

PEOPLE, STORIES, PLACES



TUKU|22
HERITAGE MONTHS
WHAKATŪ

1 APRIL - 30 JUNE 2022

Festival Report

Written by Tom Ransom. Photos from Melissa Banks, Nelson Provincial Museum and Tim Cuff.



Tuku 22 at a glance:

Events and Participants:

There were 83 events held during Tuku21. Participation at events was estimated at 14,796 people.

Event Hosts Contribution

Sixteen event hosts received a total of \$21,132 from Nelson City Council's Event Host Grant Fund. The event hosts collectively contributed an estimated additional \$26,672 in kind or in monetary value to these events as match funding.

Heritage Budget Spend

Out of the Heritage Activities Programme, Council spent a total of \$222,222 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 \$222,222.



Tuku 22 Whakatū Heritage Month was a festival of culture that celebrated Nelson's unique stories, people and places. This year due to the impending Omicron outbreak of COVID 19 a decision was taken to "space out" the festival allowing hosts to have postponement flexibility and more planning time. This meant the festival ran not just in the usual month of April but also in May and June. This extended timeframe hugely increased participation.

Under the festival's tried and tested format, Council's role has been supporting individuals and groups to develop and coordinate their own events. These "Event Hosts" are supported with a contestable Tuku 22 grant fund and with significant marketing and promotion, both funded by Council.

Running for the month of April, May and June Tuku 22 hosted an unprecedented 96 events, including tours, workshops, talks, open days, performances and community celebrations. The programme covered cultural, natural and social history and art in the form of poetry, music, theatre, craft and digital art experiences. Attendee numbers at events are estimated at 14,796 people with a further 5,551 people estimated to attend displays and exhibits that were also part of the programme.





Vision and Community Outcomes

Council has supported Tuku 22 Whakatū Heritage Months because it contributes to realising the vision in the Long Term Plan 2021 - 2031. It promotes Nelson's heritage and has social, cultural, and economic benefits for our community.

Community Outcomes

Tuku 22 Whakatū Heritage Months contributed to achieving several of the community outcomes in Council'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

Tuku 22 recognises the eight mana whenua iwi of Te Taihō and their identity as kaitiaki of the region.

Tuku 22 Whakatū Heritage Months also uses one of the five identity pillars that define the region as 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).



Strategic Vision

Tuku 22 Whakatū Heritage Months provides “storytelling” delivery to align with and support the Taonga Tuku Iho Strategy that is currently in draft format for public consultation.

Feedback:

"A great effort all round and a conclusive demonstration that the community is capable of generating its own festival- with a bit of encouragement and support!"

"Tuku 22 has been a resounding success."

"E mihi ana ki ngā wāewāe tapu o Te Taihū, koutou mā ko Te Kaunihera o Whakatū me waku kaiāpai, nei kā mihi. I feel very proud to have been given the opportunity to produce Toi Māori as part of Tuku 22, alongside an awesome team of friends. This was an awesome journey and I look forward to further future opportunities to showcase my work."

"Thank you very much for the professional & supportive manner in working with Tuku 22 team."

"Antarctic Heritage Trust was delighted to bring Hillary's Antarctic Hut Virtual Reality Experience to Tuku 22. The Nelson community was welcoming and hundreds of people came to 'explore' the historic hut through the immersive virtual experience. We met local Antarcticans who shared their stories on The Ice with us. It was lots of fun, thank you for having us!"

"Well done for bringing together such a diverse and full series of events for this year's Tuku 22."

"The Indonesian cultural experience was one of the best local events I have ever attended. It is so important that the festival is culturally inclusive. I think it showed other groups what 23 families can do, especially with the help of the embassy and Ministry of Culture and Heritage."



Everyone has a favourite event memory from Tuku 22. Here are a few from Tom Ransom, the Nelson City Council Arts and Heritage Adviser who coordinated the festival:

Sadly due to being struck with COVID 19, I was unable to attend the Ngati Kuia "Pakohe Trails" walk. I heard from others how excellent it was, with kaitiaki Lewis Smith sharing his mauturanga around the use of this stone that is so special to this region and Māori. Having three iwi led events in the program was an important step forward for Tuku 22. For the fourth year running, the festivals percentage of events that represent non-European stories has grown. Looking forward to Tuku 23 I hope we see this diversity increase.

Nelson's incredibly vibrant Indonesian community created two very special events for Tuku 22. With a batik workshop, amazing food, dance and music, attendees senses were brought alive on a virtual "trip to Indonesia". My congratulations goes out to Mini Wati and her band of Indonesian families. You created a magical atmosphere, topped off with a room of us playing music together on fascinating bamboo "anglong" instruments.

Having the Antarctic Heritage Trust bring their "Sir Ed Hillary's Antarctic Hut" virtual reality experience was a definite headline event. Over 300 people "walked" into that hut in the snow from the Founders Heritage Park "portal". Such a low carbon way of experiencing that special heritage place.

Because of its extended duration, some Matariki events were part of the festival. This included the "small but beautiful" Nga Whetu O Matariki community park projections. These six light art shows featured a return of Nerys Ngaruhe's stunning whetu designs. Bringing the kaupapa to people in small neighbourhood parks where they could walk to the shows. This was I think, a subtle and respectful way of marking the season in a 100% local way.



Festival Programme

EVENT	DATE	LOCATION
APRIL 2022		
Unsung Heroes	1 & 2 April	Fairfield House
Pakohe Trails	2 April	Maungatapu, meet at the last car park beyond the Maitai Dam
Fast Fashion Meets Textile Art	2 April	Refinery ArtSpace, 114 Hardy Street, Nelson
Mahjong and More	3 April	Elma Turner Library
Higgins Heritage Park Steam Up	3 April	Higgins Heritage Park, 222 Pigeon Valley Rd, Wakefield
Stretching the Boundaries of Traditional Practice	3 April	Refinery ArtSpace, 114 Hardy Street, Nelson
The Maker of Quilts	3 April	Elma Turner Library, Activity Room
2022 International Year of Glass	5 April - 30 May	Richmond Library, 280 Queen Street, Richmond
Appo Hooton and Chinese Heritage in Whakatū	5 April	Elma Turner Library, Activity Room
Using Collections Online for Research	8 April	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Ablaze - The 2019 Tasman Fires	9 April - 1 May	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Print and Bind - Two Day Course	9 & 10 April	The Armarie Room, Founders Heritage Park
Jerningham - The Wild Child of the Wakefield Family	9 April	Elma Turner Library, Activity Room
Toby or Not To Be Stories of Death and Dying	9 April	Refinery ArtSpace, 114 Hardy Street, Nelson
Hira Cemetery and St Johns Church Tour	9 April	St Johns Church, Hira
Stretching the Boundaries of Traditional Practice (Second Chance)	10 April	Refinery ArtSpace, 114 Hardy Street, Nelson
Iron Duke Sea Scouts Historical Collection Tour	10 April	The Ship - Iron Duke Sea Scouts, Cross Quay, Port Nelson
Mary Bumby's Hive of a Story	10 April	Riverside Community Cultural Centre, 289 Main Road, Lower Moutere
Rare and Unvalued Beauty; NZ landscape Painting	13 April	The Suter Art Gallery
Cultural Conversations Presents: Courageous Conversations Documentary Screenings and Photo Exhibition	15, 16 & 17 April	Cultural Conversations Morrison Square Nelson
A Weekend of Chinese Board Games for Children	16 & 17 April	Elma Turner Library
Higgins Heritage Park Steam Up	17 April	Higgins Heritage Park, 222 Pigeon Valley Rd, Wakefield
Travel Through Time Photoshoot	19 April	Elma Turner Library
Ink and Bricks	20 April	The Armarie Room Founders Heritage Park
Craft our Heritage	20 April	Elma Turner Library
Rare and Unvalued Beauty; NZ landscape Painting	21 April	The Suter Art Gallery
Retro Video Games	21 April	Elma Turner Library
An Evening in with the Romantics	21 April	Founders Café
Kumihimo - Japanese Yarn Braiding	22 April	Stoke Library
Children's Creative Workshop	22 April	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Cultural Conversations Presents: Courageous Conversations Documentary Screenings and Photo Exhibition.	22, 23 & 24 April	Cultural Conversations Morrison Square Nelson
The Treadle Press Workshop One Day Course	23 April	The Armarie Room Founders Heritage Park
ANZAC Crafts	23 April	Stoke Library & Elma Turner Library
The First Flight to Nelson	23 April	In front of Isel House, Isel Park.
ANZAC Dawn Service	25 April	ANZAC Park
RSA Wakapuaka Cemetery Last Post and Wreath Laying (short) Ceremony	25 April	Wakapuaka Cemetery
RSA Boar War Memorial Last Post and Wreath Laying (short) Ceremony	25 April	Boer War Memorial Queens Gardens
RSA Marsden Valley Cemetery Last Post and Wreath Laying (short) Ceremony	25 April	Marsden Valley Cemetery
ANZAC Civic Service	25 April	Christ Church Cathedral
Brent Coutts on Crossing the Lines	25 April	Red Door Theatre, 95 Atawhai Drive
Genealogy & Family Trees	26 April	Elma Turner Library
Escape Room - Escape the Wreck of the Queen Bee	27 & 28 April	Elma Turner Library
Retro Video Games	29 April	Stoke Library
Children's Creative Workshop	29 April	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Old Fashioned Games	30 April	Elma Turner Library
Using Collections Online for Research	30 April	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Cultural Conversations Presents Courageous Conversations Documentary Screenings on loop inside and outside the Refinery	30 April - 20 June	Refinery Art Space Hardy Street Nelson
MAY 2022		
Bus Tour to Willow Bank Heritage Village - Inspiring Magenta artists to Create Heritage Mural	3 May	Leaving Magenta Creative Space, return bus to WillowBank Heritage Park, Wakefield
Multicultural Projections	9 - 13 May	Millers Acre Car Park, 39 Halifax Street, Nelson
Introduction to Ancestry.com in Richmond Library	12 May	Richmond Library, Constance Barnicoat Room
Brook Waimarama Sanctuary Heritage Tour	14 May	Brook Waimarama Sanctuary, Brook Valley, Nelson
Rock! 35 Years of Rockquest - Exhibition and Light Projections	14 May - 12 June	Millers Acre Centre, 39 Halifax Street, Nelson
90 years of Radio in Nelson - Children's Workshop on Crystal Radio's	15 May	Community Art Works, 81 Achilles Ave
Tasman Heritage	17 May	Richmond Library, Constance Barnicoat Room
Tasman Heritage	19 May	Motueka Library
The Brook Waimarama Sanctuary Heritage Tour - Video Screening	19 May	The Brook Waimarama Sanctuary Hub (Morrison Square)
Sir Ed Hillary's Antarctic Hut VR Experience	20 - 28 May	Old St Peter's Church, Founders Heritage Park
Introduction to Ancestry.com at Motueka Library	20 May	Motueka Library
Ngāti Kuia Sites of Significance Bus Tour	21 May	Ngāti Kuia office, 192 Rutherford Street
Brook Waimarama Sanctuary Heritage Tour	21 May	Brook Waimarama Sanctuary, Brook valley, Nelson
JUNE 2022		
Armchair Adventures - Exploring The Waterfront	6 June	Suter Theatre, Bridge Street, Nelson
Indonesian Batik Exhibition and Workshop	11 June	Saxton Oval Pavilion
Trip to INDONESIA through your Palate and Senses	11 June	Saxton Oval Pavilion
Nelson Community Potters Tuku 22 Heritage Afternoon	11 June	Nelson Community Potters, 136 Rutherford Street
Ngāti Apa ki te Rā To Whakapapa Whenua	12 June	Tahunanui Beach Car Park
Multicultural Projections - Second Chance to see!	13 - 20 June	Millers Acre Car Park, 39 Halifax Street, Nelson
Victory Matariki Celebration	23 June	Victory Community Centre 1 Totara Street, Nelson South, Nelson
Matariki Festival, Te Huihui-o-Matariki 2022	24 June	Paru Paru Rd, Rutherford Park and Trafalgar Centre
Flight - exploring coastal migrations and local histories through lantern making	12 June	Community Art Works, 81 Achilles Ave
Ngā Whetū O Matariki Community Light Art Show	25 June	Te Ata Reserve, Atawhai
	25 June	Betsy Eyre Park, Brook Street
	26 June	Ranui Reserve, Stoke
	26 June	Fairfield Park, Nelson
	27 June	Murphy Street Recreational Reserve, Tai Tai
	27 June	Wolfe Reserve, Washington Valley
a gREAT rAW (a theatrical debate)	27 June	East Street Café
"Unpicking Dressed"	29 June	The Pastorius Waller Theatre at The Suter Art Gallery Te Aratoi o Whakatu
Rites of Passage	30 June	Broadgreen historic House, Mayland Road, Stoke



Tahuna, Nelson, N.Z., 1926. Nelson Provincial Museum, F N Jones Collection: 311420



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 - 75.9%
2022 - 86%

Engagement

(% that went to over
5 events)

2018 - 7%
2019 - 19.9%
2020 - Cancelled due to COVID 19
2021 - 24%
2022 - 20%

Age Reach

(% of attendees
under 35 years old)

2018 - 9.6%
2019 - 20.9%
2020 - Cancelled due to COVID 19
2021 - 11.8%
2022 - 22%

Event Scale

(number of events
with over 100 people
attending)

2018 - 9
2019 - 13
2020 - Cancelled due to COVID 19
2021 - 13
2022 - 18

Diversity

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

2018 - 2
2019 - 13
2020 - Cancelled due to COVID 19
2021 - 25%
2022 - 30%

Participants

(estimated number
of event attendees)

2018 - 4,349
2019 - 11,981
2020 - Cancelled due to COVID 19
2021 - 6,007
2022 - 14,796

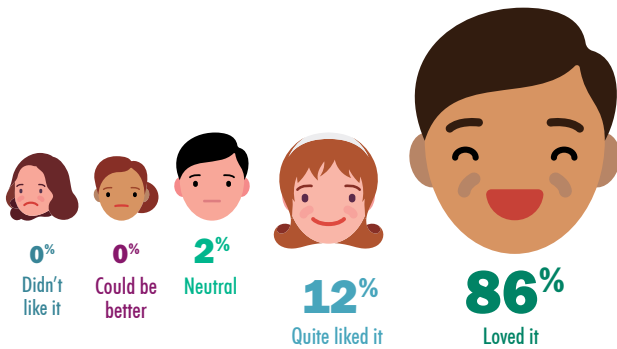
Visitor Spend

(\$ as calculated by
NRDA from festival
stats)

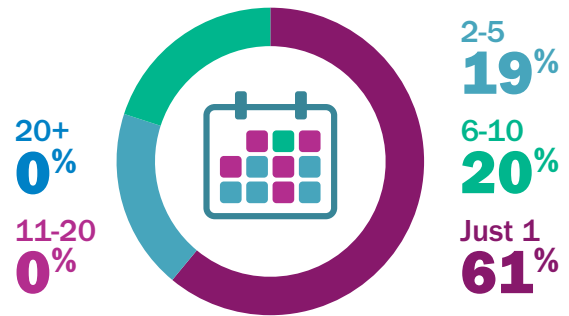
2018 - \$634,000
2019 - \$505,948
2020 - Cancelled due to COVID 19
2021 - NRDA TO PROVIDE

2022 Festival Figures

How did people enjoy it?



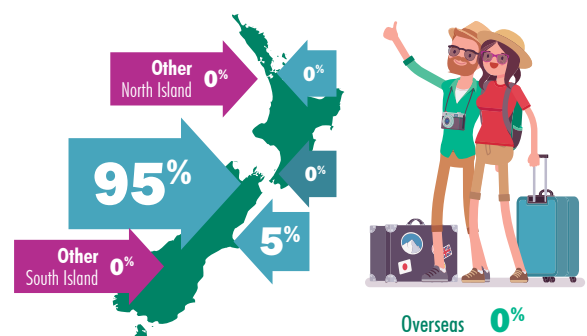
How many events did people attend?



What advertising did they notice?



Where do they live?



How many nights did visitors stay?



Events held

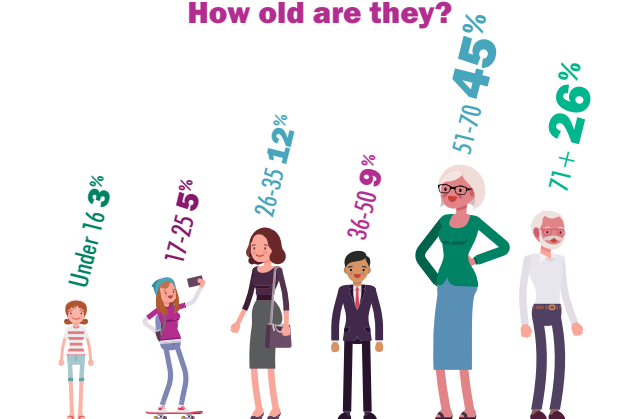
2022
83
Total participants
14,796

Estimated \$ visitor spend in region

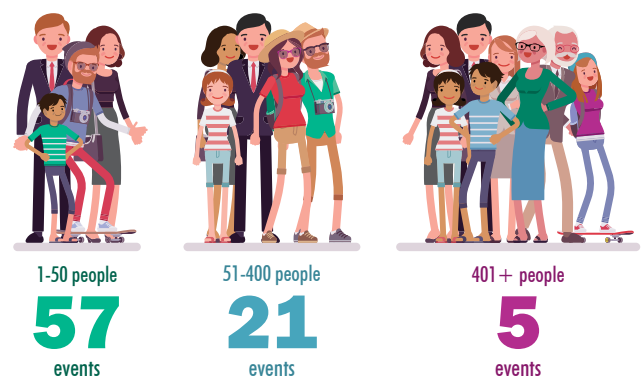


*Figure generated by Nelson Regional Development Agency Event Economic Impact Assessment tool.

How old are they?



How many people were at each event?



Media Coverage

Tuku 22 was covered by a variety of media before and during the festival. Here are some key moments where Tuku 22 was mentioned:

- “Three months of events celebrating Nelson heritage” article in the April edition of Mudcakes and Roses .
- “Feast for senses as Indonesian community showcase culture” articles and photo in The Nelson Weekly and Stuff.
- “A night at the Theatre Royal without leaving home” article and photo in Stuff.
- Article by the Indonesian Embassy in the Ministry of Foreign Affairs publication.
- “Armchair ride to waterfronts past and present” article and photo in Stuff.
- Four Our Nelson Stories.
- 33 Nelson City Council Facebook posts about Tuku 22 reached 86,742 people.



Volunteer at the Nelson Tasman Hospice

Nelson Tasman Hospice is a community organisation that provides vital services to those with life limiting illness and their families. Volunteers enhance the services that the hospice offers by giving the gift of their time, releasing staff to focus on their specialist roles.

Nicole Goldworthy says that as a volunteer she not only learns new skills but enjoys “helping people in my community as well. It’s great way to put my free time to good use”.

Another hospice volunteer, Viv Markland, says, “I volunteer to give back to an organisation that gave great support to myself and my husband when he was unwell”.

The hospice’s Volunteer Programme Manager, Kriska Gould, explains that they are always in need of volunteers for current, and future open roles. “Many of our volunteer roles are defined by necessity, but you might have a skill that we didn’t know we needed until we met you”

If you would like to know more about volunteering with the team at Nelson Tasman Hospice please give Kriska a call on 03 546 3912 or email kriska.gould@nelsonhospice.org.nz

Pictured below: Hospice volunteers Nicole Goldworthy, Viv Markland and Willie Gullbransen

Three months of events celebrating Nelson’s heritage

This year Nelson City Council’s annual heritage month will run over three months to ensure that small COVID-resilient cultural events can be delivered for Nelson Whakatū.

Tuku 22 will take place over April, May and June, so that public events have more space between them, and have more time to be postponed if needed.

Community and Recreation Committee Chair Councillor Tim Skinner says adopting the event’s usual timing to make sure it could still go ahead this year is important for celebrating and supporting Nelson.

“The Tuku 22 Whakatū heritage events create a space for telling the diverse stories that weave together to form Nelson’s past, and offer a deeper understanding of our city, our community, and our heritage,” he says.

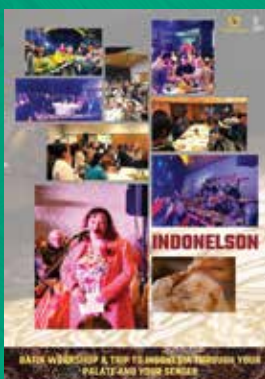
“Tuku 2021 events had an estimated \$495,000 of economic benefits to Nelson. We’re excited to be enabling small events for the community to enjoy, which will also help to revitalise our city in a difficult time.”

Events in the Tuku 22 calendar include:

- Cultural Conversations on Hardy Street is showing a series of filmed interviews with recent migrants exploring their struggles, joys and feelings about their new home.
- “Historionics” is performing a dramatic recreation of the region’s first aircraft flight and landing in Stoke just over 100 years ago.
- Community Art Works is celebrating the love of radio with a series of events running up to this year’s 90th anniversary of Nelson’s first radio station.

Visit tutan.co.nz for the full programme.

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Tasman Shed - Grading and packing apples. Nelson Provincial Museum, Kingsford Collection: 153957

Thanks

Tuku 22 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:

- Fairfield House
- Unsung Heroes
- Ngati Kuia
- Nelson City Council Libraries Team
- Arts Council Nelson/ The Refinery Artspace
- Nelson Provincial Museum
- Broadgreen House and Broadgreen Society
- Higgins Heritage Park
- The Armarie Room
- NZ Society of Genealogists Nelson Branch
- The Iron Duke Sea Scouts
- The Riverside Community
- Cultural Conversations
- The Suter Art Gallery and Suter Theatre
- Brook Wairama Sanctuary
- Community Art Works
- Elmer Turner and Stoke Libraries
- Founders Heritage Park
- Friends of the Library
- Histrionics
- Isel House
- RSA Nelson
- Nelson Pride
- Magenta Creative Space
- Multicultural Nelson/Tasman
- Brook Wāimarama Sanctuary
- Make Shift Spaces
- Rockquest
- Community Art Works
- Richmond Library
- Motueka Library
- Nelson Historical Society
- IndoNelson
- The Indonesian Embassy
- The Department of Interior Affairs
- Nelson Community Pottery
- Ngāti Apa ki te Rā Tō
- Victory Community Centre
- Nelson City Council Te Kāhui Whiria/ Māori Partnerships Team
- Nayland College
- Theatre Royal Nelson
- Nelson City Council Arts and Heritage Team

Amazing Individuals:

- Aimee Borlase
- Alexandra Tidswell
- Andreas Gabriel
- Anna Fyfe
- Andy Dolling
- Anne Rush
- Antony Hodgson
- Barbara Nicholas
- Brent Coult
- Casey Andreson
- Catherine Brosnahan
- Claire Regnault
- Charles Werahiko Olsen
- Cheryl Carnahan
- Chris Priestley
- Christina Sanders
- Daniel Wilson
- David Win
- Debbie Armatage
- Debbie Daniell Smith
- Deborah McConochie
- Diana Clarke
- Eliane Pollack
- Faye Wulf
- Gabriela Roldan
- Georgia Clarkson
- Grace Tocker
- Helen McCubbin
- Janja Heathfield
- JP Ponchin
- JR Richardson
- Julia Hardie
- Julie Catchpole
- Karen Price
- Karen Stade
- Karen Wallace
- Kindra Douglas
- Klaazs Breukel
- Lee Woodman
- Lewis Smith
- Maggy J
- Mark Raffills
- Melissa Banks
- Michael Davies
- Miranda Massey Wood
- Miriam Clark
- Nerys Ngaruhe
- Nicola Harwood
- Renee Hadlow
- Ro Cambridge
- Ronnie Martin
- Ru Collin
- Olivia Gallagher
- Penny and Gordon Taylor
- Peter Forster
- Sara Clarkson
- Sarah Newman Watt
- Shae Trewin
- Tanya Batt
- Tanya Nock
- Tom Ransom
- Vanya George
- Vicki Smith
- Zoe Norquay

Apologies for any omissions/spelling mistakes.



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Nelson City Council
Te Kaunihera o **Whakatū**

