

# CHRISTCHURCH HERITAGE FESTIVAL 2024 - EVENT SUMMARY



## Thank you

Thank you to everyone involved in the Christchurch Heritage Festival 2024. The 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.

The festival sits as a mahinga-action in the Council's *Our Heritage, Our Taonga Heritage Strategy 2019-2029*. He tātai muka, he tātai tangata – weave together the strands; weave together the people.

The 2024 festival programme ran over 17 days, including three weekends, from 12 to 28 October. Events were held across Christchurch, Banks Peninsula, Selwyn and Waimakariri, with 75 events listed in the What's On programme. More than 8,000 people attended overall.

## Theme: Active Heritage – Sport, Recreation and Leisure

The theme for 2024 was: Active Heritage – Sport, Recreation and Leisure. This year marked the 50-year anniversary of the 1974 British Commonwealth Games in Christchurch, the starting point for the theme.

Many event providers in the community programme used this theme to shape the content of their events. There was a variety of events sharing how sport, recreation and leisure have shaped communities here in Ōtautahi-Christchurch, Te Pātaka o Rākaihautū-Banks Peninsula and the wider Canterbury region.

## Heritage Festival events

The Council facilitates the event through coordinating applications, running the administration and marketing the overall festival. The success of the events programme is testament to the work of about 43 community/heritage organisations and individuals who conceived, planned and ran the events. This year's theme attracted some new event providers and there was a wide range of activities in the programme, including talks, exhibitions, tours/open days, walks and

family activities. For the first time, the festival had no funding support for events, which reduced the number of community event providers involved.

We had around 31 community groups/individuals, seven larger heritage organisations and five libraries/Council units. Applications were down on previous years due to the proposed withdrawal of funding during the application process. Of the 77 event applications received, nine events were cancelled, seven due to the confirmation of the withdrawal of funding, two because of weather and two being withdrawn for other reasons.

Some larger event providers such as Te Matatiki Toi Ora The Arts Centre, Heritage New Zealand Pouhere Taonga, Christchurch City Libraries, the Christchurch Art Gallery, UC Teece Museum and the Canterbury Community Gardens Association held multiple events. Among the larger events enjoyed were the Orton Bradley Park Spring Fair, the Avebury House Open Day and the Heritage New Zealand Pouhere Taonga Futuro House Open Day.



Futuro House Open Day – Heritage New Zealand Pouhere Taonga and Futuro House



70s Big Band Blast - Te Matatiki Toi Ora The Arts Centre



Heritage Fun Zone - Te Matatiki Toi Ora The Arts Centre

## Community event provider feedback

Feedback received in a follow-up survey of event providers showed that many participants appreciated the opportunity to be involved:

- *This is an important festival for the heritage sector, and one we are pleased to be part of and support.*
- *We had interested people from outside Selwyn thanks to the Heritage Festival publicity.*
- *We will always participate as it is a great way to showcase the house and our local history.*
- *Thank you for continuing to organise this event!*
- *Keep on keeping on!! It is a very popular event :)*
- *It is always a wonderful festival for Christchurch.*
- *Keep producing the festival – it's a great opportunity for the people of Christchurch to connect to their heritage and learn about it!*
- *It is a great way to promote our heritage facilities and a great range of activities.*
- *Enjoyed being a part of a city-wide event.*

## Christchurch City Council marketing

Marketing continued along the same lines as in the past few years, based on the success of that model. The printed calendar provided a summary overview of the events with the What's On Christchurch website providing full event details and communicating event updates. The main change this year, in response to feedback from last year, was the increase in emphasis on digital marketing.



### The marketing programme included:

- 8,500 printed guides distributed through event providers, Christchurch City Libraries and service centres, cafés and central city sites.
- Newline stories: [11 September 2024](#), [3 October 2024](#), [11 October 2024](#), [18 October 2024](#)
- Council website/Facebook and What's On Christchurch website/Facebook
- E-newsletters to Christchurch Heritage Festival mailing list
- Bright signs (Te Hononga Civic Offices, Christchurch City Libraries, service centres and recreation and sport centres)
- Google Display Network adverts
- Facebook/Instagram adverts
- The Press, The Star, The Star Communities, Akaroa Mail, Selwyn Times adverts
- Outdoor street posters
- Posters in suburban businesses, such as takeaway stores, supermarkets, and cafés.

### Print samples - posters and newspapers





The Star Communities - 8 October



The Press - 2 October



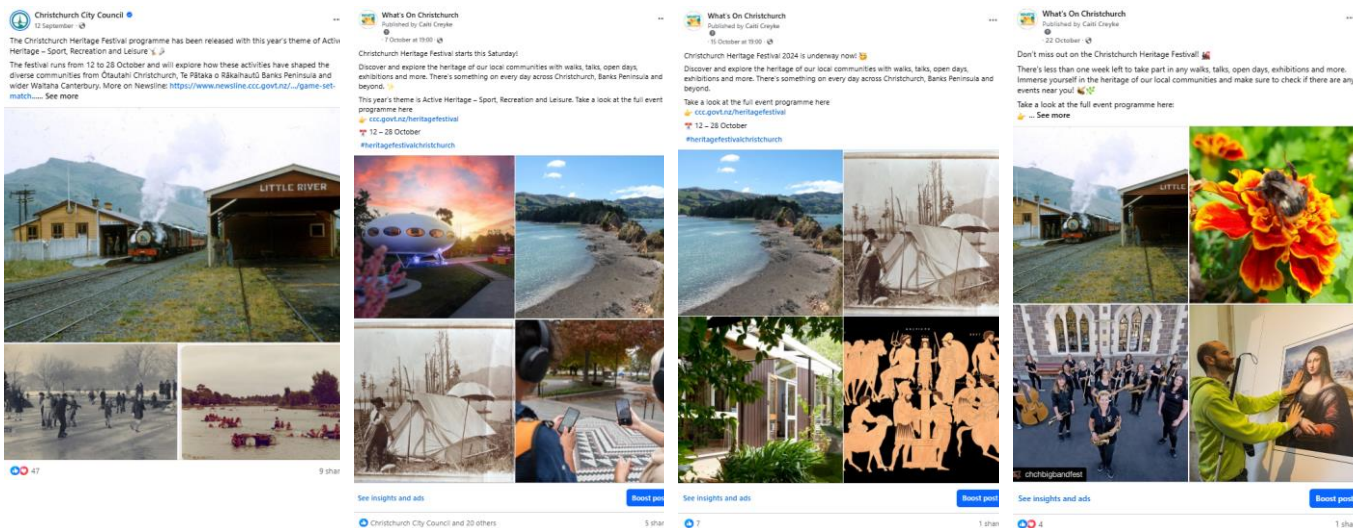
Selwyn Times - 16 October



Akaroa Mail - 4 October

Digital material samples

Social media posts



Council Newsline articles

**Game, set, match - Christchurch Heritage Festival spotlight on sport**

History & heritage | 11 Sep 2024

Share this story

Delve into Christchurch's sporting and recreational history at the Heritage Festival.

The Christchurch Heritage Festival programme has been released with this year's theme of Active Heritage - Sport, Recreation and Leisure.

11 September  
Page views: 841

**What's on in Christchurch this weekend**

Things to do | 18 Oct 2024

Share this story

From a plant sale or free concert at the Rotunda, to a miniature train ride or model yacht sailing - check out these free or low-cost activities to keep you busy.

Christchurch Heritage Festival 2024

Wh'e halfway through the Christchurch Heritage Festival 2024 - check out what's underway this weekend!

18 October  
Page views: 4,113

**Developing Christchurch's photographic history**

Share this story

If you've got interesting old photos tucked away in your cupboard, left on a digital camera SD card or stashed on your phone - now's the time to dig them out.

The annual Christchurch City Libraries' Photo Hunt is underway for 2024, running until 31 October.

The event aims to digitally gather photographs from across the community alongside the Christchurch Heritage Festival which opens on October 12.

This year's theme is Active Heritage - Sport, Recreation and Leisure.

3 October  
Page views: 1725

## Marketing overview

The marketing channels employed successfully raised awareness of the festival, digital marketing performed well, and the printed guide was in demand.

The What's On programme webpage achieved 22,908 page views by 13,939 unique users. This number is higher than the past two years (17,842 views in 2022 and 15,404 in 2023).

An awareness campaign of paid adverts on Facebook achieved over 1 million impressions and the Google Performance Max campaign delivered 562,793 impressions and generated 15,090 link clicks. The target audience for these campaigns showed high levels of engagement with the promotional material, driving significant online interest over its seven-week duration.

As always, the marketing was supplemented by individual event providers' marketing through a variety of channels and methods. Feedback suggests this marketing was affected by the funding withdrawal. The Council's marketing raises awareness of the programme as a whole, while individual event providers are able to target their local audiences more directly and thus remain a vital part of the overall marketing campaign.



**The Christchurch Heritage Festival 2024 was made possible due to the contribution of the following organisations and individuals:**

- Addington Neighbourhood Association
- Avebury House Community Trust
- 'Between the Waters' – Polish Legacy in NZ Charitable Trust
- Canterbury Community Gardens Association
- Canterbury Genealogy Society
- Canterbury Horticultural Society
- Canterbury Workers' Educational Association (CWEA)
- Christchurch Archaeology Project
- Christchurch Art Gallery
- Christchurch City Council Archives
- Christchurch City Council Parks Unit
- Christchurch City Libraries Ngā Kete Wānanga-o-Ōtautahi
- Christchurch Model Yacht Club
- Christchurch Multicultural Recreation and Community Centre Charitable Trust\*
- Emma Johnson
- Engineering New Zealand, Canterbury Branch
- Family History Society of New Zealand
- Friends of Ngaio Marsh Inc
- Gap Filler
- Glentunnel Museum
- Heritage New Zealand Pouhere Taonga
- Humans of Christchurch Ōtautahi
- Janet Abbott
- Knox Church Christchurch
- Little River Railway Station Trust
- New Brighton and Districts Museum
- Orton Bradley Park
- Prebbleton Heritage Incorporated
- Punting on the Avon
- Rewa Rendall
- Riccarton House & Bush
- Selwyn District Council – Libraries
- Simon Daisley
- St David's Anglican Church
- St Mary's Anglican Church, Addington
- Summit Road Society\*
- Sutton Heritage House and Garden Trust
- Te Pātaka o Rākaihautū Banks Peninsula Geopark
- Te Whare Waiutuutu Kate Sheppard House
- The Arts Centre Te Matatiki Toi Ora
- The Christchurch Club
- The Nurses' Memorial Chapel
- UC Teece Museum

*\*Event in the programme withdrawn due to weather/other*