

5. CARTER GROUP HERITAGE WEEK 2004 PROGRESS REPORT

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The purpose of this report is to provide an update to the Arts, Culture and Heritage Committee on arrangements for Carter Group Heritage Week 2004, a Christchurch City Council core funded event.

BACKGROUND

Heritage Week is an initiative of the Christchurch City Council and was conceived in 1993 as a celebration of the architectural, cultural and social heritage of Christchurch. The event has grown steadily in size and profile and in 2003, Carter Group Heritage Week attracted over 210 events and 16,000 visitors, the largest number to date.

The Council provides core funding for the event and has contracted independent event managers Tenth Dot Management, to co-ordinate and promote the week long festival in consultation with the Urban Design & Heritage Team.

Heritage helps to define an unique sense of identity for individuals and communities. Christchurch, like many cities, is realising that the preservation and appreciation of our older buildings and heritage places can contribute to not only the pride and identity residents of Christchurch feel towards their city, but are also an attraction for visitors to Our City.

Carter Group Heritage Week is made up of a wide variety of events run by professional and amateur groups who all have, as a passion, the history and heritage of Christchurch. They range from open days at local churches and historic buildings, guided tours and walks, public discussions and seminars, a heritage pub quiz.

Heritage Week 2004 is named Carter Group Heritage Week through the naming right sponsorship of Philip Carter and Carter Group of Companies, who have been naming rights sponsor of Heritage Week since 1999.

DATES

The dates for Carter Group Heritage Week 2004 are Friday 15 October to Friday 22 October.

OBJECTIVES

The objectives of heritage week are:

- To increase the public awareness of the value of the built heritage of Christchurch as a vital component of the unique identity of the city through events and projects and positive publicity.
- To create an annual celebration aimed at involving residents and visitors in a series of social, cultural and educational events which focus on the built heritage, buildings and sites of Christchurch.
- To promote the efforts of community and commercial groups and organisations and profile their appropriate events and projects as part of Heritage Week.
- To highlight heritage successes and issues.

THEME FOR 2004

The theme for Carter Group Heritage Week 2004 is "**People, Places and Pursuits**", which ties in with the celebrations of the following anniversaries:

- 150th anniversary of John Dean's death - his legacy leaving Riccarton Bush to the people of Christchurch
- 100th anniversary of Christ Church Cathedral
- 75th anniversary of the Edmonds Band Rotunda
- 50th anniversary of the Christchurch Regional Planning Authority Board

FUNDING AND SPONSORSHIP

The Christchurch City Council provides core funding of \$50,000 for heritage week which covers its management and promotion. Further funding is received from The Community Trust – in 2004 \$10,000 was received. Carter Group of Companies contributes \$15,000 for naming rights to Heritage Week i.e. Carter Group Heritage Week.

Further funding is gathered through sponsorship. Resene Paints is confirmed as a sponsor and currently proposals are with Christchurch Heritage Trust, Goodman Fielder (under the Edmonds brand), Lion Breweries (under the Canterbury Draught brand), Wilkie + Bruce Architects Ltd.

BRANDING

Carter Group Heritage Week generates strong support and attendances from people interested in heritage and history. A marketing objective for Tenth Dot Management is to grow the event and the audience and create a sense of excitement about Heritage Week to a wider audience. To help achieve this, the theme of heritage week changes yearly, depending on the anniversaries being celebrated. The brief to designers is to make heritage week accessible, interesting and fun.

For the 2004 event, the concept for the poster incorporates the old and the new heritage – a skyline of Christchurch includes the Cathedral, Edmonds Band Rotunda, Hagley Park and the new Christchurch Art Gallery Te Puna o Waiwhetu. The people punting on the Avon could be people from a number of eras, including the present. Together, the punters and the silhouette promote the theme of 'People, Places and Pursuits'.

MARKETING

To maximise awareness of Carter Group Heritage Week and promote the various events, a number of marketing efforts will be undertaken:

- Media releases will be distributed regularly regarding Heritage Week, the anniversaries, sponsors and key events in Carter Group Heritage Week.
- A dedicated website has been set up – www.heritageweek.co.nz – information on Heritage Week, anniversaries, events, sponsors, media releases etc will be placed on the website. The Council website www.ccc.govt.nz will also have a link to the website.
- Posters and brochures will be extensively distributed throughout Christchurch.
- Advertising will be undertaken in selected newspaper and magazines.

PROGRESS TO DATE

Event proposals have been sent to 109 organisations. So far 23 have been received and calls have been received from many other organisations that are planning events that are yet to send in proposal forms. The deadline for the receipt of proposals is 23 July.

KEY EVENTS AND ACTIVITIES UNDER DEVELOPMENT

Official Opening – Friday 15 October, St Michaels' School Hall, an invitation only event for approximately 200 people.

Heritage Seminar – 'Dollars and Sense' Seminar - A Seminar on Heritage Conservation and its Economic Viability will be held on Saturday 16 October, 4pm at St Michaels' Church School Hall. People involved in the area of Heritage Conservation have been invited to be part of a panel where these issues will be discussed and those attending the seminar invited to contribute. Entry is free.

Heritage Scholarship – Inaugural annual scholarship (up to \$5,000) awarded to someone who is working, studying or teaching in the area of historic preservation in Christchurch. This will be awarded every year.

Heritage Pursuits – a pub quiz with a heritage twist to be held at Warners Historic Hotel on Thursday 21 October. Teams will be asked questions concerning Christchurch and its history by a celebrity MC. Teams will compete for the coveted Heritage Pursuits Trophy along with other prizes. Entry is free.

Soirees at Riccarton House – These popular Soirees, originally designed by Paul Bushnell, will be brought back to life for Carter Group Heritage Week 2004. Marlene le Cren and the Linwood College Drama Group will be presenting two Soirees at Riccarton House. These are ticketed events.

Heritage Ambassador – A new award for 2004, it is designed to recognise the significant contribution of an individual or group to Heritage Week. The recipient will receive a trophy which will be awarded annually.

**Chairman's
Recommendation:** That the information be received.