

THE LANDSCAPE OF LIFESTYLE

Wine Country. The brand that is Hawke's Bay. Formerly "Sunny Hawke's Bay" then "The Fruitbowl of NZ". Both brands were swept away by a decisive, simple, appealing and insightful slogan that encapsulates the emotion of the product and conjures up images of the landscape that produces it.

But Wine Country is also a landscape of many lifestyles. Just as the agricultural lifestyle and horticultural lifestyle have made their mark on the landscape, so have viticulture and rural/residential subdivision, or "lifestyle blocks". The brand "Wine Country" depends not only on the "Wine" but also the "Country". With tourism a growth industry, along with net migration to the region, maintaining the country to meet the image of the brand is important.

This conference will explore the landscape of lifestyle, the impact that the pursuit of lifestyle is having on the landscape and how the Wine Country brand builds on and depends on this landscape.

A diverse range of speakers will discuss relevant demographic trends, planning and resource management implications, contemporary "lifestyle subdivision" design and development, best practice landscape assessment and photomontage techniques, and more.

For those focused on business, the parallel for professional practitioners will be explored, which is identifying their strengths and subsequent market niche, and how their brand reflects their landscape values.

The conference will also provide an opportunity to discuss and fine-tune the Draft NZILA Landscape Charter, possibly the most significant document the Institute has prepared since the drafting of the NZILA Statement of Philosophy.

A distinctly informal lifestyle is envisaged for the duration of the conference - the venue is a marquee in a vineyard, footwear will be optional, the social schedule will be demanding and the weather in Wine Country can be relied on to be great.

Look forward to seeing you there, and to saying cheers.

Thank you to our sponsors



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DISTRICT
COUNCIL



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Conference Organising Committee Suggestions for Sunday April 15th

Gannet Beach Adventures - 7:30am from Clifton
Bookings essential, telephone 0800 GANNETS (426 638)

Amazing Maze in Maize - 10am to 6pm
Telephone 06 878 8117 or visit www.maizemaze.co.nz

Napier Art Deco Walks & Tours - 10am & 2pm
For information telephone 06 835 0022

Wine Tasting Tours - 10:00am or 1pm
Bookings Essential, telephone 06 845 9034

National Aquarium - 9am to 5pm
www.nationalaquarium.co.nz

Hawke's Bay Museum - 10am to 5pm
www.hawkesbaymuseum.co.nz

For other options read the enclosed Hawke's Bay Visitor
Guide or visit www.hawkesbaynz.com

the landscape of lifestyle

*a relaxed (shoes optional) nzila
conference and agm*

Hawke's Bay 12th, 13th & 14th April 2007



Conference Activities

Registration, East Pier, Napier.

Conference Registration couldn't be more pleasant! Enjoy a glass of bubbles and a stack of nibbles at this beachfront location, looking out across Hawke Bay as the sun sinks in the west...

Conference Dinner, Shed 2, West Quay, Ahuriri

The venue is a former wool store, now a trendy waterfront restaurant and bar. The fishing boats will glide by as the sun sinks in the west...

Relaxed BBQ, Ngatarawa Winery

(Sponsors and Delegate Partners Welcome)

We finally get to make the most of the charming vineyard environment at the venue (a converted stables complex), as we contemplate the water lillies and watch again as the sun sinks in the west...

Speakers

Demographer (to be advised)

Current demographic trends of the New Zealand population. Introducing the generations and their changing needs and desires. How do current and future populations want to live? How does this relate to the Landscape of Lifestyle?

Planner (to be advised)

Understanding planning related issues connected with lifestyle living and design. What does the future hold?

Legal Practitioner (to be advised)

Understanding the statutory viewpoint. What trends are happening in the legal sphere, and what is deemed acceptable or not acceptable? What is the impact of the RMA on lifestyle choice?

Rachel de Lambert, Landscape Architect Boffa Miskell Ltd

Designing lifestyle development to fit the landscape. Examples of where good outcomes have been achieved for landscape and ecology through sensitive development. How to meet the living preferences of New Zealanders.

Lisa Rimmer, NZILA Researcher

Introducing the student summer research programme, focusing on landscape assessment and best practice guidelines.

Mike Farrow, Landscape Architect

Best practice photographic montages, and their use in Environment Court.

Chris Bray, Odyssey Marketing Group Ltd

Lifestyle as a brand. How to promote a way of life, and why. How can landscape architects use their knowledge of the lifestyle brand to challenge and influence developers and Councils.

John van Bohemen, Hastings District Council

Exploring the benefits and challenges facing Council through the growth of lifestyle choice. How can landscape architects assist Council in their planning and Resource Management?

John Hudson, Landscape Architect Hudson Associates Ltd

The Landscape of Lifestyle, bringing it all together. With our knowledge of the people's desires, the legal framework, the brand and the pressures on Councils, what is the landscape architect's role? How can we make a positive difference in the development of lifestyle?

Brad Coombes, Landscape Charter Workshop

The landscape charter will be a brief document highlighting NZILA members agreed and ratified set of landscape values. A short afternoon session is set out to workshop the values and begin developing the framework of the charter.

Peter Gough, Winemaker, Ngatarawa Winery

An introduction to Ngatarawa Winery and the process of wine making, including a refreshing stroll in the vineyard. Finished off with a tasting of one of our host's finest drops.

Agenda

Thursday 12th April

6:30 Cocktail Function

Friday 13th April

8:00 Buses Leave Quality Inn, Napier
8:30 Buses Arrive Ngatarawa Winery
8:35 Powhiri Welcome
9:00 Tea/Coffee
9:30 Opening by Lawrence Yule, Mayor of Hastings
9:45 Demographer (to be advised)
10:45 Tea/Coffee
11:15 Planner (to be advised)
12:00 Legal Practitioner (to be advised)
12:45 Lunch and time to visit Sponsors' Trade Stands
2:00 Rachel de Lambert, Rural Lifestyle Development
3:00 Tea/Coffee
3:30 Lisa Rimmer, Landscape Assessment
4:00 Mike Farrow, Use of Landscape Photomontages
5:00 Buses depart Ngatarawa Winery
5:30 Buses arrive Napier
6:30 Shed 2 Bar opens
7:00 Conference Dinner formally starts

Saturday 14th April

8:00 Buses Leave Napier
8:30 Tea/Coffee
9:00 Chris Bray, Lifestyle as a Brand
10:00 Tea/Coffee
10:30 John van Bohemen, Perspective from Council
11:30 John Hudson, Landscape of Lifestyle
12:30 Lunch plus AGM
3:00 Brad Coombes, Workshop on Landscape Charter
5:00 Conference Summary
5:30 Poroporoaki
5:45 Welcome to Ngatarawa Wine by Peter Gough followed by BBQ

8:00 - 10:30 Buses leave for Napier

Sunday 15th April

Free time to explore Hawke's Bay, suggestions overleaf

Please note times are subject to change.
Over-runs and extra time for chatting are expected.