

CHRISTCHURCH HERITAGE FESTIVAL 2023 - EVENT SUMMARY



Thank you

Thank you to all those involved in the Christchurch Heritage Festival 2023. The Heritage Festival is a collaborative event, with the Christchurch City Council, heritage and community organisations and individuals, working together to produce a festival that celebrates the rich and diverse heritage of our district and beyond. He tātai muka, he tātai tangata – weave together the strands, weave together the people.

The Heritage Festival went ahead in 2023 with its largest programme of activities to date over 18 days, including three weekends, from 6 - 23 October. Heritage Festival events ran across the City, Banks Peninsula and Selwyn. There were 98 events listed on the What's On programme, with between 10-15,000 people attending the festival as a whole.

Theme: Our Stories of Living and Learning

The theme for 2023, Our Stories of Living and Learning, looked to recognise our legacy of learning and education - exploring the different ways we have learnt from the past and how those who came before us learnt, through educational institutions and through the passing of knowledge between the generations.

The Festival was a time to reflect on how education and learning have shaped our diverse communities here in Ōtautahi-Christchurch, Te Pātaka o Rākahautū-Banks Peninsula and the wider Canterbury region.

A number of event providers used this theme to shape the content of their events which resulted in a variety of events focussing on learning and education in our communities. Some anniversaries that were acknowledged as part of the programme included 150 years since the establishment of the University of Canterbury, 100 years of nursing education in the city, as well as 130 years since women's suffrage, and 200th birthday anniversary of Jane Deans of Riccarton.

Heritage Festival Events

The success of the Heritage Festival programme relied on the work of over 60 community organisations and individuals who conceived, planned and ran the events. The theme once again attracted some new event providers, which added to the diversity and range of stories shared. There was a wide range of activities in the programme including talks, exhibitions, tours, walks, concerts, workshops and family activities. A range of age groups participated, and diverse communities held and participated in events.

Some larger event providers such as Te Matatiki Toi Ora The Arts Centre and Heritage New Zealand's Te Whare Waiutuutu Kate Sheppard House held multiple events. Several thousand people enjoyed the larger events including the Orton Bradley Park Spring Fair, Akaroa French Festival, the Ferrymead Heritage Park Extravaganza and the Avebury House open day and vintage market.



Akaroa French Festival 2023 'Landings' – Akaroa Heritage Festival Society - *We were so fortunate to have the support of Akaroa Area School children, who learned all about what it's like to be in a play and absolutely loved their experience.*



Ferrymead Heritage Park Extravaganza - *It was a rare opportunity to have some of the oldest forms of rail transportation in the world operating: Trains: The F13, built 1872, the D140 built in 1888 and the D16 built in 1878 and the world's only operating Kitson steam tram No.7 built 1881.*

Attendance across the programme overall was good. Unsettled weather during mid-October, particularly the high winds in the middle weekend of the festival, did result in a few events having to be cancelled, postponed or reduced in scale. There were a large number of talks in the programme this year, some of which attracted smaller numbers than previous years, possibly due to the number of talks in the programme. Overall attendance across the programme was good, with many event providers satisfied or very satisfied with the number of attendees at their event.



Heritage Restoration of a central city worker's home – Simone Rewa Pearson



Some like it Polish – 'Between the Waters' – Polish Legacy in New Zealand Trust



Hīkoi ki Kāpūtahi – take a walk on the wild side – Styx Living Laboratory Trust



Whakaraupō Time Warp Walk – Te Ūaka The Lyttelton Museum



Kate Sheppard Ride – Spokes Canterbury/Heritage New Zealand Pouhere Taonga



Accordian in Slavic Folklore: Past – Present – Future – Polonus Polish Folk Dance Group

Christchurch Heritage Festival Community Grant Fund 2023

Of the 92 individual event applications submitted to be part of the festival programme, 36 applied for grant funding support. Of these, 35 events went ahead with support from the Christchurch Heritage Festival Community Grant Fund. This fund, which is a part of the Intangible Heritage Grant Fund, was established by Christchurch City Council to support community event providers with costs associated with the production of Heritage Festival events.

Due to COVID cancellations over the past couple of years the grant fund was larger in 2023 and was fully subscribed. The grant fund had a total allocation of \$44,194 awarded to 35 separate events.

Community grants ranged from \$90 to \$3,756. Grant recipients for 2023 were:

- Richard Greenaway
- Our Stories Project Trust
- Ferrymead Heritage Park
- Write On School for Young Writers
- Friends of Nurses Memorial Chapel
- Jo Bailey Writer, Author and Editor
- Janet Abbott
- Orton Bradley Park
- NO Productions Theatre
- Avebury House Community Trust
- Philippine Culture and Migrants Services
- Polonus Polish Folk Dance Group
- Spokes Canterbury
- Akaroa Community Arts Council
- Te Matatiki Toi Ora The Arts Centre
- Rose Historic Chapel Trust
- St Paul's Papanui
- Te Ūaka The Lyttelton Museum
- Canterbury Workers' Educational Association
- Humans of Christchurch Ōtautahi
- Te Pātaka o Rākaihautū Banks Peninsula Geopark
- Styx Living Laboratory Trust
- 'Between the Waters' - Polish Legacy in New Zealand Charitable Trust
- St Mary's Anglican Church, Addington
- Historic Places Canterbury
- Te Pūtahi Centre for Architecture and City Making
- Christchurch Model Yacht Club
- New Zealand Chinese Association Canterbury
- Cracroft Community Centre
- King Cass Movement



Memory Map of Learning – Te Pūtahi Centre for Architecture and City Making



Hīkoi ki Kāpūtahi – take a walk on the wild side – Styx Living Laboratory Trust



Introduction to Radio Controlled Model Yacht Sailing - Christchurch Model Yacht Club

Community Event Feedback

Christchurch City Libraries – Photo Hunt 2023

Find out the overall winner along with the winners and highly commended entries for the categories. This year there were a total of 870 entries submitted and added to the Libraries' digital heritage collection at discoverywall.nz.

Write On School for Young Writers



Read poems and short prose composed by young writers who attended the Write On: Learning and Living in Ōtautahi Christchurch masterclasses presented by the Write On School for Young Writers at Tūranga during the Heritage Festival. The series of masterclasses for young writers aged 11-17 was a collaboration with the Christchurch Archaeology Project, using artefacts found after the earthquakes beneath the Te Pae site.

On each of the three days, the young writers made list poems about their own possessions from childhood, wrote odes to the artefacts, created a persona story or poem for one of the artefacts and finished by reflecting on the taonga we treasure or regret having lost.

See the blogs of writing from the young writers from each of the three festival masterclasses:

[Tuesday](#); [Thursday](#); [Friday](#).

Humans of Christchurch Ōtautahi - Red Chair Chats



View the photos and stories collected during the Heritage Festival at Riccarton Market and the University of Canterbury by Humans of Christchurch Ōtautahi on their Facebook page.

Humans of Christchurch: Through the weekend we collected a wide range of human stories, subjects ranging from music and dance, living with a head injury, postnatal depression and living in NZ as a refugee. We engaged with humans from aged 10 up to retirement age, evenly split between men and women. These people willingly told their stories and it is humbling to be able to empower them by sharing it. As well as benefiting those sharing their stories, once published, the wider Christchurch community will benefit by being able to read the stories, relating to and connecting with the themes that come through in each.

Avebury Open Day and Vintage Market



We had the vintage market ... an open day and heritage exhibition upstairs in Avebury House and we served our famous Devonshire Tea for a koha – we had our largest attendance this year and had to make two emergency runs for more jam and cream! ... We couldn't have been more thrilled.

Canterbury Workers Educational Association

Hear oral histories recorded in collaboration with PlainsFM as part of this year's CWEA Heritage Festival event to capture the history of the CWEA through personal recollections.

King Cass Movement



... we delivered our first successful 90 mins Heritage Festival event The goal was to build a community up through inspiration, connection, culture and to encourage engagement all within a safe space where we all belong. ... support and registrations flowing through from release date to execution. We attracted 92 registrations and 12 walk ups which exceeded our goal of 100. ... Organisations referred clients, parents brought through their youth and individuals turned up to try something new and everyone left feeling encouraged and purposeful. Our team put in the mahi ... and the people attended with an open mind to find their passion, potential and purpose.

NO Productions – Dear Jane



We are very pleased with the season of “Dear Jane”... After every performance, the audience was buzzing with excitement ... with many expressing a desire to go on a tour around the house in the future. Every night, it took some time for our audience members (of various ages and backgrounds!) to disperse as they were inspired by the show and Jane’s story. It created a wonderful atmosphere and we were deeply humbled by the comments we received... .

Rose Historic Chapel Trust – 8 Decades of the 3Rs.



Helen Webby principal harpist with the C.S.O. played to a capacity audience Every seat was taken as an appreciative audience enjoyed a wide musical selection beginning with a Celtic harp tribute to the Irish origins both of the religious order who taught here for over 80 years and many of the children who attended Mercy schools on this site. ... a very special memorable event enjoyed by all.

Risingholme House and Garden Tours



Over two days Risingholme welcomed members of their community near and far to explore the rich history of Risingholme park and homestead.

Christchurch City Council Marketing

In 2023 the marketing was based on the success of the 2022 model, a return to the full package following the more limited approach required during the pandemic. The printed calendar provided a summary overview of the events with the Council's What's On Christchurch website providing the full event details as well as communicating any changes or updates to the individual events. Additionally this year digital billboards were used, and to raise awareness, the Christchurch Heritage Festival banner was included on the rates email that went out to over 50,000 rate payers.



The Council's marketing programme included:

- 11,000 printed guides distributed through event providers, Council service centres, libraries, cafés and central city sites.
- Newline stories, including: **12 September 2023, 29 September 2023**
- Christchurch City Council Website/Facebook/Instagram, What's On Christchurch Website/Facebook/Instagram
- E-newsletters to festival mailing list
- Bright Signs (Te Hononga Civic Offices, Christchurch City Libraries, Recreation & Sport Centres, Rārākau: Riccarton Centre)
- Google advertising
- Facebook/Instagram ads
- The Press, The Star, The Star Communities, Akaroa Mail, Selwyn Times print ads
- Outdoor street posters and digital billboards
- Posters in local businesses such as takeaway stores, supermarkets, cafés etc.



Print samples, posters and digital billboards



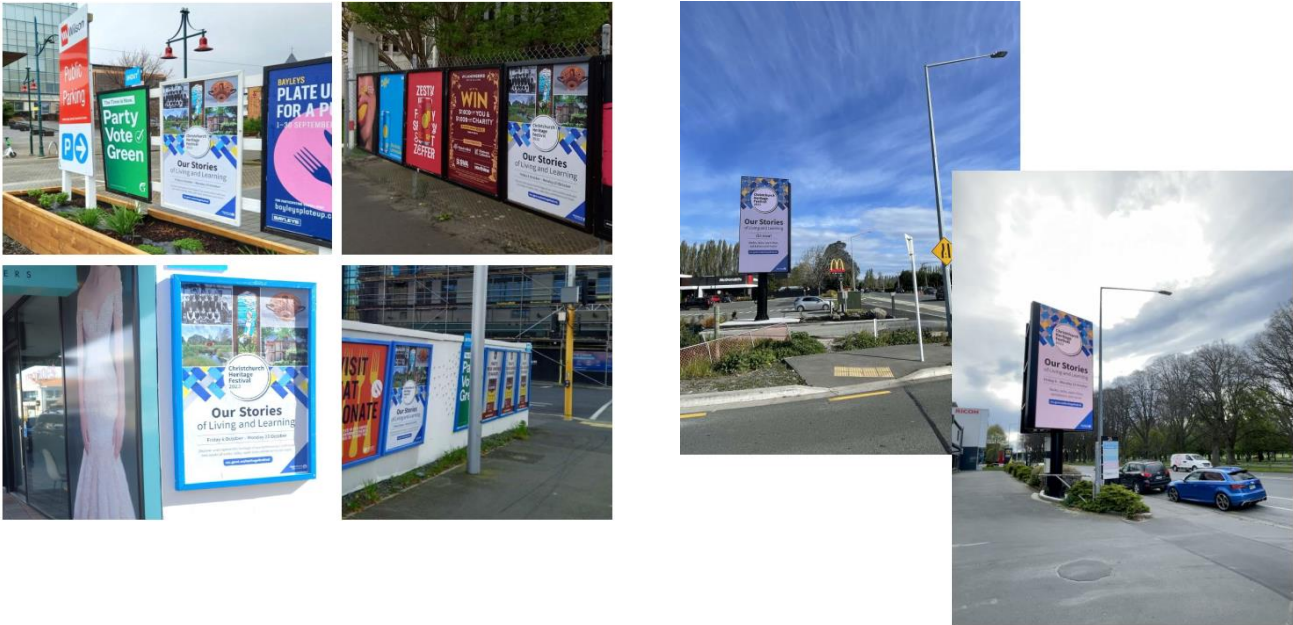
The Star - 5 October



The Press - 17 October



The Star Communities - 28 September



Digital material samples

Christchurch Heritage Festival offers exciting 2023 calendar



Woolmer Park, Christchurch, N. Z.

Civic events | 12 Sep 2023

Share this story

f t i n @

Christchurch's long-running Heritage Festival is back for 2023, offering a calendar packed with talks, performances, exhibitions, cemetery tours, and more.

Date: 12 September

Page views: 835

Annual hunt for historic Christchurch photos begins



History & Heritage | 25 Sep 2023

Share this story

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The search is on once again for unique photos that tell the stories of Ōtautahi-Christchurch and Pātaka o Rākauhauā-Banks Peninsula.

Date: 25 September

Page views: 2,765

Looking for things to do this weekend?



6 Oct 2023

Share this story

f t i n @

Boogie to house music, explore Antarctica and celebrate the history of Akaroa - check out what's on in Christchurch and Banks Peninsula this weekend.

Date: 6 October

Page views: 1,328

Marketing overview

Both the printed and digital channels had a high engagement rate. The printed guides were well received and there was a good presence of street posters in the Central City this year, as well as smaller posters in suburban centres. Added to this the digital billboards delivered over 130,000 ad plays.

Online marketing channels ran in September/October with an awareness objective. The Google Performance Max campaign performed well with a very high click through rate. Facebook paid ads were also strong, being seen over 500,000 times, with over 3000 link clicks received. The Christchurch Heritage Festival 2023 What's On programme received over 14,000 views and users were very engaged with high average viewing times recorded. Heritage Festival posts on the Christchurch City Council and What's On Facebook and Instagram pages were seen nearly 50,000 times.

The marketing as always was supplemented by the individual event providers who marketed their own events through a variety of channels and methods including digital channels, posters and flyers. The Council's marketing raises awareness of the programme as a whole, while individual event providers are able to target their local audience more directly, and so play a vital role of the overall marketing campaign.

The Christchurch Heritage Festival 2023 was made possible by the contribution of the following organisations and individuals:

- Addington Neighbourhood Association
- Akaroa Community Arts Council
- Akaroa Heritage Festival Society
- Alan Woods
- Ashburton Art Gallery and Museum
- Avebury House Community Trust
- 'Between the Waters' - Polish Legacy in NZ Charitable Trust
- Canterbury Genealogy Society
- Canterbury Workers' Educational Association (CWEA)
- Christ Church Cathedral Reinstatement Limited
- Christchurch Art Gallery
- Christchurch City Council Archives
- Christchurch City Libraries Ngā Kete Wānanga-o-Ōtautahi
- Christchurch Coastal Pathway Group
- Christchurch Guild of Weavers and Spinners
- Christchurch Model Yacht Club
- Christ's College
- Cracroft Community Centre
- Curator's House Restaurant
- Disarmament and Security Centre
- Engineering New Zealand Te Ao Rangahau
- Family History Society of New Zealand
- Ferrymead Heritage Park
- Friends of the Nurses' Memorial Chapel
- Heritage New Zealand Pouhere Taonga
- Historic Places Canterbury
- Humans of Christchurch Ōtautahi
- King Cass Movement
- Janet Abbott
- Jo Bailey
- Lincoln University
- New Zealand Chinese Association Canterbury
- NO Productions Theatre
- Northwest Christchurch Anglican Parish
- Orton Bradley Park
- Philippine Culture and Migrants Services
- Polonus Polish Folk Dance Group
- Riccarton Bush Trust
- Richard Greenaway
- Risingholme Community Centre
- Robinsons Bay Ratepayers and Residents Association
- Rose Historic Chapel Trust
- Spokes Canterbury
- Stoddart Cottage Trust
- St Mary's Anglican Church, Addington
- St Michael and All Angels Church
- St Paul's Anglican Church, Papanui
- Selwyn District Council – Libraries
- Simone Rewa Pearson
- Styx Living Laboratory Trust
- Summit Road Society
- Sutton Heritage House and Garden Trust
- Te Pātaka o Rākahautū Banks Peninsula Geopark
- Te Pūtahi Centre for Architecture and City Making
- Te Ūka The Lyttelton Museum
- The Arts Centre Te Matatiki Toi Ora
- The Christchurch Club
- UC Teece Museum
- Write On School for Young Writers