



 **Beca
Christchurch
Heritage
Festival**

Encounter our stories

7-28 October 2019

Wrap-up

Thank you

Thank you to all those involved in Beca Christchurch Heritage Festival 2019. The Heritage Festival is very much a collaborative event, with Christchurch City Council, sponsors, community organisations and individuals working together to produce a festival that celebrates the rich and diverse heritage of our district and beyond.

Overview

In 2019 we made a few changes to the programme format following discussions with stakeholders and in recognition of the adoption by Council earlier this year of *Our Heritage, Our Taonga — Heritage Strategy 2019–2029*. Our communities told us during the public engagement for the Heritage Strategy that they wanted more opportunities to collaborate to celebrate their heritage. The event programme was extended from a 10 day ‘week’ to a three week festival.

Heritage Week became the Christchurch Heritage Festival.

The Heritage Festival programme began on 7 October in order to capture the second week of the October school holidays. This enabled events that attracted children and families to run during the first week of the Heritage Festival and added an extra weekend to the programme which finished on 28 October, Labour Day.

Since the festival resumed following the Canterbury Earthquakes, the number of event providers has steadily grown. This year Council stood back from producing events in the programme and instead provided greater support to the community event providers. This approach was more community led in response to the Heritage Strategy findings. A broad and ethnically diverse range of events were held and event providers reported good attendance at the majority of events.



2019 Theme

Encounter our stories

The theme this year **Encounter our stories** emerged from the *Tuia - Encounters 250* national commemoration, which marks the anniversary of the first onshore meetings between Māori and Pākehā 250 years ago.

Tuia - Encounters 250 “is about the people and place of Aotearoa New Zealand – what brought us together, the challenges we face and how we will weave our cultures and values into a future we will be proud to leave for the next generations.” (mch.govt.nz/tuia250/abouttuia-250)

This kaupapa sits alongside the broader understanding of heritage that underpinned the Council’s recent Heritage Strategy, developed in partnership with the six papatipu rūnanga.

The **Encounter our stories** theme was an opportunity to share our stories of the past that link us all to this place. He tātai muka, he tātai tangata — weave together the strands, weave together the people.

Launch Event

This year the Christchurch Heritage Festival partnered with the Christchurch City Libraries' Photo Hunt which was celebrating a decade of the annual competition. The collaboration with the Christchurch Photo Hunt sat well with the theme – **Encounter our stories.**

Each year the Libraries' Photo Hunt aligns with the Heritage Festival theme to collect photographs that become part of the permanent archive of the city.

This collaboration was incorporated in some of the Heritage Festival advertising and saw the opening launch held at Tūranga, central library. The Photo Hunt was promoted to a wider audience in order to increase the diversity and volume of the city's heritage in the Libraries' photograph collection and on the Discovery Wall. The Photo Hunt received 541 entries, over double the number of entries of past years.

The launch event at Tūranga brought together heritage stakeholders, sponsors and event providers. Speakers included Councillor Clearwater, Richard Jenkins from the Heritage Festival's principal sponsor Beca, and Elaine Sides, Christchurch City Libraries. Corban Te Aika, Ngāi Tūāhuriri, opened the launch with a mihi whakatau and closed the proceedings with a mihi whakakapi. Amanda Ohs, Senior Heritage Advisor, Christchurch City Council joined Corban Te Aika as MCs for the evening.

The Heritage Ambassador Award for the Beca Christchurch Heritage Festival 2019 was presented by Councillor Clearwater to the Riccarton Bush Trust.



Heritage Ambassador Award

Since 2004 the Heritage Ambassador Award has acknowledged the service and commitment of individuals and groups who make a significant contribution to heritage education and advocacy through Heritage Festival events.

This year the Heritage Ambassador Award was presented to a community event provider which has been involved in the Heritage Festival programme since its beginnings as Heritage Week over 20 years ago.

The Heritage Festival Project Team was pleased to present the Heritage Ambassador Award for Beca Christchurch Heritage Festival 2019 to the **Riccarton Bush Trust.**

The Heritage Festival events held by the Riccarton Bush Trust have run since the mid-1990s and resumed from 2014 following earthquake repairs to Riccarton House.

The Trust has held many educational and entertaining tours, morning teas and talks. The collaboration this year with NO Productions Theatre brought to life the story of Jane Deans in her own home.

The many Heritage Festival events led by the Riccarton Bush Trust over the years have provided the community with a variety of often innovative opportunities to connect with Riccarton House and Bush/Pūtaringamotu in meaningful ways.

The Trust has consistently met a number of the key Heritage Ambassador Award criteria including:

- to increase public awareness of the heritage value of tangible and intangible heritage as a vital component of the unique identity of the district
- events successfully educate about, and engage the community in, local history and heritage places
- event organisers also make a contribution to heritage education and advocacy and/or caretaking of a heritage property outside of the Heritage Festival.

We congratulate the Trust on this achievement.

Encounter our stories

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Pippa Ensor, Tim Deans,
Bob Shearing, Shona Willis
and Shirish Paranjape accept
the award on behalf of the
Riccarton Bush Trust.

Heritage Festival Events

Over 20,000 people attended events over the three weeks of Beca Christchurch Heritage Festival 2019 across the city, Bank Peninsula and the Selwyn district, which was once again part of the programme.

The success of the programme relied on the work of over 60 community organisations and individuals who conceived, planned and ran over 80 events.

This year's theme attracted a number of new event providers including ethnic communities, which broadened the diversity of stories to be encountered. There was also an increase in the range of bi-cultural events in the programme.

There was a broad range of different activities in the programme including talks, exhibitions, tours, walks, displays, performing arts, and workshops which explored heritage through a variety of ways including poetry, writing and family history research.

The scale of events ranged from small events targeting specialist interest areas, to large community events like Akaroa FrenchFest with several thousand people attending over the three days, and the Hororata Spring Fair with 1500 attendees.

Unfortunately the Orton Bradley Park Spring Fair had to be cancelled for the first time in 10 years due to persistent bad weather in the week leading up to the fair making the paddock parking unusable.

A number of central city event providers including the Arts Centre Te Matatiki Toi Ora, The Teece Museum of Classical Antiquities (University of Canterbury), Christ Church Cathedral Reinstatement Trust, Christchurch Art Gallery Te Puna o Waiwhetū and Christchurch City Libraries Ngā Kete Wānanga-o-Ōtautahi each ran several different events and a number of smaller organisations and individuals ran two or more events.

Around half of the event providers received support from the Christchurch Heritage Festival Grant Fund which Council was once again able to offer. This supported community event providers in the Christchurch district with the costs associated with the production of Heritage Festival events.



Image: Hamish Gilchrist

McLean's Mansion – open for viewing



Avon Loop Heritage Walk



Mayor Lianne Dalziel with the judges and winners of this year's New Zealand Heritage Book Awards (nzsacanterbury.wordpress.com)



Writing Life Stories Workshop



Spirited Cemetery Tours



Christ Church Cathedral – Make Your Own Rose Window



Some events embraced the *Encounter our stories* theme by creating resources that continue to share stories with the wider community beyond the Heritage Festival.

Click on the links below to view these resources.

Plains FM
Te Reo Irirangi
o te Maania
– True Life Tales:
Encountering
Each Other

Heritage
New Zealand
Pouhere Taonga
– Postcards from
the Past

Ōnuku Marae/
FrenchFest

Network
Waitangi Ōtautahi
– Pre-Treaty Story
Podcasts

Christchurch
Photo Hunt
2019



Marketing

Print material

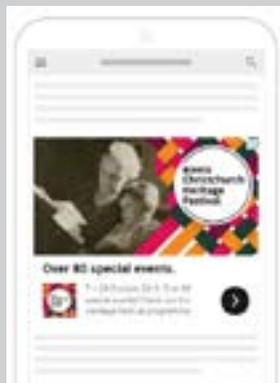
Printed guide, Star Media printed editorials, shopping mall bathroom posters



Marketing

Digital material

Billboards, social media, Google Advertising, plasma screens



Marketing

3,557
web visits

on Heritage Festival homepage
(excl. individual events)

 **Beca**
Christchurch
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23,857
people

reached and 340 reactions,
comments and shares on
Heritage Festival's boosted
Facebook post

94,385
people

reached and 6,240 actively
engaged through
social media

16,500
printed guides

distributed to over
170 locations

1.2M
impressions

and 468 link clicks through
Google Advertising

Feedback from community event providers

The event gave an opportunity for the Trust to meet its objectives [and] expand the network of supporters and people involved in its activities. It has further secured the Trust's activities, involvement and cooperation with and within the community.

**Between the Waters
Polish Legacy in New Zealand
Charitable Trust**

This small initiative as part of a large collective event, contributes to the development of a culture of inclusion in Christchurch Ōtautahi. This also gave listeners and the audience a deeper understanding of Te Ao Māori and how it applies in a multi-cultural context given the growing cultural diversity of our community.

**Plains FM Te Reo Iirangi
o te Maania/The Canterbury
Communications Trust**

The attendees got an oversight into Christchurch archaeology, with many saying how it was something they were not really aware of. People seemed really interested – with lots of questions asked.

**Underground Overground
Archaeology**

The capacity audience engaged with the content of the session and added their own snippets of stories and experiences throughout.

**The Arts Centre Te Matatiki
Toi Ora – Ōtautahi on Film**

Working with the library resources gave the children an insight into what is available to them at any time. We got very positive feedback from schools re the enjoyment levels of the whole day.

**WRITE ON School
for Young Writers**

Visitors expressed awe at the building [McLean's Mansion] itself (and the restoration task!) and their gratitude to the organisers for the opportunity to experience it at this stage of the process.

Christchurch Civic Trust

The Towpath Walk in Woolston went exceptionally well, with an incredible turnout of over 80 people of all ages and nationalities, despite variable weather on the day.

**Ōpāwaho Heathcote
River Network**

This completes a four year project of documenting baches 1–72 in Taylors Mistake, Boulder Bay and Hobsons Bay and the books provide a permanent record of this history.

Janet Abbott

We have only received positive feedback from the event. One person said “I enjoyed hearing the stories behind the buildings and gained inspiration to further my knowledge of Te Reo Māori”.

**Te Pūtahi – Christchurch centre
for architecture + city-making**

Those that attended expressed that they thoroughly enjoyed the activities, and some great artworks were created. Participants were mainly local families with primary school aged children.

**The Arts Centre Te Matatiki Toi
Ora – Family Fun: Look, Gather
Make**

We'd like to thank the following organisations and individuals for their contribution to Beca Christchurch Heritage Festival 2019

Addington Neighbourhood Association
Akaroa Community Arts Council
Akaroa Heritage Festival Society Inc
Akaroa Lighthouse Preservation Society
AMIKI

Avebury House Community Trust
Avon Loop Planning Association
Between the Waters — Polish Legacy
in New Zealand Charitable Trust

Biketober (Spokes Canterbury)
Canterbury Museum

Canterbury Workers'
Educational Association (CWEA)
Cashmere Residents' Association

Christ Church Cathedral Reinstatement Trust
Christchurch Art Gallery
Te Puna o Waiwhetū

Christchurch Botanic Gardens
Christchurch City Libraries
Ngā Kete Wānanga-o-Ōtautahi

Christchurch Civic Trust
Christchurch Transitional Cathedral
Comte de Paris
Descendants Group Inc

Cracroft Community Centre
Dante Alighieri
Society of Christchurch
Engineering New Zealand,
Canterbury Chapter
Family History Society of New Zealand

Friends of Ferrymead
Friends of Ngaio Marsh Inc
Friends of the Arts Centre
of Christchurch

Heritage New Zealand
Pouhere Taonga

Homebush Stables
Hororata Historic Society
Hororata Parish

Humans of Christchurch Ōtautahi
Janet Abbott

Jo Bailey
Kate Sheppard Tours
Knox Church

Malthouse Theatre Trust
Memories in Time

Network Waitangi Ōtautahi
New Zealand Chinese Association
(Canterbury Branch) Inc

New Zealand Society of Authors,
Canterbury Branch

New Zealand Society of Genealogists,
Canterbury Branch

Ōnuku Marae

Ōpāwaho Heathcote River Network
Papanui Heritage Group

Parihaka Network – Ngā Manu Kōrihi
Ōtautahi

Philippine Culture and Migrants Services
Plains FM Te Reo Irirangi
o te Maania/The Canterbury
Communications Trust

Riccarton Bush Trust
Richard Greenaway

Rose Historic Chapel Trust
St Mary's Anglican Church Addington

St Michael and All Angels Church
St Paul's Anglican Church, Papanui
Selwyn Heritage Network

Summit Road Society
Teece Museum of Classical Antiquities,
University of Canterbury

Te Pātaka o Rākaihautū/
Banks Peninsula Geopark

Te Pūtahi – Christchurch centre for
architecture and city-making

The Arts Centre Te Matatiki Toi Ora
The Christchurch Club

The Polish Association
in Christchurch Inc.

UC Arts Digital Lab

Underground Overground
Archaeology Ltd

WRITE ON School for Young Writers

Yaldhurst Museum
of Transport and Science

 **Beca**

MORE FM
CANTERBURY 92.1

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