Papers based upon the talks at the New Zealand Gardens Trust “Going for Gold” Conference, 6–8 May 2005

**Winning gold at Chelsea**
Trish Waugh shares her experiences as part of the gold award winning team at the Chelsea Flower Show, UK, in 2004.

**Setting standards and achieving them**
Mick Reece discusses setting standards to provide consistent performance and achieving recognised customer satisfaction, using visits to the RHS garden at Wisley and the National Trust garden Sissinghurst in the UK as examples.

**On the garden trail**
Gordon Collier describes his work as an assessor for the New Zealand Gardens Trust and the gardens that he has visited.

**Design excellence: playing with scale and space**
Neil Ross discusses how to enhance your garden by manipulating scale and space from a design perspective.

**Quality: more than a stroll in the park**
Ron Russell, National Sales and Account Manager of Qualmark®, provides an outline of New Zealand’s official tourism quality endorsement agency and their partnership with the New Zealand Gardens Trust in garden assessing.

**Turning your garden treasure into gold**
Jack Hobbs and Aleysha Pangari share their experiences in marketing the Auckland Botanic Gardens.

**Ten tips for quality marketing of your garden visiting business**
Sophie Barker, the Business Development Manager of Larnach Castle, shares her secrets of success for marketing gardens open to the public.

**My Home My Castle: building the garden at Larnach Castle**
Margaret Barker tells the story of nearly 40 years of garden creation in the castle grounds.

**Obituary**
John Osborne Taylor, MBE.

**Book Reviews**