

Shawia insignis

COMMON NAMES

Marlborough rock daisy, Marlborough daisy

BIOSTATUS

Native – Endemic taxon

CURRENT CONSERVATION STATUS

2023 | Not Threatened

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CATEGORY

Vascular

STRUCTURAL CLASS

Trees & Shrubs - Dicotyledons

SIMPLIFIED DESCRIPTION

Low-growing shrub of several forms all share white fuzzy twigs bearing large leathery leaves that are white underneath inhabiting rocky cliffs and coastal faces in the seaward Kaikoura Ranges south to northern Canterbury. Leaves to 16cm long by 7.5cm wide, on stout fuzzy stalk. Flower head >3.5cm wide.

FLOWER COLOURS

White, Yellow

DISTRIBUTION

Endemic. South Island, Marlborough only

GENUS

Shawia

FAMILY

Asteraceae

AUTHORITY

Shawia insignis (Hook.f.) Salidiva & Nicol

SYNONYMS

Olearia insignis Hook.f., *Olearia marginata* Colenso, *Pachystegia insignis* (Hook.f.) Cheeseman

ENDEMIC TAXON

Yes

ENDEMIC GENUS

No

ENDEMIC FAMILY

No

PROPAGATION TECHNIQUE

Best from fresh seed which germinates easily. Can be grown from cuttings but these are hard to strike. Should be grown in a very dry, sunny place in free draining soil, a rock wall is ideal. Dislikes humidity and once established will not tolerate much root disturbance. Transplants with difficulty

CULTIVATION

Occasionally offered by retail plant nurseries and most specialist native plant nurseries.



Marlborough Sounds. Photographer: John Sawyer, Licence: CC BY-NC.



South Kaikoura coast variant. In cultivation. Dec 2006. Photographer: Peter J de Lange, Licence: CC BY-NC.

ETYMOLOGY

shawia: After Thomas Shaw (1694-1751), English scholar and traveller.

insignis: Outstanding or remarkable

NVS CODE

PACINS

CHROMOSOME NUMBER

$2n = 108$

PREVIOUS CONSERVATION STATUSES

2017 | Not Threatened

2012 | Not Threatened

2009 | Not Threatened

2004 | Not Threatened

[Jump to current conservation status](#)

REFERENCES AND FURTHER READING

Saldivia, P.; Nicol, D.A. 2025: Reinstatement, broader circumscription, and infrageneric classification of *Shawia* (Astereae, Celmisiinae), a large woody genus endemic to Australasia. *Phytoneuron* 49: 1–43.

MORE INFORMATION

<https://www.nzpcn.org.nz/flora/species/shawia-insignis/>

PDF DATE

25 May 2026