

# Christchurch Heritage Festival 2021 Event Summary

People and Place – our stories revealed

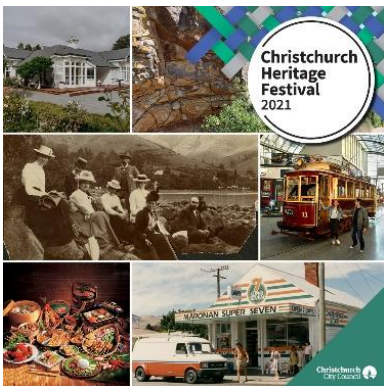


## Thank you

Thank you to all those involved in the Christchurch Heritage Festival 2021. The Heritage Festival is a collaborative event, with the Christchurch City Council, heritage and community organisations and individuals, and our media sponsor working together to produce a festival that celebrates the rich and diverse heritage of our district.

## Overview of the Heritage Festival at Alert Level 2

It was fantastic that we were able to hold the Heritage Festival this year despite the uncertainties brought about once again by COVID-19. The uncertainty around the COVID-19 Alert Levels provided a challenging lead up to the festival as event providers were moving into the final planning phase for their events, and the Council was gearing up for the marketing of the festival to begin.



Although some events had to postpone or cancel due to Alert Level 2 continuing throughout the festival, the majority of events were able to continue in some form.

There was a full programme of activities over 17 days, including three weekends, from 9 - 25 October, with good attendance at most events.

## Christchurch Heritage Festival 2021 Theme: People and Place – our stories revealed

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 many ethnic and cultural backgrounds who have made this place home.

The Christchurch Heritage Festival allowed us to share once again the stories of the past that link us to this place. He tātai muka, he tātai tangata – weave together the strands, weave together the people.



This year's theme was an opportunity for event providers and attendees to share stories that reflect the relationship of our diverse communities to places here in Ōtautahi-Christchurch and Te Pātaka o Rākaihautū-Banks Peninsula.

A number of event providers used this theme to shape the content of their events which resulted in a variety of events focussing on the relationship of our communities to this place.

Ngaio Marsh House and Garden - Artists' Workshop 'At Home' with Ngaio Marsh and 'The Group'

## Heritage Festival Events

Heritage Festival events ran across the City and Banks Peninsula. The success of the programme relied on the work of over 40 community organisations and individuals who conceived, planned and ran over 60 events. This year's 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, performing arts, and workshops. Heritage was explored through a variety of media including poetry, writing, art and music. A range of age groups participated, including families, and diverse communities held and participated in events.

Prior to the Alert Level change there were 66 events accepted as part of the Heritage Festival programme, a number of which had multiple sessions. Under Alert Level 2, 51 of the 66 events went ahead, 4 events were postponed, one of which was held in November, and 11 events were cancelled.

Included in the cancellations and postponements were larger events such as the Orton Bradley Park Spring Fair and Akaroa French Festival. Akaroa French Festival has been postponed to April 29th - May 1st 2022.



Overall attendance at events across the programme was good, in some cases unexpectedly so: 83% of event providers who completed the post-festival survey were satisfied or very satisfied with the number of attendees at their event.

New Zealand Chinese Association Canterbury - Our People, Our Place, Our Heritage

## Christchurch Heritage Festival Community Grant Fund 2021

Of the 68 separate events originally submitted as part of the programme, 30 events received support from the Christchurch Heritage Festival Community Grant Fund. The Christchurch City Council offers this fund to support community event providers with the costs associated with the production of Heritage Festival events.

The grant fund was oversubscribed and a total of \$34,612 was awarded. Due to COVID-19 cancellations a small number of grants were unspent.

### **Community grants ranged from \$90 to \$3,000. Grant recipients for 2021 were:**

Akaroa Community Arts Council  
Avebury House Community Trust  
'Between the Waters' - Polish Legacy in NZ  
Canterbury Malaysian Society Incorporated (CMSI)  
Canterbury Museum in collaboration with Cross-Polynate and Tagata Moana Trust  
Christchurch Civic Trust in association with McLean's Mansion Fundraising Group, McLean's Mansion Charitable Trust, Historic Places Canterbury  
Cracroft Community Centre  
Dante Alighieri Italian Society of Christchurch  
Family History Society of NZ  
Ferrymead Heritage Park  
Friends of Ngaio Marsh  
Humans of Christchurch Ōtautahi  
Janet Abbott  
Jo Bailey, Writer, Author and Editor  
Memories in Time  
New Zealand Chinese Association Canterbury  
New Zealand Society of Authors, Canterbury Branch  
Philippine Culture and Migrants Services  
Phillipstown Community Centre Charitable Trust  
Richard Greenaway  
Rose Historic Chapel Trust  
Russian Cultural Centre Trust (Christchurch)  
St Mary's Anglican Church, Addington  
St Michael and All Angels Church  
Te Pātaka o Rākaihautū / Banks Peninsula Geopark  
The Arts Centre Te Matatiki Toi Ora  
Write On School for Young Writers

The Arts Centre Te Matatiki Toi Ora events related to their partnership with Ngāi Tūāhuriri in developing a cultural narrative for the Arts Centre, and an exhibition on the Wizard of Christchurch.



The Arts Centre Te Matatiki Toi Ora - This is our place: Tūrangawaewae



The Arts Centre Te Matatiki Toi Ora - Woven Mats of Welcome: Ngā Whāriki Manaaki



The Arts Centre Te Matatiki Toi Ora - People and Places: The Wonderful Wizard of Christchurch

## Event Resources

Some events created resources that continue to share stories with the wider community beyond the Heritage Festival. Click on the links below to view these resources.

### [Christchurch City Libraries – Christchurch Photo Hunt 2021](#)

Find out the overall winner along with the winners and highly commended for the categories People, Places and Best Collection. This year there were a total of 645 entries submitted and added to the Libraries' digital heritage collection at [discoverywall.nz](https://discoverywall.nz).

### [New Zealand Society of Authors – New Zealand Heritage Literary Awards](#)

Listen to the NZSA Heritage Literary Awards for 2021 including readings from the winning entries, on Plains FM. NZSA, Canterbury Branch: *The New Zealand Heritage Literary Awards have been running for 8 years, growing from approximately 60 entries over four categories to this year 160 entries over six categories.*

*...The entries came from as far north as Keri Keri, and as far south as Te Anau, and encompassed work from*



*internationally acclaimed writers ... to new upcoming writers. ... all entries must fit with the Heritage Festival theme, ... (which) was seen across a wide range of genre including: memoir; biography; murder mystery; love story; historic portrayals of buildings, places and objects.*

NZ Society of Authors, Canterbury Branch - Heritage Literary Awards: 2021 winners

Photo credit: Louise Ayling

### [Speak Up Kōrerotia, Plains FM – The Commons in Christchurch](#)

Listen to 'The Commons' a podcast recorded in front of a live audience as part of the Heritage Festival. Host Sally Carlton and panellists: Te Maire Tau, Simone Reynolds, Michael Reynolds and Ekant Veer discuss topics such as rights and responsibilities in relation to the commons; the importance of community buy-in; the commons in urban and rural contexts; Māori/ indigenous understandings of 'the commons'; and the place of the commons in contemporary Aotearoa. In October the podcast had 265 plays on the Plains FM website and in the first four weeks it was uploaded had 73 plays on [SoundCloud](https://soundcloud.com).

### [Write On School for Young Writers – heritage blog](#)



Read poems and short prose composed by young writers who attended the Write On: Stories Revealed workshop presented by the Write On School for Young Writers at The Arts Centre Te Matatiki Toi Ora during the Heritage Festival.

Young writers at the UC Teece Museum



### [Enriched with Polish Heritage on Polish Waves FM](#)

Listen to a radio programme on Plains FM showcasing Polish stories from Canterbury including the legacy of Canterbury's Marshlands, early migration, interviews and music, presented by the 'Between the Waters' – Polish Legacy in NZ Charitable Trust.

### [Humans of Christchurch - Red Chair Chats](#)

View the photos and stories collected during the Heritage Festival by Humans of Christchurch on their Facebook page.

Humans of Christchurch: *The benefits are ongoing - to anyone who reads the stories down the track, and to those that shared their stories. Particularly in the Square, there were a couple of people who really wanted someone to listen to their stories and to feel like they were being heard.*

### [Okains Bay Museum - Craftmasters' Festival of Heritage Crafts](#)

Hear an ironmonger and baker being interviewed on Radio NZ's Standing Room Only during the Heritage Festival as part of the promotion of the Okains Bay Museum's Craftmasters' Festival of Heritage Crafts.

## Quotes from Community Event Providers



**Te Pātaka o Rākaihautū / Banks Peninsula Geopark** - Open day at the Ōhinetahi Geosite:

*Te Pātaka o Rākaihautū / Banks Peninsula Geopark Trust used this opportunity to further understand our prospective visitors within the Geopark, get feedback on the (interpretation) panels, and to gauge interest within the project. ... The feedback received (from the local community)... was incredibly positive ...*

Dr Sam Hampton leading a walk at the Ōhinetahi Geosite.



**Avebury House Community Trust** - 1890 Richmond Joins Christchurch:

*We received lots of positive feedback from visitors who were fascinated by the history... Several folk even turned up in heritage costume ... we get a lot of people coming through who would not normally be on this side of town. As always we love to hear those magic words "I had no idea this place was here - it's amazing!" It's a chance for locals and other interested parties to discover the history room in the house, and also to check out the other regular classes and events we host.*



### **Phillipstown Community Centre Charitable Trust -**

#### **Phillipstown Walks:**

*The walks were a success, the feedback was great, people enjoyed the places visited, the structure of the walks with many people involved in talking about different places ... We also collected more stories directly from the people attending our walks and we aim at creating an online resource to publish all the stories.*



### **Cracroft Community Centre - Old Stone House Open Day - A Link to Early South Asian Settlers:**

*The Open Day was very successful and drew a more diverse audience from previous ones. It was very satisfying to be able to provide some ... Indian content for the first time, and tell our story, now partially revealed, that we would hope to reveal more of in future events.*



### **Rose Historic Chapel Trust - Musical Memories of Ireland:**

*We were somewhat nervous as to whether or not we would still be able to run this event before COVID-19 hit the South Island but our luck held and the afternoon proved to be one of our most successful events ever.*



### **Canterbury Museum collaboration with Cross-Polynate and Tagata Moana Trust - Our Treasured Pasifika:**

*Overall engaging primary and secondary school students from all over Ōtautahi in both the open sessions and workshop sessions initiated much excitement, curiosity and an intense hunger to know more about the innovation and ways of living and being of our Pacific ancestors pre-contact.*

Associate Curator Māori and Pasifika Human History, Canterbury Museum with young participant. Photo credit: Savaira Vakacautadra 2021.



### **Jo Bailey - Writing Life Stories Your Way Workshop:**

*People from a diverse mix of ages and cultures attended the workshop. It was a pleasure to present the workshop to this engaged and positive group of people.*

## Christchurch City Council Marketing

The marketing plan for the festival had to be progressively adapted to accommodate the COVID-19 Alert Levels. The printed calendar was at the printers when the Alert Level changed to Level 4. It was not able to be printed due to the number of ongoing changes, postponements and cancellations to the programme that followed. The Council's What's On Christchurch website became critical to communicating the ongoing updates.

The Council's marketing programme included:

- Newline stories: [Thursday 30 September 2021](#), [Tuesday 5 October 2021](#), [Monday 11 October 2021](#)
- Social media (Council and What's On Facebook pages)
- E-newsletters to mailing lists (Christchurch Heritage Festival and What's On)
- Plasma screens (Te Hononga Civic Offices, Recreation and Sport Centres, Libraries)
- Council website (What's On programme)
- Facebook, Instagram and Google Display Network advertising
- The Star and The Star Communities adverts and editorial
- The Press adverts
- Outdoor street posters – across the city
- Posters in local businesses such as takeaway stores, supermarkets, cafés etc.
- Flyers distributed through libraries, central city visitor sites and cafés.

## Print material samples



63 Worcester Street (Art Gallery)



109 Worcester Street (Cathedral Junction)



Akaroa Mail - Friday 24 September



The Star - Thursday 14 October



The Press - Friday 8 October



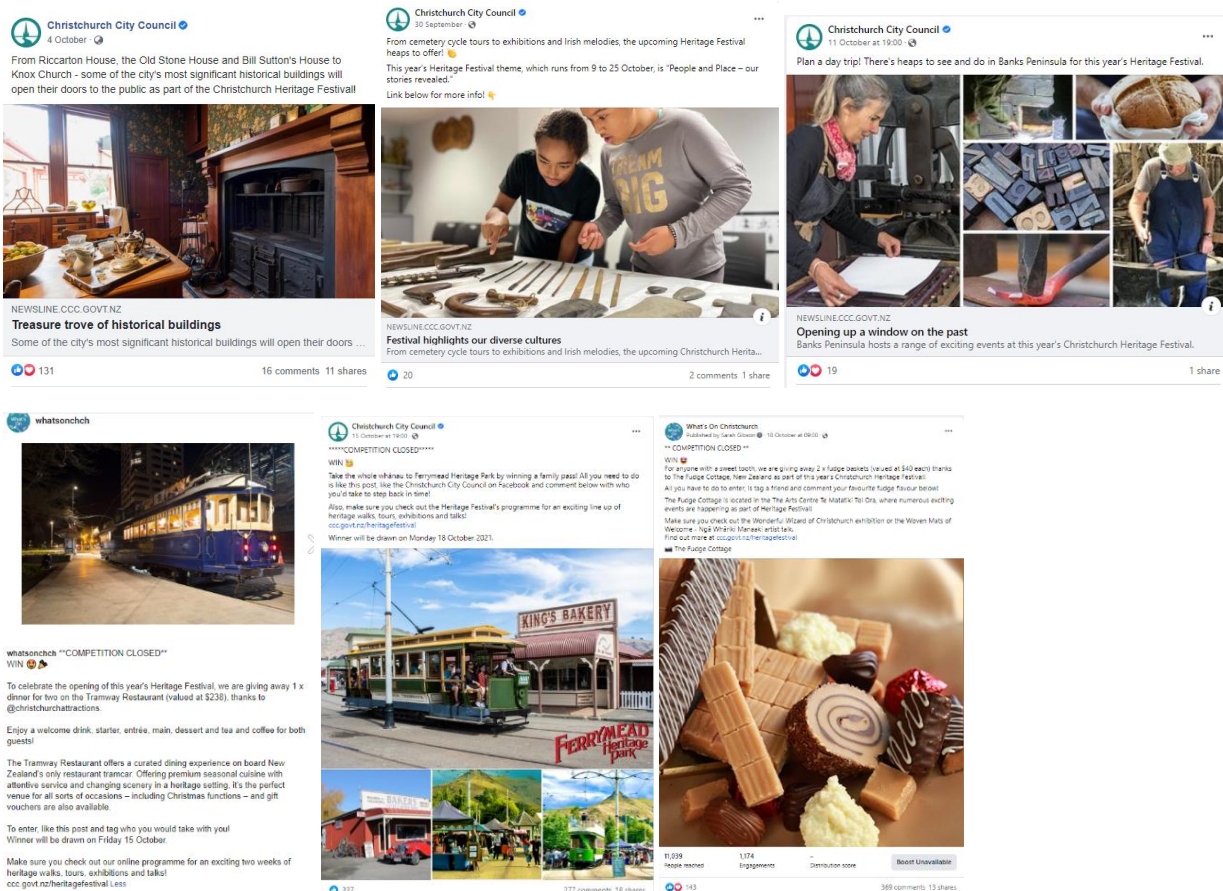


The support of our media sponsor Star Media allowed a greater number of print adverts and an editorial to be produced within the reduced marketing timeframe.

Additional spots were also purchased in The Press due to having to cancel the printed calendar. The adverts were updated to make them relevant with events happening the week following the advert.

The Star - Thursday 7 October

## Digital material samples



The digital channels were successful this year with a high engagement rate.

Google Display adverts ran from 1 Oct – 22 Oct performing well above expectation with an engaged audience recording 2,353 sessions. Facebook adverts ran from 15 Sept – 22 Oct, with a total reach of 91,390 people. The post gained 9,256 clicks.

Facebook posts and Facebook and Instagram competitions also performed well. The What's On Facebook and Instagram giveaway posts had a combined reach of 19,000 people with over 1,800 engagements.

**There were 16,956 page views of the Christchurch Heritage Festival 2021 What's On webpage, [ccc.govt.nz/heritagefestival](http://ccc.govt.nz/heritagefestival). This was twice the number of 2020 and more than any year previously.**



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

Addington Neighbourhood Association  
Akaroa Museum  
Avebury House Community Trust  
'Between the Waters' - Polish Legacy in NZ Charitable Trust  
Canterbury Museum in collaboration with Cross-Polynate and Tagata Moana Trust  
Canterbury Workers' Educational Association (CWEA)  
Christchurch Attractions – Christchurch Tram and Punting on the Avon  
Christchurch City Libraries Ngā Kete Wānanga-o-Ōtautahi  
Comte de Paris Descendants Group Inc.  
Cracroft Community Centre  
Disarmament and Security Centre  
Family History Society of New Zealand  
Ferrymead Heritage Park  
Friends of Ngaio Marsh  
Friends of the Nurses' Memorial Chapel  
Heritage New Zealand Pouhere Taonga  
Humans of Christchurch Ōtautahi  
Janet Abbott  
Jo Bailey  
Knox Church Ōtautahi Christchurch  
Memories in Time  
New Zealand Chinese Association Canterbury  
New Zealand Society of Authors, Canterbury Branch  
Northwest Christchurch Anglican Parish  
Okains Bay Museum  
Philippine Culture and Migrants Services  
Phillipstown Community Centre Charitable Trust  
Riccarton Bush Trust  
Richard Greenaway  
Rose Historic Chapel Trust  
Speak Up Kōrerotia Plains FM  
Spokes Canterbury Cyclists' Association – Biketober  
St Mary's Anglican Church, Addington  
St Michael and All Angels Church  
St Paul's Anglican Church, Papanui  
Sutton Heritage House and Garden Trust  
Te Pātaka o Rākaihautū / Banks Peninsula Geopark  
The Arts Centre Te Matatiki Toi Ora  
The Christchurch Club  
Underground Overground Archaeology Ltd  
University of Canterbury Teece Museum of Classical Antiquities  
Write On School for Young Writers

### **And those whose events were postponed or cancelled due to COVID-19**

Akaroa Heritage Festival Society Inc/Akaroa Community Arts Council  
Canterbury Malaysian Society Incorporated (CMSI)  
Canterbury Scottish Heritage  
Christchurch Civic Trust in association with McLean's Mansion Fundraising Group, McLean's Mansion Charitable Trust, Historic Places Canterbury  
Christchurch Guild of Weavers and Spinners  
Curator's House Restaurant  
Dante Alighieri Society of Christchurch  
New Zealand Society of Genealogists, Canterbury Branch  
Orton Bradley Park  
Russian Cultural Centre Trust (Christchurch)  
Summit Road Society  
Te Pūtahi Centre for Architecture and City Making

### **Thanks to our media sponsor**

**Star ✱ Media**