



## HERB FEDERATION OF NEW ZEALAND INC.

### HERB AWARENESS WEEK COMMITTEE TERMS OF REFERENCE

#### **Herb Awareness Week:**

Herb Federation of New Zealand (HFNZ) has key objectives as set out in the Constitution 2011. The first of these is:

To promote education in the cultivation and use of herbs amongst the general public through the production of written educational materials, coordination of national programmes, presentation of public workshops and any other relevant activities.

The major way that HFNZ achieves this objective is through distributing information at the time of HFNZ national "Herb Awareness Week" (HAW), which is an annual event held at present in March each year. HFNZ National Executive Committee appoints a HAW Committee each year to coordinate HAW activities.

#### **HAW Committee members:**

HAW Committee members are appointed in May each year to plan for HAW in March the following year.

The HAW Committee shall consist of a Sub-committee of the HFNZ Executive Committee, together with such other Co-opted members as the HFNZ Executive Committee shall consider appropriate. The HAW Committee shall consist of a minimum of three persons.

#### **HAW Committee Reporting/Liaison:**

The HAW Committee receives this Terms of Reference document, undertakes planning and implementation of HAW planning, and reports to the HFNZ President and National Executive Committee monthly on progress. HAW Committee liaises with the HFNZ Secretariat re budget and financial expenditure; the Herbnews Editor re publication of HAW activities; and with HFNZ Website manager including provision of copies of the HAW poster and herb monographs for posting on the website.

**HAW Committee Meeting arrangements:**

The HAW Committee is encouraged to conduct its meetings via email, skype conference, or mail to enable members of the Committee who are not "local" to fully participate.

**HAW Committee - key tasks:**

1. Understanding the budget for the HAW activities ( a budget item outline is shown in Appendix 1 to this document)
2. Choosing four-six herbs for featuring in HAW.  
 One of the herbs shall be the International Herb of the Year, and at least one other shall be a New Zealand native. There shall be at least one normally considered medicinal, and one normally considered culinary.  
 In selecting the herbs to be featured the Committee shall be cognisant of those already featured in previous HAW (refer Appendix 4), and the need to select herbs with wide general public interest (accepting that HAW is intended as a general public interest and education exercise) and taking into account the wide range of growing climate within New Zealand. It is preferable that as many of the herbs chosen as possible can be grown in most areas of New Zealand, if necessary in a sheltered or protected situation.  
 Herbs featured in previous years should not be repeated unless there is a very compelling reason and the repeat is approved in advance by the HFNZ Executive.
3. The Committee researches and writes monographs on the chosen herbs or assigns this task to suitably qualified person/s. Drafts of the monographs shall be reviewed by the HFNZ Executive, including by at least a  
 Medical Herbalist, for accuracy.
4. The Committee provides ideas for the poster design and arranges for a designer to develop the poster.  
 The poster, in draft, is submitted to the National HFNZ Executive Committee for approval, prior to finalising and being sent for printing.
5. Printing numbers are established in consultation with the HFNZ Secretariat (and within budget).

6. The poster and herb monographs are published on HFNZ website.
7. HAW posters and monographs, complete with an introductory letter from HFNZ President and or HAW Chairperson are posted out to:
- \* individual members HFNZ
  - \* Herb Society members of HFNZ
  - \* Publications which might include HAW material in their magazine ( See Appendix 2 to this document)
- If possible post-outs to members should be coordinated with the post out of Herbnews September issue.  
Electronic copy of all HAW material posted to members shall be transmitted electronically to the webmaster in the formats noted below, so that it may be uploaded to the website around the time the data is posted to members.
8. The HAW Committee draws up a publicity plan and makes contact with relevant media eg. newspapers, radio stations, TV stations, Botanical Gardens, internet sites etc. (See Appendix 3 to this document), providing news releases, articles on HAW and its herbs for publication etc.
9. Presentation  
The HAW data sheets, poster, press release etc., prepared and edited as above, shall be presented in printed form and mounted on the HFNZ website. Printed copy shall be on white paper (to provide for easy duplication by photocopy) and may be printed either in colour or black and white. Electronic copy of data sheets (preferably in colour where possible) and other text documents for uploading to the website, shall be transmitted to the webmaster in MS Word or .pdf format (if in .pdf format, the individual files must be less than 150KB). Electronic copy of the poster shall be transmitted to the webmaster in .jpeg format. If these file formats create a problem, please discuss with the webmaster.
10. Poster  
The HAW poster, as well as featuring the selected herbs, the post shall:
- \* State that HAW is "An initiative of the Herb Federation of New

Zealand"

- \* Feature the HFNZ logo, and the HFNZ website URL
- \* Incorporate the words "Refer to your local Herb Society and your local newspaper for details of HAW activities in your area"

- \* Incorporate a plain white panel where the local Herb Society can place details of their meeting where HAW herbs will be featured.

11. Following HAW the HAW Committee writes up a brief report to the National HFNZ Executive Committee on what went well and what could be improved for next HAW. This report is provided to the Secretariat HFNZ for the April meeting of the National HFNZ Executive Committee.

#### **HAW Committee timeline:**

1. Committee appointed by May 30 each year
2. Have HAW material design ready by August 30
3. Printing of HAW materials by September 30
4. HAW materials posted out to members/on website/send to key magazines by October 30
5. HAW promoted to radio/TV during Jan/Feb each year
6. Report to National Executive HFNZ at April meeting each year

**APPENDIX ONE: HAW BUDGET ITEMS**

\$ 20.00 Committee communication  
\$ 400.00 Paper/photocopying  
\$ 200.00 Poster designer  
\$ 280.00 Printing  
\$ 250.00 Postage  
\$ 70.00 Envelopes

**Total \$1200.00**

**NB. Some HFNZ members may prefer to have HAW materials sent as attached file via email - this would reduce costs.**

**APPENDIX 2:****MAGAZINES AND OTHER PUBLICATIONS HAW MATERIAL IS SENT TO:**

**Avena (NZ Association of Medical Herbalists)**

**Editor - Mary Allen**

**[avena@nzamh.org.nz](mailto:avena@nzamh.org.nz)**

**Rainbownews - Editor Pauline Curel**

**[editor@rainbownews.co.nz](mailto:editor@rainbownews.co.nz)**

**Weekend Gardener - Editor Susie Longdell**

**[adminwg@xtra.co.nz](mailto:adminwg@xtra.co.nz)**

**New Zealand Gardener - Editor Lynda Hallinan**

**[mailbox@nzgardener.co.nz](mailto:mailbox@nzgardener.co.nz)**

**Organic NZ - Editor Philippa Jamieson**

**[editor@organicnz.org](mailto:editor@organicnz.org)**

**New Zealand Lifestyle Farmer - Editor Stephanie Maunsell**

**[lifestylefarmer.nz@ruralpress.com](mailto:lifestylefarmer.nz@ruralpress.com)**

**Canterbury Horticultural Society magazine "All about Gardening"  
for March newsletter. [chsi@xtra.co.nz](mailto:chsi@xtra.co.nz)**

**APPENDIX 3: MEDIA PUBLICITY PLAN**

## APPENDIX 4 : HAW HERBS

### HERBS FEATURED IN PREVIOUS HAW

Aloe	HAW 2010	
Anise Hyssop	HAW 2019	Int Hoy
Apothecary Rose	HAW 2012	Int HoY
Artichoke	HAW 2004	
Artemisia - Wormwood	HAW 2014	Int Hoy
Basil	HAW 2003	
Bay Tree	HAW 2009	Int HoY
Bullrush Raupo	HAW 2016	
Calendula	HAW 2008	Int HoY
Capsicum	HAW 2016	Int HoY
Chervil	HAW 2014	
Chamomile	HAW 2017	
Chickweed	HAW 2008	
Chicory	HAW 2016	
Coriander/Cilantro	HAW 2017	Int HoY
Dandelion	HAW 2007	
Dill	HAW 2010	Int HoY
Elderberry	HAW 2013	Int HoY
Fennel	HAW 2005	
Feverfew	HAW 2014	
Garlic	HAW 2004 & 2012	
Gotu Kola	HAW 2018	
Hawthorn	HAW 2013	
Heartsease	HAW 2005	
Hoheria	HAW 2011	
Hops	HAW 2018	Int HoY
Horopito	HAW 2008	
Horseradish	HAW 2011	
Kanuka	HAW 2014	
Kawakawa	HAW 2006 & 2012	
Koromiko	HAW 2007	
Kumerahou	HAW 2008	
Lavender	HAW 2003	



Lemon Balm	HAW 2007	Int HoY
Lemon myrtle	HAW 2012	
Lemon Verbena	HAW 2009	
Lovage	HAW 2016	
Manuka	HAW 2007	
Marshmellow	HAW 2018	
Mint	HAW 2003	
Mullein	HAW 2010	
New Zealand Flax	HAW 2006	
Oregano	HAW 2005	Int HoY
Parsley	HAW 2003	
Plantain	HAW 2010	
Puarangi	HAW 2018	
Puha	HAW 2017	
Red Clover	HAW 2017	
Red Matipo/Mapou	HAW 2019	
Rosemary	HAW 2006	
Rubus (Raspberry & Blackberry)	HAW 2020	Int HoY
Saffron	HAW 2013	
Sage	HAW 2004	
Savory	HAW 2015	Int HoY
Scented Geraniums	HAW 2006	
Self-Heal	HAW 2005	
Sweet Violet	HAW 2015	
Taramoa Native Raspberry (or Bush Lawyer which is also a Rubus)	HAW 2020	
Tanekaha	HAW 2015	
Thyme	HAW 2004	
Totara	HAW 2009 & 2013	
Turmeric	HAW 2011	
Vanilla	HAW 2015	
White Willow	HAW 2009	
Yarrow	HAW 2011	

## FUTURE INTERNATIONAL HERB OF THE YEAR

2015 Savory *Saturea ssp*

2016 Peppers *Capsicum ssp*

2017 Coriander/Cilantro *Coriandrum sativum*

2018 *Agastache ssp* (Anise, Hyssop, et al.)

2019 Hops *Humulus ssp.*

2020 *Rubus spp.* (Blackberries, Raspberries, et al.)

**HERBS NOT YET FEATURED [The list of course is endless, but these are a few possibilities]**

Acanthus  
Agrimony  
Alder  
Almond  
Allspice  
Angelica  
Anise Hyssop, *Agastache foeniculum* (2019 Int Herb of the year)  
Apple  
Artichoke - Jerusalem  
Asparagus  
Bamboo  
Berberis (Barberry)  
Bergamot  
Blackberry  
Brassica  
Broom  
Burdock  
Cabbage  
Catnip  
Camellia Senesnsis Tea  
Cayenne  
Chop Suey Greens - *Chrysanthemum coronarium*  
Chicory  
Chives  
Cleavers  
Clover (Red)  
Coffee  
Curry Plant  
Daisy  
Day Lily  
Echinacea  
Fat Hen  
Fennel - Bronze  
Fennel - Florence  
French Tarragon

Foxglove - digitalis  
Fumitory  
Ginger  
Ginko  
Hazel  
Hen & Chicken Fern (*Asplenium bulbiferum*)  
Karamu (*Coprosma*)  
Kelp  
Lovage  
Marjoram  
Marshmallow  
Mustard  
Orchid  
Orris Root  
Passionflower  
Perilla  
Pennyroyal  
Potato  
**Red Matipo/ Mapou, *Myrsine australis***  
**Rubus species (2020 Int Herb of the year) Raspberry & Blackberry**  
Rue  
Salad Burnet  
Seaweed  
Sesame  
Soapwort  
Sorrel  
Sweet Chestnut  
Sweet Cicely  
Tansy  
**Taramoa, (*Rubus squarrosus*) – Native Raspberry, there is also ‘Bush  
Lawyer’, which is a Rubus species**  
Vanilla  
Violet  
Watercress  
Wild Strawberry  
Wineberry. (*Aristotelia serrata*)