

# Christchurch Heritage Festival 2020 – Event Summary

Encounter our Stories – arts, culture and identity



## Thank you

Thank you to all those involved in the Christchurch Heritage Festival 2020. The annual Heritage Festival is a collaborative event, with the Christchurch City Council, the sponsors, community organisations and individuals working together to produce a festival that celebrates the rich and diverse heritage of our district and beyond.

## Overview

It was fantastic that we were able to hold a Heritage Festival this year despite the uncertainties brought about by the COVID-19 pandemic. The reduced planning timeframe leading up to the Heritage Festival and the uncertainty around the COVID-19 Alert Levels meant that some changes had to be made to the format, marketing and timing.

We were, however, able to build on significant changes made to the format of the Heritage Festival in 2019 following the adoption by the Council 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 adjusted timing enabled the whole festival to run under Alert Level 1. There was a full programme of activities over 16 days, including three weekends from 24 October to 8 November, with good attendance at many of the events.

## **Christchurch Heritage Festival 2020 Theme: Encounter our Stories – arts, culture and identity**

Here in Ōtautahi Christchurch and Te Pātaka o Rākaihautū Banks Peninsula we have many stories, from Ngāi Tahu and other iwi, European settlers, Pasifika and people of other ethnic and cultural backgrounds who have made this place home.

Some 2020 anniversaries provided the genesis for this year's Heritage Festival theme to share the stories of the past that explore and celebrate the arts, culture and identity of the many communities that live here.

These anniversaries included: 150 years since the opening of the Canterbury Museum building and the city's first major art exhibition; and 75 years since the end of World War II in Europe and the Pacific. Other anniversaries celebrated during the festival included 150 years since the Old Stone House was built and 125 years since the birth of Ngaio Marsh.

### **Heritage Festival Events**

Heritage Festival events ran across localities in the City, Banks Peninsula and Selwyn. The success of the programme relied on the work of over 50 community organisations and individuals who conceived, planned and ran nearly 70 events. This year's theme attracted some new event providers, which added to the diversity and range of stories to be encountered.

There was a wide range of activities in the programme including talks, exhibitions, tours, walks, performing arts, and workshops. Heritage was explored through a variety of media including poetry, writing, art and music.

The scale of events ranged from small events targeted to specialist interest areas, to a collaboration with Orton Bradley Park. The annual Spring Fair ran successfully this year and attracted a crowd of around 6,500 people.



Orton Bradley Park Spring Fair

While attendance at most of the events across the programme was good, some events did experience lower numbers. Feedback from event providers suggests that this may in part be attributed to not having a printed guide, a reduced marketing timeframe, and fewer visitors in the city, all impacts of the COVID-19 pandemic. Overall more than 13,000 people engaged with Heritage Festival events.

## Christchurch Heritage Festival Community Grant Fund 2020

Of the 50 event providers, 17 received support from the Christchurch Heritage Festival Grant Fund which the Christchurch City Council was able to offer to support community event providers with the costs associated with the production of Heritage Festival events.

A total of \$21,462 was allocated this year. Community grants ranged from \$80 to \$2,500. Grant recipients were:

- Avebury House Community Trust
- Cracroft Community Centre
- Friends of Ngaio Marsh
- Friends of the Nurses' Memorial Chapel
- Italian Dante Alighieri Society of Christchurch
- Janet Abbott
- Jo Bailey
- McLean's Mansion Fundraising Group in conjunction with Christchurch Civic Trust and McLean's Mansion Charitable Trust
- New Zealand Society of Authors, Canterbury Branch
- Philippine Culture and Migrants Services
- Richard Greenaway
- Russian Cultural Centre Trust (Christchurch)
- St Mary's Anglican Church, Addington
- Stoddart Cottage Trust
- The Arts Centre of Christchurch Te Matatiki Toi Ora
- The Polish Association in Christchurch
- Write On School for Young Writers

## Comments from Community Event Providers

*... the extremely successful Russian and Slavic Cultural Heritage (Togetherness through the Culture) Festival ....brought together people from different ethnicities, ages and communities to celebrate with us our cultural heritage. ... the ... Festival attracted participants not only from Christchurch but also from Auckland, Dunedin, Ashburton .... The members of our multicultural community, from all of the Russian-speaking ethnicities in Christchurch, had the opportunity to share with others the significant cultural heritage of their home countries.*

Russian Cultural Centre Trust (Christchurch)

*We had many fruitful and interesting conversations with both local and national visitors of all ages about the heritage of The Arts Centre site and Christchurch. Different people had different memories of the site, anecdotes from their older relatives, tales of university activities, etc. One young man produced his own artefact from a relative's demolished house out of his pocket!*

Art of Archaeology – The Arts Centre Te Matatiki Toi Ora

*People really enjoyed this evening as it was a mixture of knowledge gained and laughter... There was a mixture of ages, which was encouraging, and people did stay around after the speakers finished and relayed to each other different stories from their past.*

St Mary's Anglican Church, Addington.

*The Italian "Dante Society" participated in the Heritage Festival for the second year in a row and had a wonderful turnout to the "Meet the Romans" event. This time the Dante worked in collaboration with the University of Canterbury Teece Museum. ... A lot of people were not aware that Christchurch has this wonderful museum of antiquities, the largest in the southern hemisphere – we learned so much...*

Italian Dante Alighieri Society of Christchurch

*All the visitors were very positive. They admired the beautifully restored interior, stained glass windows and the Arts and Crafts furniture... Many local people had not visited the Chapel since its restoration and were thrilled to see the CCC's achievements. .... Our volunteers reported a steady flow of visitors each day....*

Friends of the Nurses' Memorial Chapel

*Our event was a screening of a Polish documentary "Overcoming Fate" which tells the story of the Polish refugee children who were given a new home in New Zealand. We were pleased to share this story with a large audience of New Zealanders and to celebrate the Polish community's contribution to New Zealand's heritage. We received many positive comments from members of the audience who appreciated the opportunity to learn about these events but also about the Polish art and culture – the poetry and art by Polish artists used in the film were unknown to many.*

The Polish Association in Christchurch Inc

*The young people responded enthusiastically to the prompts and the exploration of The Arts Centre Te Matatiki Toi Ora. Most of them had never visited the site before and were interested in aspects of the history, particularly as they related to education. ... They benefitted from the opportunity to develop their writing skills but also to be able to have the time to explore key sites within The Arts Centre Te Matatiki Toi Ora and come to appreciate this place as part of their own cultural heritage.*

Write On School for Young Writers

*In different parts that were substantiated by videos, photos, narration, dances and singing, we were able to present a clear answer to: what has shaped the Filipinos; what were the colonial traces in our history, stories, costumes, dances, music, and songs; how the cultural values are being preserved now and what are the roles of the youth in the promotion of their culture in the future..... There was collaboration from the youth coming from different schools and communities from different faiths.... The event served as a learning process to all migrants, a reminder of where they came from, where they are today and where they will be heading tomorrow.*

Philippine Culture and Migrants Services



Arts and Crafts meets Florence -  
Nurses Memorial Chapel



Art of Archaeology – The Arts Centre



Pūtaringamotu/Riccarton Bush -  
Discover its roots



McLean's Mansion – Heritage Central Expo



Celebrating 150 Years at the Old Stone House -  
Open Day



Sifting the Ashes: the Great Fire of  
Lyttelton 1870 - Lyttelton Library



## Christchurch City Council Marketing



- Newline story links: [Thursday 8 October 2020](#), [Wednesday 14 October 2020](#), [Thursday 15 October 2020](#), [Monday 19 October 2020](#), [Wednesday 28 October 2020](#), [Thursday 29 October 2020](#)
- Social media (Council and What's On Facebook pages)
- E-newsletters to mailing lists (Christchurch Heritage Festival, Community Board and What's On)
- Plasma screens (Te Hononga Civic Offices, Recreation and Sport Centres and Bus Interchange)
- Council website (What's On programme)
- The Hits sponsorship (NZME) (radio adverts, commercials, announcer liners, full voice breaks, live reads, iHeart Radio ad plays, competition web page, Facebook posts)
- Facebook, Instagram and Google Display Network advertising
- The Christchurch Star adverts and editorials (incl. flyer insertion with papers delivered to cafés)
- The Press adverts
- Posters in local businesses
- Flyers distributed through libraries, key central city visitor sites and cafés

### Print material - samples



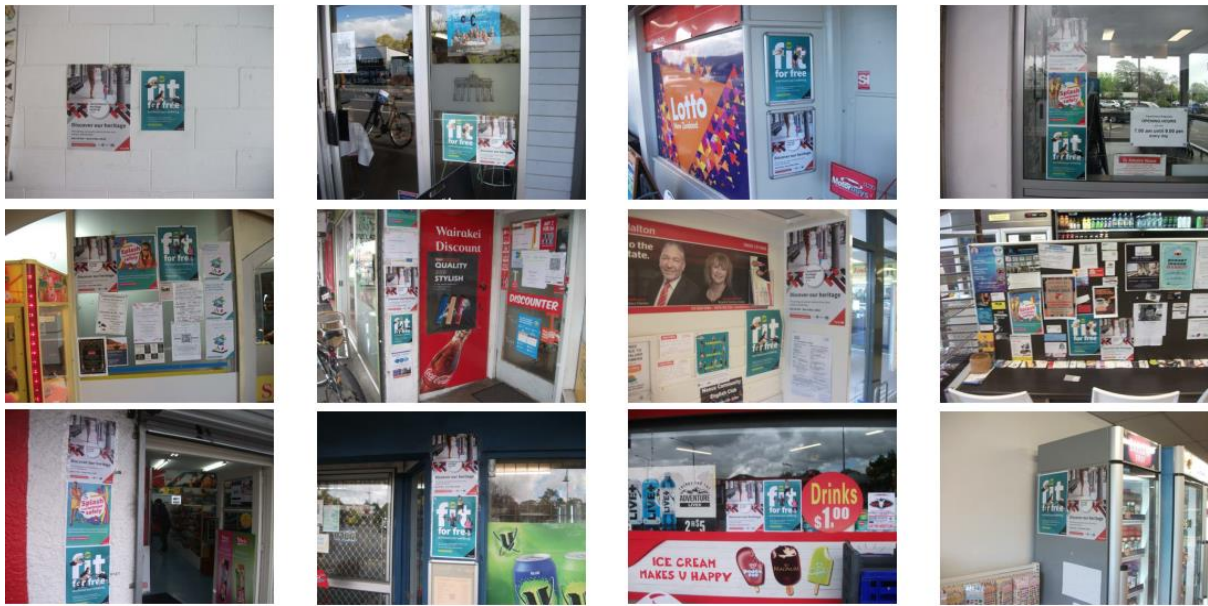
Selwyn Times  
Wednesday 7 October  
Circulation – 30,000



The Star  
Thursday 22 October  
Circulation – 93,000



Bay Harbour News  
Wednesday 14 October  
Circulation – 30,000



Look at Me promotions visited local businesses such as takeaway stores, supermarkets, cafés, libraries and schools

## Digital material – samples

**Christchurch City Council**  
Published by Julia Evans · 16 October ·

**WIN**

What number tram is this? Tell us in the comments below to go in the draw to win a family annual pass for [Christchurch Tramway](#) and [Christchurch Gondola](#)!

HINT: You might find the answer within the Christchurch Heritage Festival programme, check it out here: [ccc.govt.nz/heritagefestival](#)

Keep an eye out, we'll be giving more away over the next few weeks to celebrate our city's heritage! Christchurch Heritage Festival is on from Sat 24 Oct – Sun 8 Nov 2020.

[Christchurch Attractions](#)

**What's On Christchurch**  
Published by Sylvia Tarrant · 15 October ·

Open days, walking tours, workshops, talks, exhibitions and cultural performances are just some of what's in the Heritage Festival programme!

With more than 50 events running from 24 October, the theme for the 2020 festival is all about discovering our local stories, arts and culture. Check out the full programme here: [https://bit.ly/2FxU68c](#)

[#WhatsOn](#) [#WhatsOnChristchurch](#) [#HeritageFestival](#)

**The Hils (Christchurch)**  
Paid partnership ·

This spring, explore more than 50 special events and activities during the Christchurch Heritage Festival 2020! To find out more, and register your chance to score an epic Heritage Hils prize pack, click here: [https://bit.ly/2FxU68c](#) — with Christchurch City Council

**CHRISTCHURCH HERITAGE FESTIVAL**

7.151 People reached

495 Engagements

2 shares

**Performance for your post**

7,151 People Reached

Reactions, comments & shares	Post Clicks	Photo Views	Link Clicks	Other Clicks
88 Like	40	102	102	233
9 Love	11	10	10	1
10 Shares	10	10	10	0

**NEGATIVE FEEDBACK**

0 Hide post

0 Report as spam

0 Unlike Page

**BRANDED CONTENT DISTRIBUTION**

View detailed audience breakdown

Total reach	Organic reach	Post reach
7,151	1,655	5,825
9,584	1,795	7,789

Reported stats may be delayed from what appears on posts

There were 7,657 page visits to the Christchurch Heritage Festival 2020 webpage, [ccc.govt.nz/heritagefestival](#)

## **We'd like to thank the following organisations and individuals for their contribution to the Christchurch Heritage Festival 2020.**

### **Event Providers:**

- Addington Neighbourhood Association
- Air Force Museum of New Zealand
- Antarctic Heritage Trust
- Avebury House Community Trust
- Canterbury Museum
- Canterbury Workers' Educational Association (CWEA)
- Christ Church Cathedral Reinstatement Trust
- Christchurch Art Gallery Te Puna o Waiwhetū
- Christchurch Attractions
- Christchurch City Libraries Ngā Kete Wānanga-o-Ōtautahi
- Comte de Paris Descendants Group Inc.
- Cracroft Community Centre
- Dante Alighieri Society of Christchurch
- Family History Society of New Zealand
- Friends of Banks Peninsula
- Friends of the Ernle Clark Reserve
- Friends of Ngaio Marsh
- Friends of the Nurses' Memorial Chapel
- Guild of Weavers and Spinners
- Heritage New Zealand Pouhere Taonga
- Historic Places Aotearoa
- Hororata Museum
- Janet Abbott
- Jo Bailey
- Lyttelton Library
- McLean's Mansion Fundraising Group in conjunction with Christchurch Civic Trust and McLean's Mansion Charitable Trust
- Māori Library Services, Christchurch City Libraries
- New Zealand Society of Authors, Canterbury Branch
- New Zealand Society of Genealogists, Canterbury Branch
- Ngā Taonga Sound & Vision
- Northwest Christchurch Anglican Parish
- Orton Bradley Park
- Philippine Culture and Migrants Services
- Polonus - Polish Folk Dance Group
- Riccarton Bush Trust
- Richard Greenaway
- Russian Cultural Centre Trust (Christchurch)
- St Cuthbert's Church, Mt Herbert Anglican Parish
- St Mary's Anglican Church, Addington
- St Michael and All Angels Church
- St Paul's Anglican Church, Papanui
- Selwyn District Council



- Stoddart Cottage Trust
- Teece Museum of Classical Antiquities, University of Canterbury
- The Arts Centre Te Matatiki Toi Ora
- The city remains
- The Polish Association in Christchurch Inc.
- WORD Christchurch
- Write On School for Young Writers

**And Media Sponsors:**

**Star ✱ Media**

