hill slope species</li> <li>• Drainage issues</li> </ul>
14. Car park garden	<ul style="list-style-type: none"> <li>• Sense of arrival</li> <li>• Proposed interpretation and orientation node</li> <li>• Complete redesign</li> <li>• Use periphery for major events eg eco fair</li> <li>• Significant trees</li> </ul>
15. Kurrajong garden	<ul style="list-style-type: none"> <li>• Established plantings</li> <li>• Seating</li> </ul>
16. Mulga grove	<ul style="list-style-type: none"> <li>• Established area</li> <li>• High usage</li> <li>• Events and memorials</li> <li>• Proposed interpretive display for 'mulga story'</li> <li>• Seating/picnic tables</li> </ul>
17. Bird-attracting garden	<ul style="list-style-type: none"> <li>• Ghost gums maturing</li> <li>• Over-crowded</li> <li>• Extend area</li> <li>• Increase species diversity</li> <li>• High maintenance</li> </ul>
18. New acacia garden	<ul style="list-style-type: none"> <li>• New plantings of acacias</li> <li>• Increase species numbers</li> <li>• Walk-through paths</li> <li>• Designate some of the area to remain undeveloped</li> </ul>

19. Ghost gum woodland	<ul style="list-style-type: none"> <li>• Introduce under-storey</li> <li>• Table/chairs/picnic areas</li> </ul>
20. Riverine	<ul style="list-style-type: none"> <li>• Key area/natural feature</li> <li>• Complement existing run-off areas</li> <li>• Increase <i>Melaleuca</i> plantings</li> <li>• Increase plantings of Todd River species</li> </ul>
21. Saline garden	<ul style="list-style-type: none"> <li>• Area to be developed as feature saline area</li> <li>• Potential site for ponding embankment</li> <li>• Succulent garden</li> </ul>
22. Sand dunes	<ul style="list-style-type: none"> <li>• Established plantings</li> <li>• Feature habitat</li> <li>• Extend garden area</li> </ul>
23. Threatened species trail	<ul style="list-style-type: none"> <li>• Student planting</li> <li>• Rare acacias</li> <li>• Well established</li> </ul>
24. Dune hill slope	<ul style="list-style-type: none"> <li>• Develop callitris forest</li> <li>• Re-vegetate</li> </ul>
25. Spinifex garden	<ul style="list-style-type: none"> <li>• Develop species collection</li> <li>• Board walk</li> <li>• Interpretation</li> </ul>
26. Grass walk	<ul style="list-style-type: none"> <li>• Proposed interpretation and orientation node</li> <li>• Grass walk to be developed</li> <li>• Species collection</li> </ul>

27. Mallee hill slope	<ul style="list-style-type: none"> <li>• Some established plantings</li> <li>• Increase species diversity</li> <li>• Erosion management</li> </ul>
28. Mallee Garden	<ul style="list-style-type: none"> <li>• Established garden</li> <li>• Proposed interpretation and orientation node</li> <li>• Introduce understory plantings</li> </ul>
29. Spinifex loop	<ul style="list-style-type: none"> <li>• Rocky hill slope</li> <li>• To be replanted</li> </ul>
30. Acacia garden	<ul style="list-style-type: none"> <li>• Established garden</li> <li>• Acacia walk</li> <li>• Redesign paths through the garden</li> <li>• Replant species</li> <li>• Increase diversity</li> </ul>
31. Eastern periphery	<ul style="list-style-type: none"> <li>• Established area</li> <li>• Mixed species plantings</li> <li>• Site for ceremonies and memorials</li> <li>• Seating</li> <li>• Natural feel</li> </ul>
32. Grass garden	<ul style="list-style-type: none"> <li>• To be redeveloped as grey-water demonstration garden</li> <li>• Interpretive displays</li> </ul>
33. Waterhole	<ul style="list-style-type: none"> <li>• Potential feature attraction</li> <li>• High maintenance</li> <li>• Develop surrounds with appropriate species</li> </ul>

	<ul style="list-style-type: none"> <li>• Rare species</li> <li>• Reseal</li> <li>• OH&amp;S</li> </ul>
34. Café hill slope	<ul style="list-style-type: none"> <li>• Develop with 'dry jungle' species</li> </ul>
35. Amenity gardens	<ul style="list-style-type: none"> <li>• Visual impression</li> <li>• High use area</li> <li>• Appropriate species</li> <li>• High maintenance</li> </ul>
36. Medicine garden	<ul style="list-style-type: none"> <li>• Established garden</li> <li>• Increase species</li> <li>• Improve interpretive materials</li> </ul>
37. Ponding embankment	<ul style="list-style-type: none"> <li>• Bush food walk</li> <li>• Proposed interpretive displays</li> <li>• Continue planting with appropriate species</li> <li>• Retain visibility of southern hill slope</li> </ul>
38. Major events area	<ul style="list-style-type: none"> <li>• Designated site for <ul style="list-style-type: none"> <li>▪ Concerts</li> <li>▪ Films</li> <li>▪ Major functions</li> </ul> </li> </ul>
39. Annie Meyers Hill ( <i>Tharrarletneme</i> )	<ul style="list-style-type: none"> <li>• Sacred site</li> <li>• Remove buffel grass</li> <li>• Regenerate</li> </ul>

## Interpretation and Information Plan (revised 2017: pending final approval by Trustees)

### Purpose

The Information and Interpretation Plan aims to guide the Board of Trustees, staff, volunteers and others developing interpretation and information resources, and ensure consistency. It will be reviewed regularly in line with changing priorities.

### Information and interpretation

People come to the Garden for differing reasons. They may well be seeking an educational experience and want to learn more about local plants, or an aesthetic experience such as a walk up Annie Meyers Hill to enjoy the view. However, they could just be looking for entertainment, something to eat or simply to 'escape from the world' for a while.

Information and interpretation needs to be of a high quality, and appropriate to the Garden, the location and the visitor. In addition, operational resource constraints dictate that it be sustainable and low maintenance.

Both information and interpretation are to be provided at the garden. Information is facts and figures - names of plants, their traditional uses etc. In contrast:

*'Interpretation is an educational activity which aims to reveal meanings and relationships'. 'Interpretation is the revelation of a larger truth that lies behind any statement of fact' Freeman Tilden<sup>3</sup>.*

Our interpretation will use a variety of media and first-hand experience to help people gain new insights or look at things from a different perspective. We want our visitors to walk away from a sign or display and say *'I never realised that'* or *'Now I understand.'*

Despite labels, signs, display panels and delivery on electronic platforms being expensive and having a limited life span, the Board of Trustees is committed to having an annual budget allocation for their production. Nevertheless, funding will have to be sought for most of the planned initiatives.

### Style Guide and Consistency

So that we can ensure we have consistency across all modes of interpretation and information, a Style Guide has been developed. It is to be followed in the production of all information and interpretation resources, and any other materials produced by OPBG, partners and contractors.

---

<sup>3</sup> Source: <http://www.parks.tas.gov.au/file.aspx?id=7093>

## The role of information and interpretation

The provision of information and interpretation aims to:

- entice visitors to interact with the plants in the garden;
- enrich their experiences at the garden;
- arouse their curiosity and inspire them to learn more;
- help the Garden achieve its mission.

## Electronic delivery of information and interpretation

Electronic delivery will become an increasingly important communications channel for information and interpretation. Key elements will include:

- Delivery via visitors' smartphones as an alternative to traditional media such as pamphlets and signs. This technology will allow people to hear stories and learn about plants using their phones as they walk through the Garden.
- People will be able to access Peter Latz and others talking about significant plant species and telling stories via an app on mobile phones.
- A history of the Garden has been compiled and will be made available to people online and via app for use in the Garden. Similarly, the oral history recordings made

by Dave Richards of people who knew Miss Pink will be made available online and in the Garden via apps.

- Spoken word communications are important for the pronunciation of Aboriginal plant names and other words. Arrernte names and other words will be used where possible and practical.
- Facebook will be used to engage and attract our audience outside of the Garden.
- The Website will be kept current and developed to be more engaging.

## Self-guided walks

Numbered markers and the Guide Booklet containing information about specific plants have been developed for the garden's Walks. The Garden will develop similar packages for other parts of the Garden incorporating the use of electronic technology and the spoken word. This includes a Miss Pink Garden Walk of sites of significance, guided via app.

## Heritage and cultural interpretation

A number of sites lend themselves to a focus on the heritage of the garden. Miss Pink's tent site will be preserved and an interpretive sign installed. New signage will reflect Miss Pink's determination that the hills should honour pioneer women of Alice Springs. Some signage will also be developed to draw

people's attention to the three rows of trees planted by the river in the 1960s by Miss Pink and Johnny Jampijinpa Yannarilyi in honour of people who had helped her.

The existing signage at the summit of Annie Meyers Hill will be upgraded in consultation with the Custodians to increase community awareness of the hill's Aboriginal cultural values.

### Signage to introduce people to the Garden

Effective orientation signage needs to be maintained that explains the layout of the Garden and directs people to different features according to personal reasons for visiting.

Four orientation shelter sheds will be maintained as nodes for interpretation including two to catch the attention of people entering the garden on foot.

They will have:

- information on Miss Pink, the founding of the Garden and its early years
- information about what people can do in the garden, and directional signs
- Aboriginal use of plants, surviving in the desert and Dreamtime stories
- climate factors which produce arid conditions in Australia's inland

- natural history of Central Australia including climatic changes and the evolution of the flora to cope
- why our deserts contain the types of plants that they do compared to other deserts

### Labels and information panels about individual plants

Engaging information and interpretation about particular flora will be provided alongside the plants in the garden. Many plants will be labelled with both their common and scientific names. As appropriate, small panels will also be installed with additional information such as medicinal uses, adaptations to the arid environment, and plant/animal associations.

### Face-to-face delivery of information and interpretation

Face-to-face delivery of information and interpretation is usually more effective than signs and static displays. Therefore:

- The Garden will develop a quality 'walks and talks' program with activities delivered by staff and volunteer guides.
- High priority will be given to ensuring staff and volunteer guides are readily accessible to answer people's questions and clarify issues related to central Australia's flora.

- A fee-for-service revenue generating guided tour program will be developed. It will feature Miss Pink, the history of the Garden, medicine and bushfood plants, the Black-footed Rock Wallaby and a sunset tour of Annie Meyers Hill.
- The Garden currently is host to two Aboriginal tour operators' occasional tours. The Garden will continue to support local Aboriginal tourism businesses where there is a relationship with the Sacred Site.

### Information and interpretation in the Visitor Centre

The primary function of the Visitor Centre will be to introduce people to the story of Miss Pink and the Garden.

The Visitor Centre will also be a venue for functions, exhibitions, meetings and presentations. Some of Miss Pink's artefacts and artwork will be on display.

The outside walls of the Visitor Centre will not be a place for advertising. Two glass display cabinets in place are effective and support the design of the building. Care will be taken when making any decisions about changing these cabinets.

### Nodes for the delivery of information and interpretation

Parts of the garden have been identified as nodes for the delivery of information and interpretation on significant themes: Aboriginal heritage, bush tucker plants, bird-attracting plants,

mulga grove, and native grasses. Two further nodes locations will be identified for birds and Black-footed Rock Wallabies. New signage is to be installed for all of these nodes.

In line with the Garden Plan, a native grass garden is being established in the fenced area and it will become a 'node' for the delivery of information about grasses. Its aim is to enable people to identify the various species that grow in central Australia.

In addition, the John Blakeman Garden was developed with sponsorship from *PowerWater* as a demonstration area about appropriate home garden design and plant selection for arid areas. A series of signs and display panels will be developed and installed at appropriate points in the Blakeman Garden and on the poles of the Blakeman Shelter.

### Delivery of 'pre-visit' and 'take home' information

The Garden will continue with its pre-visit information and marketing in the form of:

- a brochure distributed to more than 40 venues throughout Alice Springs
- advertising in the Welcome to Central Australia booklet
- the Explore Alice Springs package
- noticeboard advertising package
- development of an attractive website
- facebook engagement and advertising

The Garden will develop and maintain effective 'take home/at home' information such as:

- Saleable items like the Guide Booklet
- Web, facebook and app-based information to achieve the Garden's community education goals.

### **Peter Fannin Reading Room and Frances Smith Library**

The Peter Fannin Reading Room and the Frances Smith Library are key elements of the Garden's Interpretation and Information Plan. The latter is essentially a reference collection, rather than a lending library and contains specialist books about central Australian flora. Most of the books belong to the Australian Plants Society Alice Springs. It is through APS and Peter Fannin's generosity that the Reading Room and Library exist.

Part of the room will function as an office of time to time, and be a readily accessible place where APS members and locals can learn more about plants. It will not however be open to the public.

## Community Engagement

### A place for the community

The Trustees are appointed by the Minister by notice in the Gazette, under section 79 of the Northern Territory Government's *Crown Lands Act*. They all fill honorary positions, and are drawn from the Alice Springs community. In accepting a position on the Board, they do so with the understanding that their role is to manage the Garden on behalf of, and in consultation with, the local community.

The Board recognises the importance of the Garden as a place for the local community – a place of enjoyment, a place which enriches people's lives and a source of pride for the whole community. The Olive Pink Botanic Garden will engage with the community, building and maintaining effective relationships, a strong volunteer base, partnerships and networks.

We will provide a diverse range of activities and events with the objective of creating an accessible and inclusive environment for all of our community.

### Our sponsors and supporters

We will work with the Northern Territory Government, which provides most of our funding, and report regularly on the achievement of the objectives laid out in this Master Plan.

The Garden has several existing commercial partnerships that are essential to its success. We will endeavour to maintain these relationships and support local businesses, whilst continuing to explore new avenues of engagement with the commercial sector.

### Our role in education

A key function of the Garden is to provide educational experiences for its visitors. We will endeavour to educate our community about the environment, sustainability, heritage and Aboriginal culture. We will continue to build our relationship with educational institutions as our capacity increases. We will:

- encourage local schools and other educational institutions to visit the Garden
- support school projects
- provide guided walks and talks

## Community partnerships and events

Olive Pink Botanic Garden has strong relationships with several local community organisations. We will actively maintain and build upon these partnerships, strengthening community ownership of the Garden. A broad range of activities and events will include public talks, workshops, art and music events, and health promoting activities. These events will be conducted in a manner which is sustainable.

## Traditional Custodians

We will further develop our relationship with our Traditional Custodians. *Tharrarletneme* is of great significance to our Custodians. We need to work with our partners to rid this significant site of buffel grass. We will encourage the use of the site for cultural interpretation.

## Friends of the Garden

The Friends of Olive Pink Botanic Garden will conduct activities that are mutually beneficial for members and the Garden. This network will be an avenue through which the broader community can be involved directly with all facets of the Garden and its future development. The Friends will operate in an inclusive manner, hosting activities such as:

- workshops and talks

- social functions
- field trips
- working bees.

We will build a strong volunteer base. Volunteers continue to be a great strength of the Garden. Indeed, were it not for our loyal volunteers, the Olive Pink Botanic Garden would not be in the strong position it is. We need to build further support through our business planning.

The small staffing base means we cannot achieve all of our objectives without Friends of the Garden working as volunteers. This is particularly so in the case of:

- managing the Peter Fannin Reading Room and the Frances Smith Library
- providing a quality 'walks and talks' program with regular frequent activities for visitors to the Garden
- having people available to answer visitor's questions on central Australia's flora.

## Tourism

We will endeavour to make the Garden an attractive tourism facility providing an engaging experience of the central Australian landscape. We will build our partnerships with Tourism NT and Tourism Central Australia, enhancing the

journey of visitors to our region, ensuring that they leave with a greater understanding of the central Australian environment.

The Garden will be a site for:

- guided walks
- information days for tour operators
- environmental volunteer opportunities
- events

### **Training**

We will build partnerships with training agencies to provide horticultural and related training in the Garden. Our partnerships with training agencies will enhance opportunities for jobs growth in our region.

## Resourcing and Infrastructure Plan

### Purpose

Achievement of the aspirations laid out in this Master Plan requires maintenance of existing funding as well as establishment of new revenue streams. The Resourcing and Infrastructure Plan aims to ensure that the Garden's finances grow, that infrastructure is maintained to the highest of standards, and that capital improvements are developed in a systematic manner. This Plan is driven by the needs outlined in the Garden and Information and Interpretation Plans. It will need to be reviewed regularly.

### Resourcing

A Resourcing and Infrastructure Plan will be developed, and reviewed every two years by the Board and the Curator.

Existing funding plus new streams, and ballpark needs.

The elements covered are:

- Northern Territory Government
- Patrons, Friends
- donations
- philanthropy

- training delivery and venue in partnership with Registered Training Organisations and other training agencies

- café

- etc

### Infrastructure

The infrastructure of the Garden needs to complement the Master Plan's values – community ownership, heritage, ambience, integrity and education. Existing placement and purpose of infrastructure will determine future development.

The elements covered are:

- existing infrastructure
- future capital improvements
- repairs and maintenance requirements
- financial needs.

## Objectives

- To build the horticultural quality of the Olive Pink Botanic Garden
- To enhance visitor experience
- To ensure the built environment is complementary to the natural landscape

## Strategies

We will consider the Garden and the Interpretation and Information Plans, Plan to identify needs. We will operate using:

- an annual risk management analysis;
- an effective annual maintenance program; and
- clear daily work procedures.

## Existing and future issues

### The building

The main building was constructed in 1985. This building incorporated a Visitor Centre, public toilets, administration area (in the middle) and a one bedroom self-contained caretaker's flat on the northern end.

Around 2001 the caretaker's flat was converted to a small café; in 2008 the central offices were converted to a commercial kitchen and cafe, and the administration and library relocated to the north end of the building.

The current main building is not able to adequately function as a café, exhibition space, library and administration area. The primary function of the main room in the Visitor Centre is interpretation, as well as a meeting room. Options for the future need to be identified.

### Service area

The current service area is inadequate. It is located in an area of the Garden such that unnecessary attention is drawn to its function. The service area needs to be re-developed off Tuncks Road. We are likely to need an electrical substation.

## **Car park**

We plan to redesign the car park. The current configuration wastes space and is not as safe as it might be. Moreover, it is not reflective of the standards to which we aspire for the garden.

## **Outdoor event area**

Plant sales, fairs, celebrations, films and festivals will all benefit from an identified area within the Garden. The Plan has identified the area south of the Gazebo to be discreetly groomed to better cater for these events.

## **Roads, paths and lighting**

We recognise the need to upgrade and better maintain our roads and paths. We will consider the installation of more lighting so we can use the Garden more easily in the evenings.

## Appendix

This Master Plan is supported by policies, procedures and plans which will help guide the direction and work of the Olive Pink Botanic Garden.

### Next step

Garden Design Masterplan