



# Christchurch Heritage Festival 2022 Event Summary

## Our Stories – Milestones and Moments

### Thank you

Thank you to all those involved in the Christchurch Heritage Festival 2022. 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.

The Heritage Festival went ahead this year as planned with a full programme of activities over 18 days, including three weekends, from 7 - 24 October. Heritage Festival events ran across the City and Banks Peninsula with a small number of events taking place in the Selwyn and Waimakariri districts. There were over 75 events in the programme, with more than 10,000 people attending the festival as a whole.

### Theme: Our Stories – Milestones and Moments

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 to explore the events that have shaped us; large and small, public and private, milestones and moments that have shaped our diverse communities here in Ōtautahi-Christchurch district or 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 the milestones and moments in the histories of our communities. Anniversaries that were celebrated as part of the programme included 160 years of the Canterbury Horticultural Society, 150 years since the arrival of the first Polish settlers, 150 years since the construction of St Michael and All Angels Church, 35 years of New Zealand as a nuclear free nation, and 20 years since Christchurch became the country's first peace city.

### Heritage Festival Events

The success of the Heritage Festival programme relied on the work of 48 community organisations and individuals who conceived, planned and ran over 75 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, concerts, workshops and family activities. A range of age groups participated, and diverse communities held and participated in events.



Spirited Cemetery Tour – Addington Cemetery

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 within the programme. The Orton Bradley Park Spring Fair

went ahead with around 4,500 people enjoying a beautiful day at the heritage park. Other larger events which were also popular were the Ferrymead Heritage Park Labour Weekend Extravaganza and the Avebury Open Day – Richmond in the News, exhibition and vintage market, both of which attracted good crowds.

Overall attendance at events across the programme was very good: 84% of event providers who completed the post-festival survey were satisfied or very satisfied with the number of attendees at their event.

## Christchurch Heritage Festival Community Grant Fund 2022

The Christchurch City Council offers this small grant fund to support community event providers with the costs associated with the production of Heritage Festival events. The Heritage Festival grant fund received applications for funding support for 24 events this year. Twenty one of these events went ahead, with support from the fund.

The grant fund allocated a total of \$29,374 to event providers.

### Community grants ranged from \$190 to \$3,400. Grant recipients for 2022 were:

Ace Video Services	Ngaio Marsh House and Heritage Trust
'Between the Waters' - Polish Legacy in NZ Trust	Philippine Culture and Migrants Services
Cracroft Community Centre	Richard Greenaway
Ferrymead Heritage Park	Rose Historic Chapel Trust
Humans of Christchurch Ōtautahi	St Mary's Anglican Church, Addington
Janet Abbott	Te Matatiki Toi Ora The Arts Centre
Jo Bailey, Writer, Author and Editor	The Gaiety Trust
New Zealand Chinese Association Canterbury	Walk Christchurch
New Zealand Society of Authors, Canterbury Branch	Write On School for Young Writers

**Te Matatiki Toi Ora The Arts Centre** produced four events related to the ongoing development of the site and its history. Talks on the stonework restoration of the Observatory Tower and on *Revival*, the new exhibition on the restoration of the site, as well as tours of the Observatory Tower were held. An event which shared stories from the theatre group Pacific Underground's time based at the Arts Centre was well received.



Observatory Tower and Astronomy Dome Tours



The Pacific Underground Story at The Arts Centre



### **'Between the Waters' Polish Legacy in New Zealand Trust** – From Poland with Music:

*The event related to 2022 celebrations of a significant milestone for the Polish community in NZ: 150 years of the arrival of first Polish settlers in 1872. The project aimed to celebrate the contribution of Polish migrants and Poles living in New Zealand... The event focused on many moments in time where migrants - musicians deliver and share the message of unity and hope to all ethnic communities, especially in times of migrants' crises around the world.*



**The Gaiety Trust** - Time for Tea at The Gaiety:  
*This was considered a very successful community event with about 120 attending throughout the day. All 4 performances were excellent ... tea and cake flowed ... People enjoyed seeing inside The Gaiety ... and ... enjoyed the rotating slide show with past images of the Gaiety. As this was a first time event it was not known how it would go but The Gaiety Trust Committee considered it a sweet success!*

Photo: The Crater Horns entertain.



**New Zealand Chinese Association, Canterbury** - Our Stories – “Milestones and Moments”:  
*This was an opportunity for the people of Ōtautahi to learn more about New Zealand Chinese heritage through historical publications ... special guests sharing their personal family stories. ... and demonstrations from the Ao Lan and Qiao Yi lion dance teams were some of the highlights. ... a successful program with many visitors attending. The guests took home knowledge ... on the struggles and tribulations about the history of the early Chinese settlers making New Zealand their home.*



**Rose Historic Chapel Trust** - Restoration, Resilience and Renewal:  
*The Café Operana Trio played to a near capacity audience ... The audience were vocal in their appreciation of the artists' performance and their warm engagement with the crowd. The event can be deemed to have been highly successful and we look forward to welcoming many of those who were discovering the chapel for the first time back during our summer opening season.*



**Jo Bailey** - Writing Life Stories Your Way Workshop:  
*There has been some excellent feedback from course participants, including:*  
*Yvonne: “It was totally enjoyable, provided awesome learning information and resources, and was in every way wonderfully fulfilling.”*  
*Puay Lam: “The workshop ... will help me get started on writing my stories for my family.”*  
*Helen: “Thanks for a fantastic workshop ... I found that my memories that will become my story have expanded and become rich and full of information.”*



## Ongoing 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 2022](#)

Find out the overall winner along with the winners and highly commended entries for the categories. This year there were a total of 548 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 2022 including readings from the winning entries, on Plains FM 96.9.

The New Zealand Heritage Literary Awards have been running for nine years, and are now well established on the New Zealand writers' calendar. The competition aligns each year with the Heritage Festival theme. See the NZSA website for this year's winners, runners-up and shortlisted entries: <https://authors.org.nz/nzsa-heritage-book-awards-2022-winners-announced/>

NZ Society of Authors, Canterbury Branch - Heritage Literary Awards 2022 winners and judges. Photo credit: Maria Němcová

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



Read poems and short prose composed by young writers who attended the Write On: Milestones and Moments Masterclasses presented by the Write On School for Young Writers at Tūranga during the Heritage Festival.

*Write On School for Young Writers: On each of the three days, the young writers explored their own milestones and moments with an Origins poem. We then walked through Victoria Square-Oxford Terrace-Worcester St-Cathedral Square, interacting with sculptural forms/ plaques/ signboards and artworks depicting the heritage of the area. The rangatahi were "collectors" taking photos and images as a resource for writing. The spaces we visited were new to most students and included discussion*

*around the past uses of Victoria Square and the way it now represents multiple pasts. Our tutors were able to build on the inspiration, encourage students to write in new and fresh ways to express what they had experienced or imagined.*

### [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: 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.*

## Christchurch City Council Marketing

This year the marketing for the festival was able to run to plan with the return of the printed calendar. 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.

The Council's marketing programme included:

- 10,000 printed calendars distributed through event providers, Council service centres, libraries and cafés.
- Newline stories, including: [Monday 3 October 2022](#), [Tuesday 11 October 2022](#), [Friday 21 October](#)
- Social media (Christchurch City Council and What's On Facebook pages)
- E-newsletters to mailing lists
- Plasma screens (Te Hononga Civic Offices, Christchurch City Libraries)
- Council website (What's On programme)
- Google Display Network advertising
- The Press, The Star, The Star Communities, Akaroa Mail adverts
- Outdoor street posters
- Posters in local businesses such as takeaway stores, supermarkets, cafés.



## Print material samples



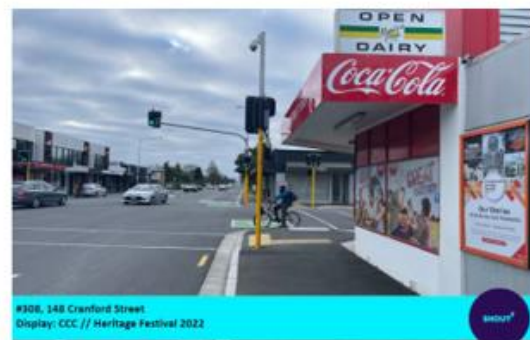
Selwyn Times – Wednesday 5 October



The Star - Thursday 29 September



The Press - Thursday 6 October





## Digital material samples



## Marketing overview

Both the printed and digital channels were successful this year with a high engagement rate. It was great to be able to produce a printed calendar again after two years without one due to the pandemic. Feedback received from event providers confirmed the printed calendar was well received by event providers and attendees:

*We had a huge number of people visiting the museum and exhibitions mentioning that they saw us in the printed calendar - very successful advertising tool!*

*I left some at the premises a few weeks before the Heritage Festival and they were all taken.*

*It is vital. You pick it up and immediately get info about the events.*

Google Display adverts ran from 12 September to 23 October with an awareness objective. Overall this campaign performed well with 218,000 individual users being reached with over 2000 link clicks received. Google Performance Max marketing began at the end of September and ran through to the end of the Festival. 20,000 clicks were received and analysed results reveal an engaged audience reaching the programme through this campaign.

There were 17,800 page views of the Christchurch Heritage Festival 2022 What's On webpage. This was over twice the number of 2020 and more than any year previously.

*Great turn out for all of our events! ... festival adverting has definitely helped boost visibility.*

As well as going out through Council and paid channels, several events were picked out for stories on Stuff, the Otago Daily Times and one even received a mention on the TV3 morning weather!

## The Christchurch Heritage Festival 2022 was made possible due to the contribution of the following organisations and individuals:

- Ace Video Services
- Addington Neighbourhood Association
- Akaroa Civic Trust
- Ashley Community Church
- Avebury House Community Trust
- 'Between the Waters' - Polish Legacy in NZ Charitable Trust
- Canterbury Genealogy Society
- Canterbury History Foundation
- Canterbury Horticultural Society
- Canterbury Workers' Educational Association (CWEA)
- Christ Church Cathedral Reinstatement Limited
- Christchurch City Libraries Ngā Kete Wānanga-o-Ōtautahi
- Christchurch Coastal Pathway Group
- Christchurch Guild of Weavers and Spinners
- Cracroft Community Centre
- 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
- Humans of Christchurch Ōtautahi
- Janet Abbott
- Jo Bailey
- Kate Sheppard Tours
- Knox Church Ōtautahi Christchurch
- Lincoln and Districts Historical Society
- New Zealand Chinese Association Canterbury
- New Zealand Society of Authors, Canterbury Branch
- Ngaio Marsh House and Heritage Trust
- Northwest Christchurch Anglican Parish
- Orton Bradley Park
- Philippine Culture and Migrants Services
- 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 District Council - Libraries
- Summit Road Society
- Sutton Heritage House and Garden Trust
- Te Matatiki Toi Ora The Arts Centre
- Te Pūtahi Centre for Architecture and City Making
- The Christchurch Club
- The Gaiety Trust
- Walk Christchurch
- Write On School for Young Writers