

1973

2017.04.02.01

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS

Dear Member,

This is to serve as notification of the Institute's first General Meeting to be held on Saturday November the 3rd, in the Ministry of Works Conference Room, First Floor, Worcester Street, Christchurch, starting at 9.30a.m.

Further details will be forwarded with a copy of the Constitution in October.

Yours sincerely,



Secretary/Treasurer,
P.O. Box 13229, Armagh
Christchurch.

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS

Notification of Business for 3rd
November, 1973, General Meeting.

Agenda:

- (1) Welcome and Introduction
- (ii) Aims of the Institute;
Secretary/Treasurer's
Report.
- (iii) Constitution and Proposed
Amendments.
- (iv) Organisation
 - (a) Publications
 - (b) Government and Dis-
trict Level
Approaches
 - (c) Education, Foreign
Relations, Seminars
etc.
- (v) Action

Note: You are reminded that Mini-
stry of Works requires that all
Members of the Institute be in the
Conference Room, Worcester Street,
before 9.25a.m; thereafter the
doors must be closed.

2017.02.02

PRELIMINARY ONLY

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS (INC).

OPENING ADDRESS TO THE FIRST GENERAL MEETING OF THE N.Z.I.L.A.

NOVEMBER 3RD, 1973

As Chairman of the Executive Committee, it is my honourous task to deliver the introductory remarks for this first ever gathering for members of the New Zealand Institute of Landscape Architects.

Let there be no mistake; this meeting is the making of professional New Zealand Landscape Architecture history, for such are our strengths, both in the numerical sense and in the desire to develop full professional status for an infant profession, that we can only succeed.

As landscape persons we are all used to deriving pleasure from the three plateaux of time;

- (i) We reflect on and analyse the past,
- (ii) We dwell on and consider the present,
- and
- (iii) We survey the future

It is my intention then, to review and correlate in a somewhat philosophical yet skeletal way Landscape Architecture in New Zealand with these three platforms of time in mind.

THE PAST

We should consider our place and relevance in time in terms of 130 years of European or more specifically English, development in New Zealand. Our today's landscapes are derived greatly from the traditions of land use that the early settlers brought; we see much of this traditional landscape at its best today, yet we still inherit much of their desire to "win" over nature.

We are not new on the New Zealand scene; neither are many of "our ideas". Yet in both arrogance and ignorance we think that ecology and environmentalism are the product of a new learning.

PRELIMINARY ONLY

Many people inherently understood and used the ways and tools of natural landscape in the 130 years that describe our European past - let alone a Maori Culture of 1000 years derived from within nature rather than without.

Neither are we "new" in an institutional sense, other bodies with landscape instincts such as the Royal N.Z. Institute of Horticulture, and the N.Z. Association of Landscape Designers have acted to serve the requirements of gathering people of like interest together - we should not dismiss or forget their efforts.

Yet in reflection the formation of this particular Institute was a foregone conclusion.

As the numbers of people qualified in Landscape Architecture increased throughout New Zealand so too did the need increase for a body in which to rest their professional ideals. Particularly was this so for Diploma and Certificate holders, who are the result of 5 years of product from courses at Lincoln College.

The path to full Incorporated Institute status has however met the occasional "air pocket en route", but it is not my intention to dwell on these patches of slight turbulence that now rightly belong in the past.

Neither should we be disturbed by criticisms that we are primarily a "Lincoln Old Boys Club" - for indeed in the main we are. Let us however be open minded and open doored enough to let other ideas and ideals come forward in our ranks.

THE PRESENT.

We are currently riding the crest of "the environmental wave" - probably because few professions have been able to meet with a creative design intent, the demands of an applied ecology. By witness of overseas trends and the tendency for New Zealand to pick up the backwash of overseas tides, this profession can hope to witness and be part of even greater advancement, use, and understanding than has occurred in the 5 - 10 years of environmental upsurge in this country.

As a profession Landscape Architecture in New Zealand differs in development compared with say - Britain and the United States - in both cases the professions were established before "environment" became "everything". They were perhaps more professionally prepared to meet the tide than we were because the parameters of a profession were better defined with time, and so "environment" became an additive, in fact a catalyst, to the further development of an established profession.

PRELIMINARY ONLY

But just as this addition brought strength associated with a capacity to answer the demands for environmental studies it has also displayed its weakness.

"Environmental" tends now to be just that selling icing on the cake rather than being the cream that is blended throughout and binds the mixture to make it "really good" in every sense of tasteful landscape.

New Zealand on the other hand has not yet seen strength in Landscape Architecture for we are still few in number and have been unable to answer well the upsurge in demand for advice on the visual requirements of conservation, environment, and ecology.

As a result today many make money using the word "Landscape" in the adjectival sense at many planes of operation for "Landscape" is to a point, a selling and popular word. On other counts other professional spheres use and abuse the tools of "Landscape"; sometimes unconsciously, sometimes purposely to expand their own realms, and again sometimes simply because it is vogue and a money spinning dressage factor covering the real intent of the wares some are trading.

It is for the basic reason of a need for professional strength that the Executive Committee decided to register the Institute in late December 1972. We of the committee are of the opinion that the basic structure and understanding of Landscape Architecture needs co-ordination, strength and positive aims for we could well lose out unless we present a united, concentrated effort to "sell now" both literally and metaphorically, the ideas and philosophies on which this profession depends.

In two breaths then, I have sounded both the airs of optimism and pessimism; yet it is the optimistic level which should basically pervade most thoughts. Optimism can only be so if we all do our job in "a quality way" befitting a "quality profession"; a profession which offers both individuality and creativity in seeking that new quality of New Zealand life many people say they are now striving for.

THE FUTURE.

The other day I was asked,

"When are you going to change the name of the course at Lincoln from Landscape Architecture to Environmental Science?"

I replied,

"Never, there is no need, the term Landscape in its various forms has survived three centuries and will perhaps survive three more; the term Environment in its multifarious shades of meaning may not, even survive three decades".

PRELIMINARY ONLY

In that exchange, I personally foresee a philosophy for this Institutes' future.

The "backlash" at environmentalism must surely come because much of today's environmental talk is not interpretive in the ecological sense; much is no more penetrative or concerned for conservation than it ever was in the past; much is said to demonstrate the impacts of new environments on old environments yet the imprint of landscape and visual evaluations still fall pitifully short.

Many visual evaluations are:

- (a) simply not done
- (b) poorly done
- (c) done as a brush-off or afterthought

(d) done without understanding for subjective evaluations, and why we as Landscape Architects use them rather than "systematize" everything in a world ruled by technocrats.

or

- (e) done by unqualified personnel.

Yes, we as a profession of Landscape Architects have a long way to go in the future.

As a profession we have a very good future; provided we do our job with sincerity.

Tony Jackman

A.E. Jackman,
Chairman,
Executive Committee,
N.Z.I.L.A.
November 3rd 1973.

2017.04.02.04

CHRISTCHURCH

19 October 1973

NEW ZEALAND INSTITUTE OF LANDSCAPE
ARCHITECTS, FIRST GENERAL MEETING
3 NOVEMBER 1973

Some proposals concerning contact with central Government.

1. Introduction

There is still insufficient recognition and understanding by many Government departments as to the role of the landscape architect and the need for his acceptance in the early basic stages of the majority of projects.

There is also an increasing reluctance with the profession of planning and architecture to recognise landscape architecture in its own right.

On occasions landscape architects are included in team approach but more frequently their services are sought in a cosmetic way after works are either completed or in the process of completion.

2. Present Position Concerning Known Employment Within Government

(a) Ministry of Works

6 7	Landscape Architects
1	L.A. - full time study award
1	L.A. - cadet
3	L.D. - (certificate holders)

11 ~~12~~

1 L.A. consultant used periodically.

(b) Lands and Survey Department (including Park Board)

3 L.A.

1 L.D.

-

4

-

2.

2 L.A. consultants used periodically.

(c) New Zealand Forest Service

1 L.A. (*unqualified*)

(d) New Zealand Electricity Department

1 L.A.

Total number employed in all Government departments:

L.A. ~~12~~ 4

L.D. 4

Study Awards 2

~~18~~ 17

Plus 2 consultants.

Several Government departments have made recommendations to have an increase in L.A. staff.

3. State Services Commission Occupational Grouping for Landscape Architects

There are two occupational classes utilised by the State Services Commission to accommodate landscape architects.

(a) Landscape and Gardens Class, 235.1

An entirely unsatisfactory class for landscape architects and this is in the process of being changed.

(b) Town Planning Class, 213.1

The town planning class is higher graded than the landscape and gardening, therefore landscape architects within this group are higher graded. The State Services Commission is currently considering the transfer of all landscape architects to the town planning class, ~~235.1~~ 213.1.

Although it will be necessary for landscape architects to have their own occupational group, I consider it would be ill-timed at this juncture to press

3.

for this as considerable status benefit could result from being attached to the town planning class for an interim period.

4. Approach to Central Government (

I would propose that a four-man sub-committee be elected for this purpose.

In terms of priority I would suggest the following:

(a) State Services Commission

1. Aims of the N.Z. Institute of Landscape Architects.
2. Professional recognition of N.Z. Institute by State Services Commission essential. It is desirable that the Institute obtain professional recognition from State Services Commission before approaching Government departments.

(b) Commissioner of the Environment

1. Aims of the Institute.
2. Ways in which the Institute could assist the Commissioner.
3. If possible his staff should include a landscape architect.

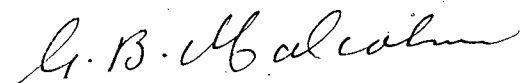
(c) Heads of Government Departments Should Include:

Commissioner of Works
Director General of Lands
Director General of Forests
General Manager, Electricity Department
Director General of Agriculture.
Director General of Education.

4.

It is suggested that members of the sub-committee meet the various heads of Government departments stating the aims of the Institute and perhaps discussions should be more of a general nature concerning the importance of landscape architecture and the role it could fulfil within departments. This initial contact would determine the nature with which a more detailed approach could be made.

On this level of approach it should be remembered that politics is an essential ingredient and necessary to any measure of success that may be achieved.



(G. B. Malcolm)

2017.04.02.06

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTSDISTRICT LEVEL ORGANISATION

Perhaps the most important objective in the Institutes constitution when considering District Organisation is Article 2 (1).

"To promote good feeling and friendly intercourse among members"

It takes little elaboration to realise that such communication and discourse amongst members is dependent upon.

- A certain level and type of structure under the umbrella of the National body.
- An adequate number of members to make up a viable group.

Because of the relatively small number of members involved at this stage it would be impractical and probably unwise to arbitrarily divide the country into District Levels as such. Three possibilities come to mind as being alternatives in the initial period of establishment:

- (i.e.)
1. No district or branch groups for the first year in order to stabilise policy etc.
 2. Establish say a North Island group and a South Island group with wide ranging committees.
 3. Have a Canterbury group with regions such as Otago and Southland, being serviced from this central group. Apply the same principle to Wellington and North Island regions.

One of the more important criteria in establishing District organisations will be to determine the minimum number of members required before such a group could be formalised; four to six corporate members seems a reasonable number, this to ensure that the group be professionally adequate and be able to relate to the policies of the Institute. I feel also that clean cut lines of action and the ability of groups to be forward thinking especially in meeting with other disciplines will be particularly important if we are to keep pace with present trends in the planning and design fields.

While realising that we are all committed to making the Institute "go" I think there is a danger at this stage in over-emphasising District organisation. Not only are financial resources going to be stretched to the maximum but personal input to the Institute could get out of proportion to everyday work requirements at a time when it is just as important to produce the "goods" themselves. In other words lets have a balanced approach with enthusiasm all round. In speaking to two Wellington members I find that even lunch time get togethers would be appreciated as a way of communicating more regularly than is possible at present.

What of the committee structure and formal organisation of district membership? I think this is something to be worked out once the distribution of members is known and priorities in terms of other requirements become obvious at this meeting.

Robin Gay

2017.04.02.07

NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTS, G.M. 3/11/73.Education, Foreign Relations, Seminars.

The objects of the Institute are closely related to these matters. Article 2(a) gives the objective of "promoting the profession of Landscape architecture, and raising its character and status"; 2(b) aims "to advance the study of landscape architecture....."; 2(f) "to improve the general and technical knowledge of persons engaged in or intending to engage in landscape architecture". All these must be concerned with encouraging education and with setting educational standards desirable within New Zealand and acceptable overseas. Our status amongst professional bodies with related fields of interest will depend upon the educational standards required from our professional categories; our status with fellow landscape architects in other parts of the world is equally so dependant. The use educational methods, as a means of ensuring the standard of corporate members, is a means of promoting these objectives, but is also, as 2(e) visualises, a means of increasing the confidence of the community in the employment of landscape architects".

Other articles in our objects also relate to the same theme. 2(a), as already quoted, is to "promote the profession"; 2(c) and 2(d) are "to promote sound principles of landscape architecture", and "to bring matters affecting landscape architecture to the notice of authorities, bodies, associations". The use of the appropriately aimed and organised seminars with well-publicised conclusions, is one way of doing so.

(1) Education

It can be appreciated, therefore, that attention to educational standards, and the dissemination of information to our members and to others, is an essential part of our existence, which, equally, is a necessary requirement for us to be in existence. Without this emphasis we are not a professional body, but just a bunch of interested persons.

We have to be quite clear in our minds at the beginning about our relationship with the educational organisations in achieving our objectives. Our basic task is not to teach at the sub-professional level; this is the task of those organisations who are paid to do so. Our task is to ensure that their standards are not below the standards required for professional practice, although I am obviously wearing two hats - and at the same time - saying this.

However, if we look at the senior association of landscape architects in the world - the American Society of Landscape Architects - they have "accredited", after examining them, about 15 university courses, whose successful students, after a period of two years in practice, can then obtain full professional membership of A.S.L.A. But there are many unaccredited courses in the U.S.A., whose standards are not acceptable to A.S.L.A. Equally the Australian I.L.A. has a similar process. Lincoln Dip. L.A. holders are accepted after experience, for corporate membership; but students from the part-time two year course at the University of New South Wales are not. So our objective as a body is a watching brief to ensure that the standards of the educationalists are adequate for professional needs, and, also, to keep in

close contact with the educationalists on such matters.

Eventually we should also offer our own examinations as a parallel to educational programmes for those unable to undertake such programmes in full. The I.L.A. and A.I.L.A. both have such systems, and earlier this year one of our members who has a Lincoln Cert. L.D. was successful in passing the A.I.L.A. exams, thus allowing entry to N.Z.I.L.A. corporate membership when he has completed the A.I.L.A. requirement for post examination practical experience. How soon we can establish our own system is indeterminate, but it is feasible that the A.I.L.A. could co-operate with us on this as an interim measure. I would suggest, however that these matters must be left to the judgement of the Executive Committee, prodded with the feeling of this meeting. However, I hope that an N.Z.I.L.A. Examination System although given a degree of urgency, should not have priority in our activities. There are many other things much more important and we do not wish to be in the same situation as the R.N.Z.I.H. in which its examinations system, although subsidised by the Government, still occupy over half their resources of finance and time.

Examinations do not necessarily involve teaching but they must involve the provision of some guidance, preferably by reference to a syllabus of study and to recommended texts. Both A.I.L.A. and I.L.A. have such system. These systems take some time to work out adequately, but should be a requirement which parallels the establishment of an examination system, and preferably pre-empts it, by at least a year, to allow adequate time for preparation. I currently have no fixed ideas about the form that N.Z.I.L.A. examinations should take, except that they must be comparable in content, overall, to the Lincoln Dip. L.A. and its pre-requisites, and involve written examinations, testimonies of study, and design set piece.

(2) Seminars.

The post-professional level of education (or in-service levels, as appropriate) should be dependent upon local meetings - however difficult to organise, with our low numbers - and with seminars or conferences. These latter can also serve to fulfil other of our objectives in establishing basic 'platforms' from which we attempt, in the words of articles 2(c) and 2(d) "to promote sound principles of landscape architecture", and "to bring matters affecting landscape architecture to the notice of authorities, bodies and associations". Obviously we need careful study of the landscape problems and "best return for effort" before we attempt to develop this theme, and it is up to this meeting to express its views in the matter. I would suggest that a list to cover some of the basic problems which landscape architecture in New Zealand faces should at least include

- Landscape Architecture and the Suburban Environment.
- Landscape Architecture and Recreation.
- Where is Landscape Architecture Going?
- Conservation and the Landscape Architect.

Whatever we decide to do, I would suggest, must nevertheless be measured by two criteria:

(1) That we do not over reach our capacities. What we do must be done well, and we should be selective about our choice of seminar activity to ensure this. This selectivity would relate to both quantity of seminars, and their content.

- 3 -

(2) We must be able to produce the results of seminars in such a manner as reflect credit to both the Institute, and to Landscape Architecture. In this matter, there obviously must be close contact with the Treasurer and the sub-committee on Publications.

In view of these criteria and our limited resources in manpower and finance, I would suggest that our maximum endeavour, at present, be limited to one seminar per annum. This does not obviate purely domestic endeavour which can be at a lower level, but our public utterances must be at the highest possible plane, in status and in physical presentation. I have two examples of A.I.L.A. publications which members may be interested in, as examples at which we could aim.

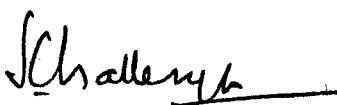
(3) Foreign Relations.

Two fields of opportunity exist:

- (1) Through direct contact with ~~neighbouring~~ associations.
- (2) Through international organisations of national bodies of landscape architects.

In both these fields, your Embryonic Institute has already been active. The New Zealand members of the A.I.L.A. have established good relations with that body. We received support from the A.I.L.A. in our setting up endeavours, and have received good-will messages from both President and Council. We have adopted the policy of accepting corporate members of the A.I.L.A. as corporate members of the N.Z.I.L.A. and hope that this recognition will be reciprocal, for corporate members of N.Z.I.L.A. who go to work in Australia and wish to join the A.I.L.A. The Lincoln Dip. L.A. will be examined once again in 1974 by the A.I.L.A. to ensure that our basic standard remains acceptable to them. There are many other ways in which contact and co-operation may be attained, possibly even through some type of formal affiliation, and suggestion would be welcome.

In the international scene, the International Federation of Landscape Architects is the major source of positive relationship. I.F.L.A. membership consists of the National Associations of landscape architects - 24 nations being so represented - and individual members from nations where no national association has yet been formed. I have acted in this latter capacity on the I.F.L.A. council for New Zealand in the past 4 years. I.F.L.A. represents about 4000 landscape architects in 32 countries, and is a member of U.N.E.S.C.O. as well as being engaged in co-operative work on matters which affect the landscape architect and landscape architecture with such international bodies as U.N.O., Council of Europe, I.U.C.N., U.I.A. etc. I feel, therefore, that we must not fail to seek election to I.F.L.A. at their next Grand Council meeting in Vienna, 17 - 21 June, 1974. This possibility has already been canvassed in the report from the I.F.L.A. Eastern Region Committee (Chairman, John Oldham, Australia) tabled at the I.F.L.A. council meeting in Paris in September 1973. I would earnestly seek the permission of this meeting to obtain formal membership by N.Z.I.L.A. of I.F.L.A. The cost of such membership is based on our membership but is in the region of N.Z. \$2.00 per head. Since it is a national body fee it would be covered by your present fees to N.Z.I.L.A. The benefits are to Landscape Architecture as a whole, rather than to any individual, but, despite our small size, we shall be starting to play our part in the whole world of Landscape Architecture.


(S. Challenger)

2017.04.02.05

To S. Challenger.

FIRST GENERAL MEETING, NEW ZEALAND INSTITUTE OF LANDSCAPE ARCHITECTSCHRISTCHURCH : 3 NOVEMBER 1973

P.T.O.

LOCAL GOVERNMENT APPROACHES1. Introduction

Throughout New Zealand, there are a very large number of local authorities. Many of these have responsibilities which relate closely to Landscape Architecture. It is considered that an appreciation of Landscape Architecture and a means of communication with the Institute would be of considerable worth to many of these authorities.

A small number of the larger local authorities employ qualified Landscape Staff, and some others engage Landscape Consultants. But the large majority of local authorities have very little or no contact with Landscape Architects. It will be one of the Institute's functions to give local authorities an appreciation of Landscape Architecture, and to make it clear how they can follow this understanding through by engaging the services of adequately trained persons, when they are required and available.

The number of relevant local authorities that could be contacted throughout New Zealand is considerable. Because of their large numbers, wide distribution and differing relative importance, the method of approach will need to be varied. The establishment of priorities and exactly which authorities should be approached will be a matter for the publicity sub-committee to look into.

2. Initial Approach

The initial approach should probably be by letter in most cases. This would set out basic information about the structure and aims of the Institute, how the authority could benefit from the contact, and a means of making contact with the Institute on any specific issue. (See Appendix I for full list of local authority categories.)

3. Approach by Delegation to Authorities

Priorities should be established by the publicity sub-committee so that delegations can visit the local authorities of more immediate importance.

4. NZILA Publication to Subscribing Authorities

If a suitable, regular publication is to be produced, authorities could be encouraged to become subscribing members, thereby keeping regular contact with the Institute. They could also keep in touch with current projects being carried out by other authorities, as well as other developments. At the same time, the authorities would be contributing to the financial support of the Institute and its publication.

5. Lecturing NZILA Delegate to Selected Local Authority Conferences

Valuable contact could be made with local authorities at National and other conferences, if a delegate from the NZILA was invited to lecture. This would

give the opportunity to explain the Institute's set up, lecture on a relevant topic (e.g. the contribution of the Landscape Architect), and would enable a better understanding through discussion.

(See Appendix II for list of some Local Government organisations that hold suitable conferences).

Hedley Evans

HEDLEY EVANS

Tue 30.10.73.

Charlie,

I will be in CH CH. as from
approx 8pm. Thurs this week

Staying with David Carrick-Hestie,
18 Snowden Rd.

Ph 515-151.

Regards,
Hedley

APPENDIX IFULL LIST OF LOCAL AUTHORITY CATEGORIES IN N.Z.

* Denotes categories considered to be of particular significance.

	Airport Committees	(8)
*	Borough Councils	(115)
*	Catchment Boards	(16)
*	City Councils	(23)
*	County Councils	(107)
	County Town Committees	(98)
	Electric Power Boards	(41)
	Drainage Boards	(38)
	Fire Boards	(61)
	Harbour Boards	(20)
*	Hospital Boards	(31)
*	Local Government Organisations	(34)
*	Miscellaneous Authorities	(12)
	Miscellaneous Boards	(6)
	Pest Destruction Boards	(202)
	River Boards	(8)
	Town Councils	(17)

(Reference: N.Z. Local Authorities' Year Book - Publisher: Trade
Publications Ltd.)

APPENDIX II

PRELIMINARY LIST OF LOCAL GOVERNMENT ORGANISATIONS TO WHICH NZILA

DELEGATES MIGHT BE SENT AS LECTURERS

Municipal Association of N.Z. Inc.
Municipal Engineers Div., N.Z. Institute of Engineers.
National Roads Board
National Water & Soil Conservation Authority
N.Z. Catchment Authorities Association Inc.
N.Z. Counties Association Inc.
N.Z. Institute of County Engineers Inc.
N.Z. Institute of Park Administration
N.Z. Institute of Surveyors
Town and Country Planning Institute of New Zealand Inc.

PUBLICITY AND PUBLICATIONS.

I. INTRODUCTION

Although this subject is listed on your agenda notices as "Publications", I felt it would be apt to expand this title to "Publicity and Publications", because, at this stage, publicity should logically precede publications. However, the two should not be considered in isolation, and some appropriate publication should certainly follow up initial publicity, and fairly closely at that. Too lengthy a gap here would be very apparent, and any impetus gained as a result of this crucial first general meeting would run the very real and serious risk of being lost.

There is the danger though, of being too bold, emotional and ambitious, without the resources to sustain and back up the effort. It is a question of pursuing a meaningful and purposeful middle line, taking care to avoid any suggestion of timidity or apology.

I feel sure that, even allowing for the best in publicity and publications to achieve general appreciation, acceptance and understanding of landscape architecture, there will not be a dramatic breakthrough, but rather a battle of attrition.

2. A PRESS RELEASE

It is fitting with the founding of a national institute such as ours, to arrange for some form of press release. I have ascertained that "The Press" will be happy to accept information EH on our institute following this meeting.

In brief, the details required are:

Title

Why the institute has been formed

Aims (in broad terms)

The officers

Number of members

"The Press" will arrange for this to be distributed throughout New Zealand by the New Zealand Press Association.

3. INFORMING PROFESSIONAL ORGANISATIONS.

Our initial contact with other ~~DEHSE~~ organisations concerned with environmental design (in the broadest sense), natural resources management, planning, construction and materials etc., should not be overwhelming or even presumptuous. Also, while all these organisations deal with basic things common to us all, we will probably be regarded with caution and scepticism - perhaps even cynicism. However, I am sure that it would be worthwhile, in fact, essential at this stage, to inform them concisely of our aims and structure, and where, hopefully, we may fit into this complex mosaic.

The organisations which I feel are relevant here are:

The New Zealand Institute of ~~ARCHITECTS~~ Architects
Surveyors

The New Zealand Planning Institute Valuers
Real Estate

The New Zealand Institution of Engineers
R.N.Z.I.E.

The New Zealand Institute of Park and Recreation Administration

The Quantity Surveyors' Institute of New Zealand

The New Zealand Institute of Draughtsmen

The New Zealand Industrial Design Council

4. OUR FIRST PUBLICATION(S)

In the Introduction I referred to "publication" in the singular. This was intentional, because the writing, ~~like~~ selecting, compiling and reproduction of all written material is an involved and costly process. The range of techniques for graphic presentation are mind-boggling. There are innumerable factors to be considered, such as: the weight, quality, texture and colour of the paper or card to be used; format size and proportion; type-face or style; illustrations - the use of photographs ~~XX~~ or line drawings, or symbols; whether a folder, ring-bound, or stapled ~~XX~~ and taped.

The use or misuse of these things will be of real significance in both the general and specialised awareness, appreciation and acceptance of landscape architecture. Bearing this in mind, our first publication should be readily ~~comprehensible~~ comprehensible visually, while the text should be brief and succinct, but not sparse, or even worse, superficial.

The folder, "Landscape Architecture", produced by The Australian Institute of Landscape Architects, immediately comes to mind as being basically the sort of thing we should be looking for. We should, ~~however~~ however, strive to be original in our presentation. Originality need certainly not be synonymous with greater expense.

~~Our primary objective at this stage should be to state our concept-~~

Our primary objective at this stage should be to state our concept-
ion ~~as landscape architecture~~ of what landscape architecture is, and its relevance to the New Zealand scene.

5. THE MEANS OF ACHIEVEMENT

Inspiration or inspired thinking is undoubtedly the most cherished component in graphic design and the use of words.

This is especially pertinent to us at this time, because the need for first class publicity and publications will probably never be greater than it is now.

The logical, and perhaps only way to bring this to fruition is to nominate today, from the wide range of talent I know to be present, a Publicity and Publications Sub-committee. Their efforts will certainly be vital to our success, and their task will be no mean one.

Neil Aitken.

18/10/73.