

PEOPLE, STORIES, PLACES



TUKUI21
HERITAGE MONTH
WHAKATŪ

1 - 30 APRIL 2021

Festival Report

Written by Tom Ransom.
Photos from Melissa Banks, Daniel Allen,
Dennis Goodman and Nelson Provincial Museum.



Tuku21 at a glance:

Events and Participants:

Sixty-nine different events were held during Tuku21. Participation was estimated at 6,007 people.

Event Hosts Contribution

Sixteen event hosts were funded a total of \$18,750 by the Council's Event Host Grant Fund. In total the event hosts contributed an estimated additional \$32,745 in kind or in monetary value to these events as match funding.

Heritage Budget Spend

Out of the Heritage Activities Programme, Nelson City Council spent a total of \$32,882 on the festival, including grants to event hosts, and promotion of events.

Economic Value

As calculated by the Nelson Regional Development Agency (NRDA) the economic impact of the festival was estimated at \$495,475.



Tuku21 Whakatū Heritage Month was a festival of culture that celebrated Nelson's unique stories, people and places. With its roots in Heritage Week, which started in 2010, the programme was for the first time run with its new bicultural te reo name and branding. The name "Tuku21" was given to Council after consultation with Te Ohu Toi Ahurea, Council's forum of iwi cultural managers.

Under the current festival format, rather than running all the events, Council's key role has been supporting individuals and groups to develop and coordinate their own events. These "Event Hosts" were supported with a contestable Tuku21 grant fund and with significant marketing and promotion, both funded by Council.

Running for the month of April, Tuku21 hosted 69 different events including tours, workshops, talks, open days, fairs, exhibitions, concerts, plays, holiday programmes and school activities. The programme covered cultural, natural, and social history, art, the built environment, music, theatre and the commemoration of Anzac Day. Attendee numbers are estimated at 6,007 people.





Vision and Community Outcomes

Nelson City Council supports Tuku21 Whakatū Heritage Month because it contributes to realising the Vision in Nelson City Council's Long-Term Plan 2018 – 2028. It not only promotes Nelson's heritage, but has social, cultural, and economic benefits for our community.

Community Outcomes

Tuku21 Whakatū Heritage Month contributes to achieving several of the Community Outcomes Council in Nelson's Long-Term Plan:

- Our communities have opportunities to celebrate and explore their heritage, identity, and creativity.
- Our communities have access to a range of social, educational, and recreational facilities and activities.
- Our Council provides leadership and fosters partnerships, a regional perspective, and community engagement.
- Our region is supported by an innovative and sustainable economy.

Regional Identity

Tuku21 recognises the eight mana whenua iwi of Te tau iho and their identity as Kaitiaki of the whenua of the region.

Tuku21 Whakatū Heritage Month also taps into one of the five identity pillars that define the region that are set out in the nelsontasman.nz Regional Identity Inspiration Guide:

Art & Artisans – there is an extraordinary depth of heritage, artists and artisan businesses here. Nelson is home to three of the oldest cultural institutions in New Zealand – the Suter Art Gallery, the Theatre Royal and the Nelson Centre for Musical Arts (Nelson School of Music).



Vision

Nelson - A Smart Little City He Tāone Tōrire a Whakatū

Nelson is a vibrant place where we are deeply connected with, and committed to, our natural, social and cultural environment. Clever business and innovation help us thrive. We enjoy living fulfilled lives in smart, sustainable communities.

Feedback:

"Thanks for the opportunity to be part of Tuku 21. It has been a very positive and rewarding experience for the Nelson Farmers Market."

"Everyone has a story."

"I think your operating model, of being a manager and facilitator for members of the community who have expertise, knowledge and energy of particular matters to share with the community, is good. It uses the principle I was taught at Teachers' College many years ago, that a good teacher provides an environment whereby pupils can develop themselves, rather than repeating what the teacher knows and shares. Educating, bringing out, encouraging growth."

"It was definitely a team effort in bringing it all together and I loved being part of Tuku 21. Thanks for welcoming me and the exhibition with open arms. All of the staff at Founders were wonderful and really helpful."

"The audience at our event was twice than what we've expected. Promoting our show into our local newspapers in addition to your website promotion and in the Tuku21 pamphlets definitely helped us get the news out to the public."

"It's wonderful to see the profile of your event lifting each year!"

"Love to see more Māori history shared on the top of the South."



Image: NTFCI - Motueka

Everyone has a favourite event memory from Tuku21. Here are a few from Tom Ransom the Nelson City Council Arts and Heritage Adviser, who coordinated the festival:

The "Philippine Cultural Event" packed as many smiles as they could into Nelson College hall! Beautiful costumes, surprising tasting food, music, and dance, all presented from both a traditional and modern perspective. The lively and up-to-date was certainly not missing in the show that involved all ages, with the hall literally bulging with excitement and pride in Philippine culture.

The "Nelson Rainbow Pride History" event had such a diverse panel with a variety of views and ages from older gay men to young Pasifika trans perspectives. All expressed freely and with great heart. The subject matter was at once positive and affirming then again, sadly a recognition of the lack of acceptance and social harm still out there. It was great to hear of Nayland Colleges trailblazing LGBTQI plus, pupil support group, now replicated in hundreds of NZ high schools. Another Nelson first!

"Inscriptions from Time" was a great concept. Researching and imagining stories based on notes people have added to the front of favourite books. The two teenage presenters provided a professional presentation. It was great to see that age group leading their own ideas as Tuku21 event hosts.

A bus tour really is a great rainy-day activity and the "Tohu Whenua Ngāti kuia, Sites of Significance Bus Tour" certainly didn't disappoint. Excellent and informative commentary was given by Ngāti Kuia guide Hemuera Robb.

Having iwi organise and lead their own event in Tuku21 was a significant step in the maturity of the festival's bicultural kaupapa.





Festival Programme

DATE - APRIL	TIME	EVENT	LOCATION	CHARGES	BOOKING REQ
Thursday 1	11am - 12pm	Tupaia: Voyage to Aotearoa - Meet the Illustrator	Nelson Provincial Museum	Free	Y
	12.10pm - 1:15pm	Mike Ward Jewelry Event	The Studio, 3 Morrison Street, Nelson	Free	N
Saturday 3	10am - 4pm	Harakeke - NZ Flax Weaving Workshop	Founders Heritage Park	Charges apply	Y
	10.30am - 12pm	Casual Conversations	222 Hardy Street	Koha/Donation	Y
	2pm - 2.45pm	Operation Grapple - We Were There: Portrait Exhibition Artist Talk	Founders Heritage Park	Free	Y
Sunday 4	10am - 3pm	Higgins Heritage Park Open Day	222 Pigeon Valley Road, Wakefield	Charges apply	N
	10am - 4pm	Harakeke - NZ Flax Weaving Workshop	Founders Heritage Park	Charges apply	Y
Monday 5	11am - 3pm	Open House and Pageant at Broadgreen	Broadgreen Historic House	Free	N
Tuesday 6	5.30pm - 7.30pm	The Wider Atkinson Family and their Astronomical Interests	Fairfield House	Koha/Donation	Y
Wednesday 7	10am - 11am	Historic NZ Newspapers for Family History Research	Richmond Library	Free	Y
	6pm - 8pm	The Boathouse Celebrates Nelson Writers	The Boathouse	Free	Y
Thursday 8	9.30am - 11am	Heritage Online - Discover Some Tools	Learning Centre - Elma Turner Library	Free	N
Friday 9	5pm - 8pm	Willow Bank Heritage Village Open Day	79 Wakefield-Kohatu Highway, Wakefield	Donation	N
	6.15pm - 9pm	Aotearoa and the French 1	NMIT T 309 Lecture Theatre	Charges apply	Y
Saturday 10	10am - 12pm	Tohu Whenua Ngāti Kuia Sites of Significance Bus Tour	Ngāti Kuia Office, 192 Rutherford Street	Free	Y
	10am - 12pm	Heritage as Tourism - Wikipedia Content and Editing	Richmond Library	Free	Y
	10am - 2pm	Cawthron Centenary Open Day	Cawthron Institute Enviro-Tech Wing	Free	N
	10.30am - 12pm	Your Today is Tomorrow's History - Writing Workshop with Ro Cambridge	Activity Room - Elma Turner Library	Charges apply	Y
	11am - 3pm	Looking Back at the Port's Proud Legacy	Port Nelson's Coastal Berth, by Styx off Wakefield Quay	Free	N
	1pm - 3.30pm	The Queen's Quest	Queens Gardens	Free	N
	1.15pm - 3pm	Waterways and Place Stories Workshop	Stoke Library	Free	Y
Sunday 11	10am - 1pm	Open Day at the Theatre Royal	Theatre Royal	Free	N
	10am - 3pm	Pixie Town Workshop 1 - Mechanical Puppetry Workshop	Community Art Works, Nelson	Koha/Donations	Y
	10am - 4pm	Heritage Homes Tour	Various Heritage buildings	\$50	Y
Wednesday 14	10am-11am & 12pm-1pm	Heritage Apples Demonstrations at the Nelson Farmers' Market	Nelson Farmers' Market 105 Bridge St, Nelson	Free	N
	11am - 12pm	Tupaia: Voyage to Aotearoa - Local Connections	Nelson Provincial Museum	Free	Y
	5pm - 6pm	Learning Wikipedia - A New Editor Attempts to Improve the Entry for the Cawthron	Elma Turner Library	Free	Y
	5.30pm - 6.30pm	Riding the COVID Wave	Richmond Library	Free	Y
	6pm - 8pm	Nelson Rainbow Pride History	Founders Heritage Park Cafe	Free	Y
Thursday 15	10am - 12pm	Introduction to Ancestry.com	Richmond Library	Free	Y
	1pm - 1.40pm	Happy Birthday Beethoven	Nelson Centre of Musical Arts	Charges apply	Y
	2pm - 3.30pm	The Art of Isel House with Dr Anna Crichton	Isel House	Donation	Y
Friday 16	6.15pm - 9pm	Aotearoa and the French 2	NMIT T 309 Lecture Theatre	Charges apply	Y
Saturday 17	12.30pm - 1.30pm	Stoke's Roil Family	St Barnabas Church, Main Road, Stoke	Free	N
	2pm - 4pm	St Barnabas Churchyard Cemetery Tour	St Barnabas Church Yard, Main Road, Stoke	Koha/Donation	Y
	3pm - 4.30pm	A look at Archery in the 100 Year War	Archery Park Nelson, 194 Cable Bay Road	Charges apply	Y
	6pm - 10.30pm	Victorian Murder Mystery	Melrose House, 26 Brougham Street	Charges apply	Y
Sunday 18	10am - 3pm	Pixie Town Workshop 2 - Photography Workshop	Community Art Works, Nelson	Koha/Donations	Y
	10am - 3pm	Higgins Heritage Park Open Day	222 Pigeon Valley Road, Wakefield	Koha	N
	11am - 2.30pm	Founders Heritage Fair and Artisan Open Day	Founders Heritage Park	Charges apply	N
	2pm - 3pm	Friends of the Library Talk - Heritage of Nelson's Pottery: a Collector and a Potter in Conversation	Elma Turner Library	Charges apply	N
	5pm - 7pm	Philippine Cultural Celebration	Nelson Boys' College Hall	Charges apply	N
Tuesday 20	12pm - 1.30pm	Family Search - Hidden Gems	Elma Turner Library	Free	Y
	2pm - 3pm	Exhibition Floor-Talk, Nelson Hills: The Group in Nelson	The Suter Art Gallery	Free	N
Wednesday 21	10am - 11am	Retro Crafts - Hand Sew Your Own Pin Cushion	Elma Turner Library	Free	Y
	10am-11am & 12pm-1pm	Nelson Farmers' Market - The Italian Connection Demonstrations	Nelson Farmers' Market 105 Bridge St, Nelson	Free	N
	12.30pm - 1.30pm	Inscriptions From Time: A Historical Mystery	Elma Turner Library	Free	Y
	4pm - 6pm	Bowman House Tour	Bowman House, Nelson	Free	Y
Thursday 22	10.30am - 12pm	Textile Kids: Make a Yarn Friendship Bracelet	Broadgreen Historic House	Free	Y
Friday 23	7.30am - 9am	Nelson City Centre ArtWalk Blessing & Launch	15 Bridge Street, Old Nelson Mail Building	Free	N
	8.15am - 9.45am	Heritage Online - Discover Some Tools	Stoke Library	Free	Y
Saturday 24	9.15am - 9.45am	Anzac Commemoration	The War Memorial on Piki Mai	Free	N
	11am - 12pm	Social Unrest: Nelson Riot in 1843	Refinery Gallery, Hardy Street	Free	N
	6.30pm - 10pm	"Lest We Forget" Light Projections	Anzac Park	Free	Y
	7.30pm - 9pm	The Wairau Affray - An Open Rehearsal	Suter Theatre	\$10	Y
Sunday 25	5.30am - 7am	Anzac Dawn Service	Anzac Park	Free	N
	9am - 12 noon	WWI Research and the Wall of Remembrance	Founders Heritage Park Wall of Remembrance	Free	N
	10.45am - 12.15pm	Anzac Stoke Civic Service	Nayland College Assembly Hall	Free	N
Monday 26	2pm - 8pm	The Pixie Town Arcade Celebration	Community Art Works, 81 Achilles Ave	Koha/Donations	Y
Tuesday 27	10am - 11am	Nelson City Centre ArtWalk - Guided Walking Tours	Suter Gallery Foyer and Streets	Free	Y
	10.30am - 11.30am	Pūrākau - Legends of Te Tau Ihu: Stories, Crafts, Waiata	Elma Turner Library	Free	N
Wednesday 28	10am-11am & 12pm-1pm	Heritage Cooking Demonstrations	Nelson Farmers' Market 105 Bridge St, Nelson	Free	N
	12.10pm - 1.10pm	Nelson City Centre ArtWalk - Guided Walking Tours	Suter Gallery Foyer and Streets	Free	Y
Thursday 29	10am - 12pm	Textile Kids: Stitch a Sampler	Broadgreen Historic House	Free	Y
	2pm - 3pm	Nelson City Centre ArtWalk - Guided Walking Tours	Suter Gallery Foyer and Streets	Free	Y
Friday 30	6.15pm - 8.15pm	Your Today is Tomorrow's History - Writing Workshop with Ro Cambridge	Stoke Library	Charges apply	Y
	10am - 11am	Nelson City Centre ArtWalk - Guided Walking Tours	Suter Gallery Foyer and Streets	Free	Y
	10am - 11am	Retro Video Games - Nintendo, Pacman and More	Elma Turner Library	Free	Y
	10.30am - 12pm	Family History Friday	Richmond Library	Free	Y
WHAT ELSE IS ON? Heritage Displays / Holiday Programmes / Schools Activities					
29 March to 26 April		Life in the Bubble - Display	Elma Turner Library	Free	N
1 to 22 April		Community Quilt Project	Richmond Library	Free	N
All of April		Heritage Buildings Quiz	Nelson Libraries	Free	N
		Mahitahi Waterway Place Stories Display Community Project	Elma Turner Library	Free	N
		Operation Grapple - We Were There - A photographic Portrait Exhibition of NZ Nuclear Test Veterans	Old St Peter's Church, Founders Heritage Park, Nelson	Founders entry	N
		Thomas Cawthron Legacy Self-guided Walking Tour	Various Locations	Free	N
	11am - 4pm	The Tiny Room at Isel House - Closed Mondays	Isel House	Donation	N
		Poorman Valley Stream Waterway Place Stories Display Community Project	Stoke Library	Free	N
		Nelson City Centre ArtWalk	Various locations in Nelson CBD	Free	N
		Make Your Old Slides and Photos Digital	Richmond Library	Free	Y
		Ngā Manu - Taonga Tuku Iho Birds Treasures Handed Down	Nelson Primary & Intermediate Schools	Free	Y

EVENT KEY: ■ Children's Events ■ Talks/Tours ■ Have a Go ■ Performances ■ Gatherings ■ Exhibitions

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Comparisons with past figures:

Satisfaction

(% of people responding to surveys after events said they loved it)

2018 - 69.5% / 2019 - 77.5% / 2020 - Cancelled due to COVID-19 / 2021 - 75.4%

Engagement

(% that went to over 5 events)

2018 - 7% / 2019 - 19.9% / 2020 - Cancelled due to COVID-19 / 2021 - 23%

Age Reach

(% of attendees under 35 years old)

2018 - 9.6% / 2019 - 20.9% / 2020 - Cancelled due to COVID-19 / 2021 - 11.8%

Event Scale

(number of events with over 100 people attending)

2018 - 9 / 2019 - 13 / 2020 - Cancelled due to COVID-19 / 2021 - 13

Cultural Diversity

(number of events that represented non Pakeha/ European Heritage)

2018 - 2% / 2019 - 13% / 2020 - Cancelled due to COVID-19 / 2021 - 25%

Participants

(estimated number of event attendees)

2018 - 4,349 / 2019 - 11,981 / 2020 - Cancelled due to COVID-19 / 2021 - 6,007

Visitor Spend

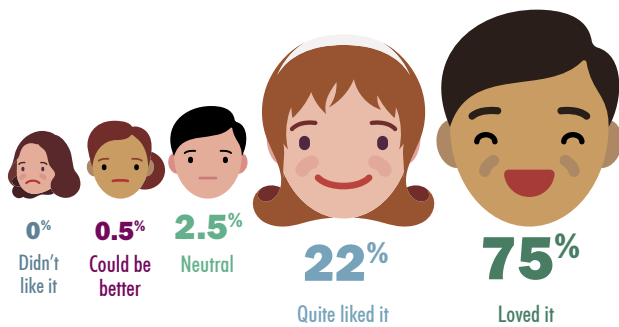
(\$ as calculated by NRDA from festival stats)

2018 - \$634,000 / 2019 - \$505,948 / 2020 - Cancelled due to COVID-19 / 2021 - \$495,475

2021 Festival Figures



How did people enjoy it?



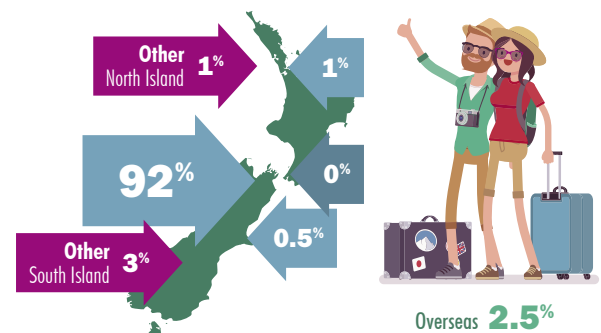
How many events did people attend?



What advertising did they notice?



Where do they live?



How many nights did visitors stay?



Events held

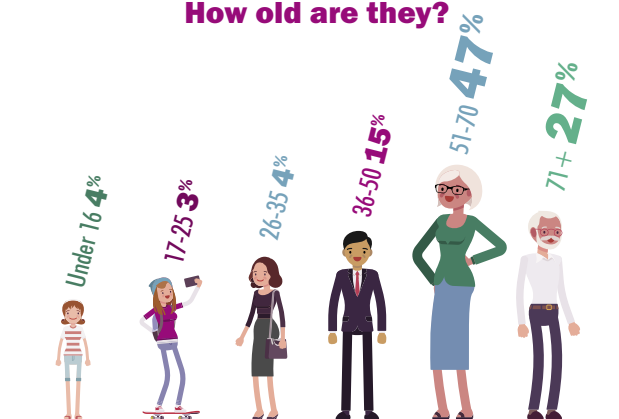
2021
69
Total participants
6,007

Estimated \$ visitor spend in region

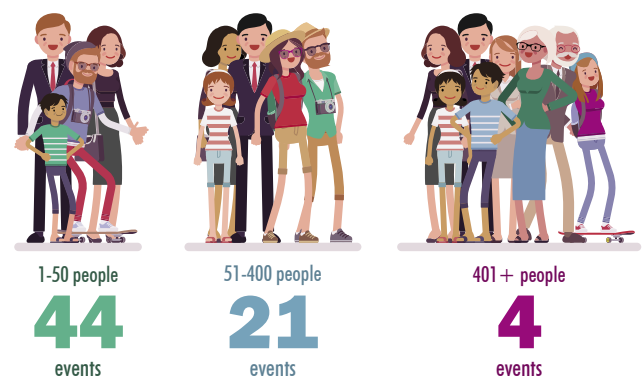
\$495,475*

*Figure generated by Nelson Regional Development Agency Event Economic Impact Assessment tool.

How old are they?



How many people were at each event?



Media Coverage



Tuku21 was covered by a variety of media before and during the festival.

Here are some key moments where Tuku21 was mentioned:

- April edition of Mudcakes and Roses - two-page feature
- Tuku 21 links/Feature in Museums Aotearoa E-Newsletter
- “Revamped Heritage Month” and “Broadgreen House Brings History Alive” articles in the Nelson Weekly
- “Philippine Cultural Celebration” photo in The Nelson Weekly.
- “Lest We Forget”, “Wairau Affray”, “Pride Flag Raised” and “Nelson First Pride Week” articles on the Nelson App.
- “Heritage Park Gallery”, “Casual Conversations” and “Artwalk” articles on Stuff.
- Five Our Nelson Stories.
- Four Word on Whakatū Stories.
- Council and Nelson City Presents Facebook posts about Tuku21 reached 120,664 people.





Thanks

Tuku21 was a community event celebrating Nelson's heritage. It is only possible with the input of a large number of community groups, organisations and individuals who develop and host events with support from Nelson City Council. Thank you to everyone who contributed to making this year's Festival a success.

Wonderful Organisations:

- Alliance Francaise
- Archery Park Nelson
- Arts Council Nelson
- Broadgreen House and Broadgreen Society
- Brook Wairama Sanctuary
- Cancer Society Nelson
- Cawthron Institute
- Central Primary School Choir and Te Pouahi
- Community Art Works
- Cultural Conversations
- Elmer Turner and Stoke Libraries
- EnviroSchools Nelson
- Fairfield House
- Founders Heritage Park
- Friends of the Library
- Heritage New Zealand
- Higgins Heritage Park
- Histrionics
- Isel House
- Jewellery Week
- Melrose Society/Melrose House
- Nelson Boathouse Trust
- Nelson Cathedral
- Nelson Centre for Musical Arts
- Nelson City Council Communications Team
- Nelson City Council Heritage Team
- Nelson City Council Libraries Team
- Nelson City Council Science and Environment Team
- Nelson City Council Te Kāhui Whiria/ Māori Partnerships Team
- Nelson Farmers Market
- Nelson Historical Society
- Nelson Pride
- Nelson Provincial Museum
- Nelson Repertory
- Nelson Science Society
- Nelson Tasman Filipino Community
- Make Shift Spaces
- New Zealand Textile Experiences
- Ngati Kuia
- Ngati Toa
- Ngati Toa Rangatira Ki Wairau Trust
- NZ Society of Genealogists Nelson Branch
- Page and Blackmore
- Port Nelson
- Richmond Library
- RSA Nelson
- St Barnabas Church
- Theatre Royal Nelson
- The Boathouse
- The Refinery Artspace
- The Suter Art Gallery and Suter Theatre
- Voice Collective
- Waimea Intermediate School
- Willow Bank Heritage Village

Amazing Individuals:

- Aimee Borlase
- Alexandra Tidswell
- Anne Rush
- Antony Hodgson
- Catherine Brosnahan
- Cheryl Carnahan
- Christine Grieder
- Christopher Vine
- Cindy Batt
- Colleen Plank
- David Kemp
- David Win
- Debbie Daniell Smith
- Denise Baynham
- Donna Adlam
- Dr. Anna Crighton
- Duncan Steel
- Eliane Pollack
- Esme Ransom
- Faye Wulf
- Giles Burton
- Graeme Robertson
- Helen McCubbin
- Hemuera Robb
- Ilonka Gatal
- James Donaldson
- Jaquetta Bell
- Jenny Pollock
- Jessica Ammundsen
- John Hewson
- John Paul Pochin
- Joy Ciminiello
- JR Richardson
- Judene Edgar
- Judith Fitchett
- Julia Panfylova
- Julie Catchpole
- Justin Eade
- Karl Wulf
- Karen Astwood
- Karen Goodger
- Karen Price
- Karen Stade
- Kay Van Dyk
- Lee Woodman
- Nathalie Lacaze Campbell
- Neil Bollach
- Nils Pokel
- Madison Turner
- Marcus Erdmann
- Matt Tait
- Megan Kitchener
- Melanie McGregor
- Michelle Hunt
- Mike Hawke
- Mike Higgins
- Miriam Clark
- Mike Ward
- Peter Millward
- Rick Field
- Ro Cambridge
- Rose Linde
- Patariki Hippolite
- Shae Trewin
- Shannon Novak
- Sylvia Wesney
- Tanya Nock
- Te Ahu Rei
- Vanya George
- Vicki Smith
- Yvonne Hammond
- Zoe Norquay

Apologies for any of you we may have missed, thank you.



BROUGHT TO YOU BY:



Nelson City Council
te kaunihera o whakatū

