



**NELSON
HERITAGE
FESTIVAL**

1 - 30 April 2019

Festival Report

Written by Tom Ransom and Sarah Holman.
Photos from Tim Cuff and Nelson Provincial Museum.



2019 at a glance:

Events and Participants:

53 different events were held leading to 90 separate event occasions. Participation was estimated at 11,981 people, an increase of 176%.

Event Hosts Contribution

Event hosts, that were funded by the Council's Event Host Grant Fund contributed an estimated additional \$28,550 in kind or in monetary value to the Heritage Festival.

Heritage Budget Spend

Out of the Heritage Activities Programme, Nelson City Council spent a total of \$53,747 on the festival as a whole, 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 \$505,948.



The Nelson Heritage Festival celebrates Nelson's unique stories, people and places. With its roots in Heritage Week which started in 2010, the programme was for its second year branded as a "festival."

Under the 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" are supported with a contestable Heritage Festival Grant fund and with significant marketing and promotion both funded by Council.



Running for the month of April, the 2019 Festival hosted 53 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, cinema and the commemoration of Anzac Day. Attendee numbers are estimated at 11,981.

Vision and Community Outcomes

Nelson City Council supports the Heritage Festival 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

The Heritage Festival 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

The Heritage Festival also taps into one of the five identity pillars that define the region that are set out in 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 is The 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:

"Congrats to all - a fantastic variety of events."

"I am writing to say how impressed I have been by this year's month long heritage festival initiated by your staff and involving so many presenters and groups..... thank you for doing that but thank you too for including the bigger picture, so that there were events which related to outlying settlements."

"This year's programme looks great and has really good spread across topics and places, well done! It's going to be fun!"

"Funding made it possible for the public to have hands on experience using a heritage hand printer and produce printed items using traditional techniques."

"What a fabulous programme."

"Congratulations on a most interesting, well-organised Tour. It was certainly well worth the trip from Blenheim."

"Nelson has such a rich history and it made us realise we should spend more time in and around Nelson."



2019 Highlights

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

Nelson Provincial Museum staffer Tatsiana Chypanova gave a talk on Nelson's Russian connections from (allegedly) dodgy mariners to Lord Rutherford's BFFs.

Following the March 15th terror attacks, Lord Nelson removed his hat, and in a whistle-stop change to the programme, a team of improvisational comics entertained crowds at the Theatre Royal. Over \$5,000 was raised for Christchurch families affected by the tragedy.

The Centre for Fine Woodworking Trust initiated a series of workshops that gave attendees a taste of traditional wood crafting skills under the expert eye of their tutors.

Nelson Libraries hosted a talk by Hillary and John Mitchell about how the "Nelson Tenth's" "consideration" of payment for land from Māori landowners by the New Zealand Company was actually put into practice, and how Wakatū Incorporation was established to take back administration of the Tenth's Reserves that were returned.

A "play in development" reading of "The Wairau Affray" by Justin Eade ensured Ngati Toa leaders and arts representatives were fully involved in the play's script and public "development" workshops.

Bicycle Nelson Bays provided three themed cycle powered cinema nights where the audience had to pedal for their films on Urban Design, Maori culture and railway heritage.

The Maori Battalion ANZAC event at Whakatū Marae gained national TV coverage in allowing the mana of those who served to be remembered.

The Gabrielli Concert at Nelson Cathedral saw a packed crowd enjoy brass music performed by students from the NCMA's Septura residency and conducted by some of the world's top brass instrument performers.



2019 Festival Programme

APRIL	EVENT	LOCATION
Tues 2	Русские связи города Нельсона Nelson's Russian Connection	Nelson Provincial Museum
Thurs 4	NCMA 125 Years Lunchtime Series: Zeb Wulff "Piano" If pub walls could talk!	NCMA Nelson Provincial Museum
Thurs 4 & Fri 5	Lord Nelson at the Theatre Royal	Theatre Royal Nelson
Sat 6 & Sun 7	A Taste of Woodwork Workshop 1: Introduction to Spoon Carving (2 days)	The Centre for Fine Woodworking
Sat 6	A Taste of Woodwork Workshop 2: Stylish Wooden Serving Spoons and Salad Servers (1 day) Wakapuaka Cemetery Tour of Early Nelson Store Keepers Graves Tina Makereti in Conversation with Liz Price	The Centre for Fine Woodworking Wakapuaka Cemetery Elma Turner Library
Sun 7	A Taste of Woodwork Workshop 3: Decorative Cheese / Serving Boards (1 day) Cancer Society Heritage House Tour Biology is destiny - Phrenology	The Centre for Fine Woodworking Various locations Elma Turner Library
Mon 8	A Broken Promise? Nelson Tenth's and the Settlement of Nelson	Elma Turner Library
Tues 9	Archives Alive!	Nelson Provincial Museum
Wed 10	Family History Drop-in Contemporary Twists on Traditional Practice Ports: Past and Present	Research Room at the Richmond Library The Refinery ArtSpace Bus pick up
Thurs 11	The Prow Local History Website NCMA 125 Years Lunchtime Series: Brahms Piano Quintet Beyond the Frame	Elma Turner Library NCMA Nelson Provincial Museum
Sat 13	Broadgreen Family Open Day Bringing Back the Buxton's Architecture as a 4th Dimensional Art	Broadgreen House Broadgreen House Broadgreen House
Sun 14	NZ Textile Experiences - Introduction to Harakeke Weaving with NZ Flax 6th Annual Wakefield Apple Fair Views from the Granary - and the understoreys Philip Simpson - Down the Bay The Wairau Affray - a play in development	Broadgreen House Willow Bank Heritage Village, Wakefield The Granary, Founders Park Elma Turner Library The Suter Theatre
15, 16, 17	The Wairau Affray - a play in development	The Suter Theatre
Mon 15	The Great Lego Print Day Textile Kids - Swedish Rag Rugs	The Armarie Room Broadgreen House
Tues 16	Resuscitate your Family Slides Broadgreen Trails: Making Paper	Imaginarium, Richmond Library Broadgreen House
Wed 17	National Digital Regional Forum "Unconference" Apples in April - Library Children's Holiday Programme Broadgreen Trails: Autumn Leaves and Clay tiles	Constance Barnicoat Room - Richmond Library Elma Turner Library Broadgreen House
Thurs 18	Textile Kids - String Art World Heritage Day at Isel House and Isel Market Let The Band Play On! - (The World Heritage Day Tea-Dance)	Broadgreen House Isel House and Park The Boathouse
Sat 20	#letterpresslove	The Armarie Room
Sat 20 - Mon 22	Great Victorian Chick Hunt	Broadgreen House
Sat 20	"Liveable Streets" Cycle Powered Cinema	Johnny Cash Room, NMIT
Sun 21	Run-away Jigger - a Railway Steampunk Engineer Ride Railway Heritage Cycle Powered Cinema	"Old Railway Reserve" Stoke to Founders Park Founders Heritage Park
Mon 22	NZ Textile Experiences - Corn Dolly Weaving	Broadgreen House
Tues 23	Maori Heritage Cycle Powered Cinema	Founders Heritage Park
Wed 24	Apples in April - Library Children's Holiday Programme Gabrielli Concert at Nelson Cathedral	Stoke Library Nelson Cathedral
Thurs 25	ANZAC Dawn Service Stoke Civic ANZAC Service ANZAC Cycle Powered Cinema	ANZAC Park Stoke Memorial Hall Stoke Memorial Hall - senior hall
Sat 27	The Ladies of Melrose House 1815 to 1939	Melrose House
Sun 28	Print Is Not Dead Founder's Heritage Fair	The Armarie Room Founders Heritage Park
WHAT ELSE IS ON? Heritage Displays / Holiday Programmes / Schools Activities		
Tues 9 - Sun 28	A Glimpse into the Past with Postcards	Elma Turner Library
Wed 10 - Fri 12	Escape Room	Elma Turner Library
Sat 13 - Sun 28	Isel House "Tremendous Trees" Park Trails - Children's Holiday Programme	Isel House and Park
Mon 15 - Fri 26	Founders "Wood Works" Park Trails - Children's Holiday Programme	Founders Heritage Park

Comparisons with last year's festival:

Satisfaction
(% of people responding to surveys after events said they loved it)
2018 - 69.5% / 2019 - 77.5%

Engagement
(% that went to over 4 events)
2018 - 39% / 2019 - 49.7%

Age Reach
(% of attendees under 35 years old)
2018 - 9.6% / 2019 - 20.9%

Event Scale
(number of events with over 100 people attending)
2018 - 9 / 2019 - 13

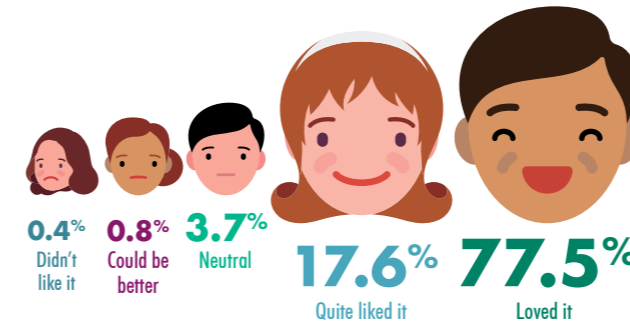
Diversity
(number of events that represented non Pakiha/European Heritage)
2018 - 2 / 2019 - 13

Participants
(estimated number of event attendees)
2018 - 4,349 / 2019 - 11,981

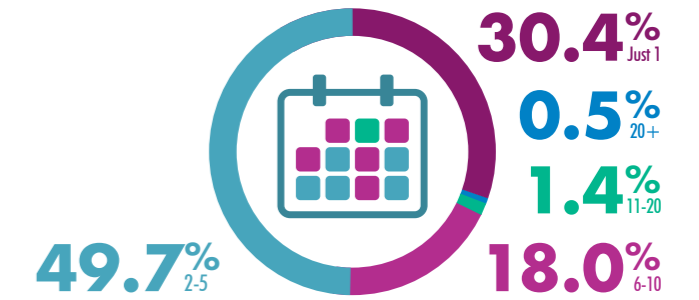
Visitor Spend
(\$ as calculated by NRDA from festival stats)
2018 - \$634,000
2019 - \$505,948 Drop due mostly to reduced nights stayed.

2019 Festival Figures

How did people enjoy it?



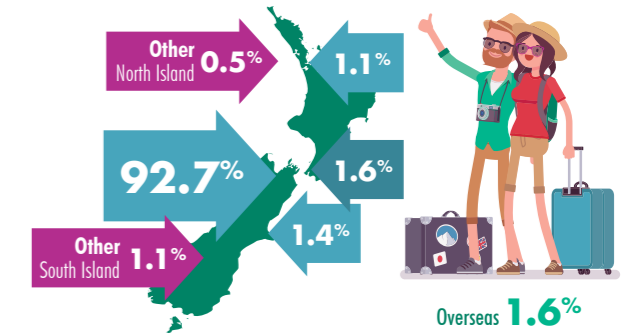
How many events did people attend?



What advertising did they notice?



Where do they live?



How many nights did visitors stay?



Estimated \$ visitor spend in region



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

Events held
2019 **57**
Total participants
11,981

How old are they?



How many people were at each event?



Media Coverage



Thanks

The Nelson Heritage Festival was covered by a variety of media before and during the festival. Here are some key moments:

- March edition of Wild Tomato - four page feature on Festival
- 27 March 19 - three page Feature in The Nelson Weekly
- April edition of Nelson Magazine - two page feature on Heritage Homes Tour
- April edition of Mudcakes and Roses - two page feature
- A two-minute report about the Māori battalion event on Te Karere - Māori TV
- Council Facebook posts about the Heritage festival reached 72,967 people over a two month period.



The Nelson Heritage Festival is 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:

- Arts Council Nelson
- Bicycle Nelson Bays
- Broadgreen Society
- Cancer Society Nelson
- Chamber Music NZ
- Convent Girls Association
- Enviroschools Team
- Founders Heritage Park
- Histrionics
- Maori Battalion Committee
- Melrose Society
- 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 Maori Partnerships Team
- Nelson City Council Science and Environment Team
- Nelson Institute
- Nelson Provincial Museum
- New Zealand Textile Experiences
- Ngati Toa
- Ngati Toa Rangatira Ki Wairau Trust
- NZ Society of Genealogists Nelson Branch
- Port Nelson
- Richmond Library
- RSA
- Septura
- Theatre Royal Nelson
- The Armarie Room Printery at Founders
- The Centre for Fine Woodworking Trust
- The Refinery Artspace
- The Suter Theatre
- Willow Bank Heritage Village
- Whakatu Marae

Amazing Individuals:

- Annette Walker
- Anton de Thierry
- Caitlin Brennan
- Cameron West
- Christopher Vine
- Christine Foote
- Dan Allen
- Deborah Walsh
- Derek Nees
- Di Scott
- Giles Burton
- Fleur Jackson
- Hillary Mitchel
- Jane DuFeu
- Janie Hall
- James Donaldson
- Jennifer Baumfield
- John Mitchel
- John Paul Pochin
- Johnny Joseph
- Jo McCrostie
- Judene Edgar
- Juliet Ayre
- Justin Eade
- Kate Coote
- Kay Cedarman
- Karen Richards
- Lisa Allen
- Liz Price
- Lorraine Eade
- Lydia Milne
- Nathalie Lacaze
- Campbell Nick Kemplen
- Nick Gastrell
- Nigel Costley
- Mary Ayre
- Mary Gavin
- Matthew Edgar
- Matt Lattin
- Melanie McGregor
- Patariki Hippolite
- Peter Millward
- Philip Simpson
- Renee Hadlow
- Ronnie Martin
- Sylvia Wesney
- Tina Makereti
- Tui Hammond



BROUGHT TO YOU BY:



Nelson City Council
te kaunihera o whakatū

