

PEOPLE, STORIES, PLACES



19 MARCH - 30 APRIL 2023

Festival Report

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



Tuku 23 Whakatū at a glance:



Events and Participants:

There were 65 events held during the festival. Participation across all events was estimated at 12,749 people.

Event Hosts Contribution

A core part of the festival has always been that events share (tuku) the communities stories. In the 2023 festival program 89% of the events were led and run by community organisations/people external to Nelson City Council.

Sixteen event hosts received a total of \$22,600 from Nelson City Council's Event Host Grant Fund. These event hosts collectively contributed an estimated additional \$19,200 in kind or in monetary value to these events.

Heritage Budget Spend

Council spent a total of \$76,000 on the festival, including grants to event hosts, contractors and promotion of events.

Economic Value

As calculated by the Nelson Regional Development Agency (NRDA) the economic impact of the festival was estimated at \$627,191.

Tuku 23 Whakatū once again celebrated Nelson's unique stories, people and places. After multiple COVID 19-induced delivery pivots in 2021 and 2022, the 2023 festival returned to a more traditional six-week-long format. Despite that, participation levels in Tuku 23 still remained high. Attendance figures during the six week Tuku 23 festival were comparable with the far longer (three month) Tuku 22 festival.

Running for six weeks through March and April, Tuku 23 Whakatū hosted 65 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 music, theatre, craft and digital art experiences. Attendee numbers across all events was estimated at 12,749 people, with a further 4000 people estimated to attend displays and exhibits during the festival period.

Feedback from participants and hosts was that quality mattered more than quantity. In line with that, Tuku 23 Whakatū was the most cultural diverse Heritage Festival run by any local authority in NZ (37% of events featuring non-European culture).

Using the festival's tried and tested format, rather than running all the events itself, Council's key role was supporting individuals and groups to develop and coordinate their own events. These "Event Hosts" were supported by Council with contestable Tuku 23 Whakatū grant funding and with significant marketing and promotion spend.





Vision and Community Outcomes

Council supported Tuku 23 Whakatū because it contributes to realising the vision in the Long-Term Plan 2021- 2031 It not only promotes Nelson’s heritage, but has social, cultural, and economic benefits for our community.

Community Outcomes

Tuku 23 Whakatū 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 23 Whakatū recognises the eight mana whenua iwi of Te Tau Ihu and their identity as kaitiaki of the whenua of the region.

Tuku 23 Whakatū also taps into one of the five identity pillars that define the region as set out in the Nelson Regional Development Agency “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 23 Whakatū was a significant area of delivery under the Council’s new Taonga Tuku Iho Heritage Strategy.

These principle outcomes of the strategy were supported by the festival:

- **Kiatiakitanga** (Guardianship)
- **Te Taiao** (The Natural World)
- **Rangatiratanga** (Leadership)
- **Whanaungatanga** (Community Relationships)
- **Mana Motuhake** (Uniqueness)



Feedback:

"Tuku 23 Whakatū was an incredible experience, showcasing a diverse and engaging array of events."

"The effectiveness of the hosts and the vibrant brand of Tuku 23 Whakatū contributed to the festival's success."

"Our event was significant in bringing together our community in unity and building strong social connections for all families involved. It definitely supports the health and wellbeing of our members by being involved in our regular practices and meetings and gatherings. It brings joy and happiness to many newcomers in our community. But most of all it gives our community a sense of pride and awareness in promoting our culture and traditions especially for our young children who grew up here in New Zealand."

"We would like to say a big thank you to NCC, and Tuku 23 for funding our event. We are very grateful."

"The crowd was abuzz after our booked-out Tuku 23 Whakatū event held on the 26th of April."

"Funding from Nelson City Council helped pay for some tuition and marketing/equipment expenses. A total of 125 hours was spent by tutors, mentors and volunteers assisting in helping the students gain skills and confidence."



Tuku 23 Highlights

Everyone has a favourite event memory from Tuku 23 Whakatū. Here are a few thoughts from Tom Ransom, the Nelson City Council Arts and Heritage Adviser who coordinated the festival:

Although I was enjoying ahi ka, away in my homeland of England for much of the festival, here are a few events that I feel were interesting or epitomise what Tuku festivals are all about:

The Sri Lankan community held their Avurudu (New Year) celebration in style in Anzac Park. With dancing, food and games, the sunny weather really turned up for the organisers. Who doesn't love a good game of where is the eye of the elephant? (Think pin the tail on the donkey, but with a larger nose). A big part of why I love Nelson is the range of cultures we have living here, making us New Zealand's third most diverse city. Events like this give us all a chance to celebrate that and learn a bit about our differences and similarities.

For the second year running, Ngāiī Kuia honoured the community with a very special hikoī exploring the Maitai Valley and sharing Mātauranga Māori about the prized stone, pakohe. For people on the tour, the opportunity to hear Kaitiaki Taiao Ruihana Smith explain the significance of pakohe, uphold its mana and even dispel a few myths, was massive. Ngāiī Kuia have been excellent partners over the past three Tuku festivals, running multiple events. I can't wait to see what they come up with for Tuku 24 and I am pretty sure the pakohe hikoī would be as popular again with a new audience of respectful attendees.

I saw the late John Lee Hooker play in the states when I was in my 20's. It ignited a long and varied acquaintance with the blues. From Peter Green to Captain Beefheart and his Magic Band I've enjoyed the complex emotions and rhythms of the musical genre. When the Tasman Bay Blues Club approached Council, I was super keen to see their idea come to fruition. The evening saw some beginner musicians, many of whom had never been in front of an audience, mentored by the club to give performing a go. They bravely stepped up to the stage to perform and the evening was a sell-out success.

Nelson's rainbow community organisation Nelson Pride Inc. has been fast to see the potential for Tuku festivals to tell diverse and authentic personal stories directly from the community. New Zealand's history is in the making right now. The "Speak Out" guest presenter event they organised showed some of the pain and joy, the good and bad of everyday life in our country. Respect to New Zealand Police for taking part and delivering a superbly timed, crack-up punch line. Watch the film on the Tuku 23 website.

DATE	EVENT	LOCATION
Sunday 19 March	Multicultural Football Tournament Finals Day	Neale Park
	Nelson Vintage Engine and Machinery Show	Higgins Heritage Park, 222 Pigeon Valley Road, Wakefield
	Multicultural Festival	Founders Heritage Park
	Toss Woollaston - Painting Nelson/Tasman Exhibition Opening	Atkins Gallery, Anchor Inn building at Founders Heritage Park
Tuesday 21 and 28 March	Creative Mending and Alterations for Experienced Sewers - Hand and Machine Sewing	Nelson Women's Centre, 44 Trafalgar Street
Tuesday 21 March	Traditional Hand-sew Mending - Various Techniques	Nelson Women's Centre, 44 Trafalgar Street
Thursday 23 March	Introduction to Ancestry Workshop	Richmond Library, Learning Pod
	Purple Poppy Day - Remembering the Animals in War	Le Cren Room, Broadgreen House, Stoke
Sat 25 and Sun 26 Mar	Harakeke Weaving for Your Home or Gifts	Nikau Nursery & Native Gardens Art Studio, 411 Nayland Rd
Saturday 25 March	Write Your Life Story, Memoir or History	Richmond Library, Constance Barnicoat Room
	The Melrose Society presents Histrionics at Melrose House	Melrose House, 26 Brougham Street, Nelson
	Nelson Symphony Orchestra Presents: Under 18	Nelson Centre of Musical Arts
Sunday 26 March	Positive Settlement Expo	Saxton Oval Cricket Pavilion
Monday 27 March	Tasman Heritage Hands-on Tips and Tools Session	Richmond Library, Constance Barnicoat Room
Tuesday 28 March	Mending with Various Techniques - Beginners	Nelson Women's Centre, 44 Trafalgar Street
Friday 31 March	Family History Friday	Richmond Library, Research Room
Saturday 1 April	Promise & Promiscuity	Theatre Royal Whakatū Nelson
Sunday 2 April	Higgins Heritage Park Steam-up and Museum Open Day	Higgins Heritage Park, 222 Pigeon Valley Road, Wakefield
Tuesday 4 April	Make your Slides Digital	Motueka Library
Thursday 6 April	Toi Ahiahi	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Sat 8 and Sun 9 April	A Weekend of Board Games	Elma Turner Pop-up Library
Wednesday 12 April	Pop-up Pukapuka - Historical Fiction	Elma Turner Pop-up Library
Thursday 13 April	School Holiday Crafts	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
	Lost and Founders	Jaycee Room, Founders Heritage Park
Saturday 15 April	Sri Lankan New Year (Avurudu) Celebration	Anzac Park, Nelson
	Kate De Goldi Book Talk	Elma Turner Pop-up Library
Sunday 16 April	Higgins Heritage Park Museum Open Day	Higgins Heritage Park, 222 Pigeon Valley Road, Wakefield
	Conservation Heritage and Historic Waterworks Tour(s)	The Brook Waimārama Sanctuary
Tuesday 18 April	Mike Ward Jewellery Workshop	Mike Ward's Studio, Morrison Square
	Nelson Pride Inc. are Honoured to Present: Speak Out! Keynote	Nelson Centre for Musical Arts - Recital Theatre
Wednesday 19 April	Fairy Tale Fiasco - A Puppet Show	Elma Turner Pop-up Library
Thursday 20 April	Mike Ward Jewellery Workshop	Mike Ward's Studio, Morrison Square
	Tuku 23 Whakatū Special Blues Performance	The Barn at The Honest Lawyer, 1 Point Rd, Nelson
Friday 21 April	Virtual Reality Heritage Tours	Elma Turner Pop-up Library
	Retro Video Games	Stoke Library
	Swashbucklers Ahoy! - Doors open at 5pm for dinner	The Boathouse Society
Saturday 22 April	Mike Ward Jewellery Workshop	Mike Ward's Studio, Morrison Square
	Remembrance Bus Tour	Bus pickup & drop off from Greenmeadows
Sunday 23 April	Early Seafarers of Nelson Cemetery Tour - Rain date 29 April	Wakapuaka Cemetery - main cemetery gates Atawhai Drive
	Gerard Hindmarsh Book Talk	Elma Turner Pop-up Library
Mon 24 - Sun 30 April	23 People, 230 Seconds, 2/3 Questions, 23 Photographs	Cultural Conversations, Morrison Square
Mon 24 - Tues 25 April	Lest We Forget Light Art Projections	Anzac Park, Nelson
Tuesday 25 April	ANZAC Dawn Service	Anzac Park, Nelson
	ANZAC Wreath Laying Ceremonies	Various locations, see description
	Did my Relative Serve in WWI?	Founders Heritage Park, Wall of Remembrance
	Nelson/Stoke Civic ANZAC Service	Nayland College
Wednesday 26 April	Special Talk: Archaeology Week	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Thursday 27 April	Introduction to Ancestry Workshop	Motueka Library, Community meeting room
	Toi Ahiahi	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
Friday 28 April	Family History Friday	Richmond Library, Research Room
Saturday 29 April	Maungatapu/Moketapu Hikoi	Meet at the top car park beside the Maitai Dam
	Filipino Talent Show	Nelson Boys College
	Live Without a Trace - Opening Nelson's First Graffiti Wall	Nelson Environment Centre - 6 Vivian Place, Tahunanui
Sunday 30 April	Highlights of the Nelson Classic Car Museum	Nelson Classic Car Museum
	Come Play with Clay	Nelson Community Potters, 136 Rutherford Street
	Heritage Homes Tour	Various locations
	Cats at Nelson Classic Car Museum	Nelson Classic Car Museum
WHAT ELSE IS ON? Exhibitions, holiday programmes and ongoing activities		
Runs until 30 September	Langbein Time 1901 - 1965 - Six Decades at Broadgreen	Broadgreen Historic House
19 March - 30 April	Isel at War Exhibition - 10am-3pm Tuesday to Saturday	Isel House
20 March - 6 April	Make your slides digital - 9.30am - 4.30pm	Richmond Library
1 - 30 April	Whakatū/Nelson Heritage Walks	All walks start and finish at Elma Turner Pop-up Library
6 April - 9 July	Morimortia Ngā Taonga Tuku Iho. Treasured: Objects of Mana and Significance Exhibition	Nelson Provincial Museum, Pupuri Taonga o Te Tai Ao
8 - 23 April	Scavenger Hunt- Throwback Threads	Elma Turner Pop-up Library, Stoke Library, Nightingale Library
During April	Mini Multicultural Mural Painting	Waimea Rd, Nelson





Comparisons with past figures:

2023 Festival 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%
2023 - 84%

Engagement
(% that went to
more than 5 events)

2018 - 7%
2019 - 19.9%
2020 - Cancelled due to COVID 19
2021 - 24%
2022 - 20%
2023 - 11%

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%
2023 - 29%

Event Scale
(number of events
with over 100 people
attending)

2018 - 9
2019 - 13
2020 - Cancelled due to COVID 19
2021 - 13
2022 - 18
2023 - 15

Diversity
(number of events
that represented non
Pākehā/European
Heritage)

2018 - 2
2019 - 13
2020 - Cancelled due to COVID 19
2021 - 25%
2022 - 30%
2023 - 37%

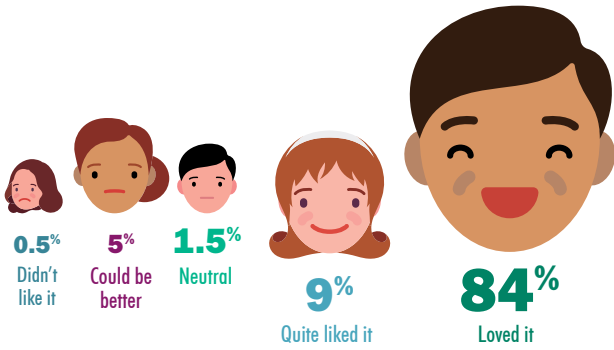
Participants
(estimated number
of event attendees)

2018 - 4,349
2019 - 11,981
2020 - Cancelled due to COVID 19
2021 - 6,007
2022 - 14,796
2023 - 12,749

Visitor Spend
(\$ as calculated by
NRDA from festival
stats)

2018 - \$634,000
2019 - \$505,948
2020 - Cancelled due to COVID 19
2021 - \$495,475
2022 - \$402,673
2023 - \$627,191

How did people enjoy it?



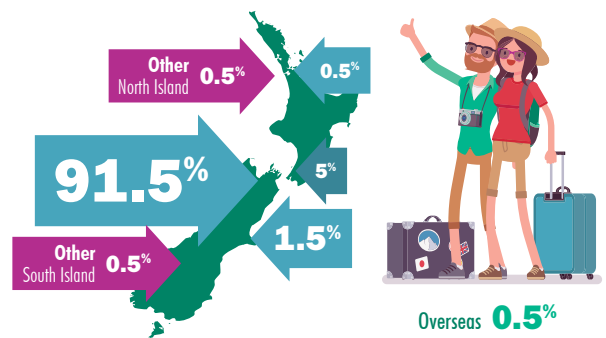
How many events did people attend?



What advertising did they notice?



Where do they live?



How many nights did visitors stay?



Events held

2023
65
Total participants
12,749

Estimated economic impact of the festival

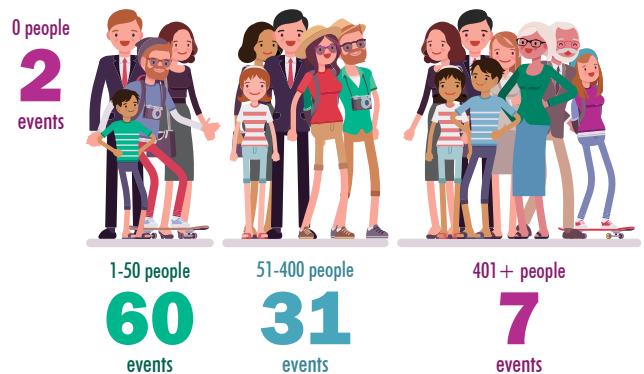
\$627,191*

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

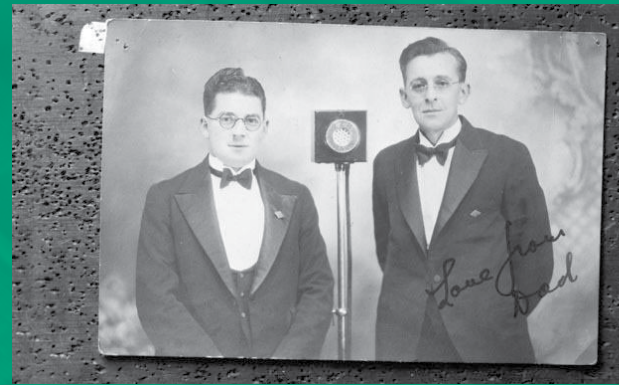
How old are they?



How many people were at each event?



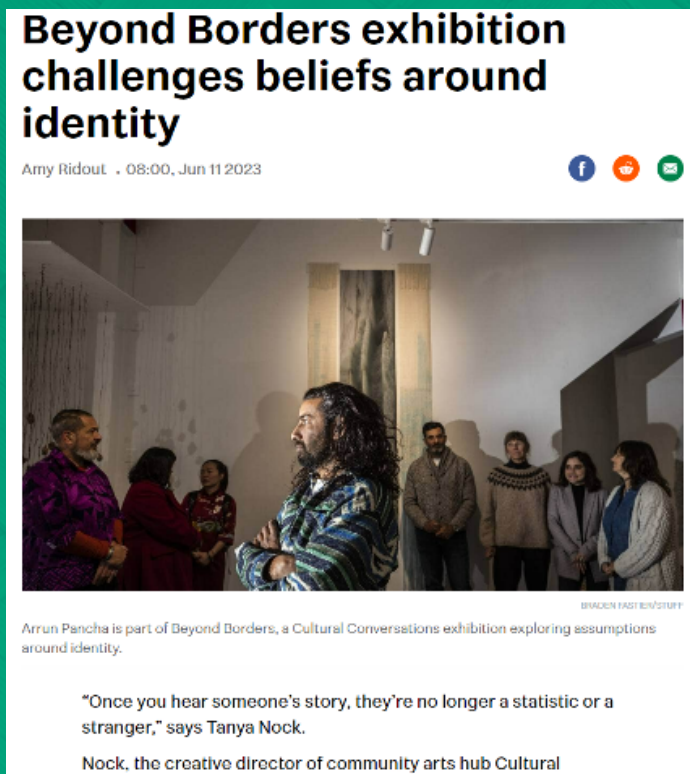
Media Coverage

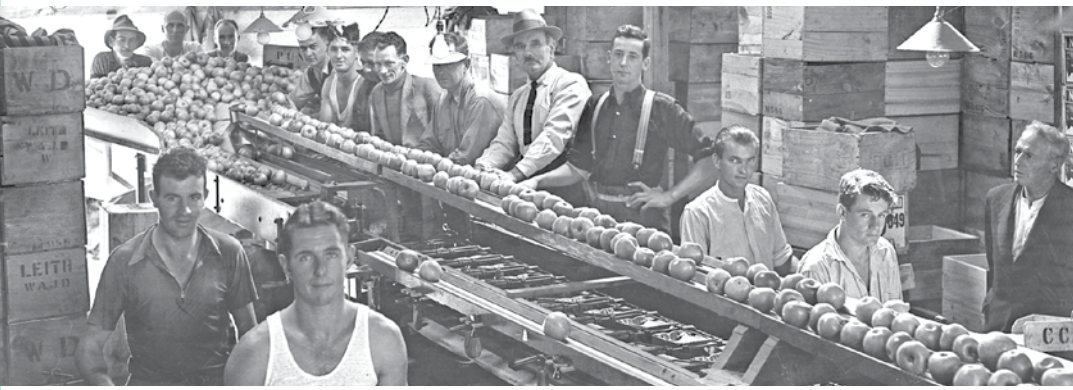


Tuku 23 Whakatū was covered by a variety of media before and during the festival.

Here are some key moments where Tuku 23 Whakatū was mentioned:

- 14 Nelson City Council Facebook posts about Tuku 23 reached on average 3,500 people per post.
- Our Nelson/Nelson Weekly 30 November 2022- Do you have a story about Whakatū Nelson to tell?
- Nelson Mail 11 June 2023- Beyond Borders exhibition challenges beliefs around identity.





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

Thanks

Tuku 23 Whakatū is a community event celebrating Nelson’s heritage. It is only possible with the commitment from 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/
The Refinery Artspace
- Broadgreen House/Society
- Brook Wāimarama Sanctuary
- Community Art Works
- Chorus Inc
- Cultural Conversations
- Elma Turner and Stoke Libraries
- Fairfield House
- Founders Heritage Park
- Higgins Heritage Park
- Histrionics
- Isel House
- Motueka Library
- Multicultural Nelson/Tasman
- Ngāti Kuia
- Nelson City Council Arts and Heritage Team
- Nelson City Council Communications Team
- Nelson City Council Libraries Team
- Nelson City Council Te Kāhui Whiria/ Māori Partnerships Team
- Nelson Centre of Musical Arts
- Nelson Classic Car Museum
- Nelson Community Pottery
- Nelson Environment Centre
- Nelson Tasman Filipino Community Inc
- Nelson Pride
- Nelson Provincial Museum
- Nelson Women’s Centre
- Nelson Jewellery Week
- NZ Society of Genealogists Nelson Branch
- NZ Textile Experiences
- Richmond Library
- RSA Nelson
- Tasman Bay Blues Club
- The Atkins Gallery
- The Boathouse
- The Cancer Society
- The Colonel Noel Percy Adamas Trust (Melrose) Society
- Theatre Royal Nelson
- The Sri Lankan Community Organising Committee
- The Suter Art Gallery and Suter Theatre
- Volunteer Nelson

Amazing Individuals:

- Anna Fyfe
- Antony Hodgson
- Ari Edgecombe
- Bill Huppler
- Brian Ramsay
- Casey Andreson
- Catherine Brosnahan
- Charlotte Squire
- Colleen Plank
- David Win
- Eliane Pollack
- Gerald Hindmarsh
- Haydn Olsen
- Helen McCubbin
- Janja Heathfield
- Jane Acheson
- Jessica Kuijper
- Juvy Corpuz-Ciminiello
- Kara Fielding
- Karolina Serrano/Santalma
- Kate Copper
- Kate De Goldi
- Katie Pascoe
- Kayla Bafico
- Kay Van Dyk
- Kelli Campbell
- Kim McCormack
- Lenka Kaslavska
- Linda Atkins
- Lisa McKendry
- Melissa Banks
- Michelle Hunt
- Miranda Massey Wood
- Miriam Clark
- Mike Ward
- Nerys Ngaruhe
- Nicola Harwood
- Paul Jennings
- Ro Cambridge
- Robyn Black
- Rosamund Feeney
- Ruihana Smith
- Olivia Alden
- Olivia Gallagher
- Penny and Gordon Taylor
- Peter Millward
- Sara Clarkson
- Sarah Wilson
- Shae Trewin
- Steve Harley
- Sylvia Wesley
- Tanya Nock
- Tara Jackson
- Thushari Nanayakkara
- Tim Cuff
- Tom Ransom
- Vanya George
- Yvonne Hammond
- Zoe Norquay

Apologies for any omissions/spelling mistakes.



NEW ZEALAND
APPLES

47

BROUGHT TO YOU BY:



Nelson City Council
Te Kaunihera o Whakatū

