



*Kei runga tonu i te whenua nga tapuwae o o tatou tupuna ake tonu atu
The footsteps of our ancestors remain on the land forever*

Heritage Together - Kotahitanga 2021

A Subregional Heritage Intent Western Bay of Plenty and Tauranga

Based on 18 months research and a consultation paper 2020

SYNOPSIS

Embarking on a guided journey of discovery to find the best ways of linking the powerful heritage identity stories of Tauranga, Western Bay of Plenty and into the wider region

Photograph acknowledgement: Chris Taylor

Heritage Together – Kotahitanga:
A subregional Heritage Intent
connecting the stories of
Western BoP – Tauranga
and in turn
the wider region
and beyond



Titiro whakamuri, kōkiri whakamura

When you understand the past, you know your future

Heritage Together – Kotahitanga 2021

A community led Heritage Intent

Western Bay of Plenty and Tauranga

Working together to create heritage unity and recognition

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Why the Intent?

There is no inter-connected heritage identity crossing Western Bay of Plenty and Tauranga City:

- The loss of cultural heritage is becoming a significant subregional issue
- There is no heritage anchorstone / landmark for Western Bay of Plenty and Tauranga City
- Tangata whenua heritage crosses five iwi which is currently hard for the community to access and appreciate
- No subregional museum – a museum or heritage whare is the gateway to access a region's heritage
- The subregion has been trying to establish a museum since 1872
- The community has little access to its heritage
- What few heritage experiences there are, are fragmented and undertaken in isolation
- Many of the region's youth have little knowledge of their local heritage impacting on a lack of identity
- **The region is missing out on a major economic opportunity as heritage is an entire industry in its own right**
- Tourists and visitors looking for heritage leave the WBoP-Tauranga in their droves for heritage experiences elsewhere
- Residents, students, visitors and tourists alike lack an appreciation of the depth of the sub-region's natural environment
- The stories of the subregion's commercial history and innovations are not only fragmented, they are all but lost
- There is nothing in place that connects the rich and diverse heritage stories of Western Bay of Plenty and Tauranga.

This Intent will begin to build a connected heritage identity for Western Bay of Plenty and Tauranga



Executive Summary

Western Bay of Plenty and Tauranga (WBoP-Tauranga) combined is one of the few subregions in New Zealand that does not have a recognised Heritage Strategy or a central subregional museum / heritage landmark enabling the connection of its heritage and experiences

- **Volunteers:** Thousands of volunteer hours by our Trustees over the last two years has enabled the start of this Intent process.
- **Environmental & Cultural Heritage:** Our natural coastlands, rivers, ranges, bushlands, wetlands, flora, fauna and wildlife are unique and when integrated with our shared cultural heritage – told through storytelling - will provide an anchor for a sense of belonging.
- **Commercial heritage:** WBoP-Tauranga with its Port has some of the richest commercial history in the region. This history is currently fragmented and all but lost when it would be an inspiration for many visiting or considering relocating here.
- **Heritage Education:** the new Aotearoa-New Zealand curriculum makes access to local heritage a vital component of children's learning and in turn their own identity – this access is currently sadly lacking in our subregion to the disadvantage of our youth
- **Economic Advantage:** Implementation will be the driving force in creating a new heritage industry providing attractive, sustainable employment opportunities across WBoP- Tauranga which in turn will enrich our subregion and offer further incentives to the wider region.
- **Tourism:** Heritage is fast becoming a tourism focus. WBoP-Tauranga cannot offer meaningful connected heritage experiences which in turn would provide jobs and economic sustenance to our subregion and a product Tourism BoP would be proud to promote. All we have to offer are fragmented heritage experiences conducted in isolation of each other.
- **Wellbeing for our people:** The implementation of the Independent Intent will create a strong regional identity that can only grow self-worth, pride and a deep sense of fulfilment that will see our people wanting to be truly engaged in our community.



Who we are – what we do

- **Taonga Tauranga Heritage Bay of Plenty (TTHBoP) is an independent Charitable Trust** facilitating the heritage organisations of Western Bay of Plenty and Tauranga City to work together to tell their interconnected stories from our beginnings in the 13th century through to the present day. It is intended that this Intent will connect into the heritage initiatives within the wider Bay of Plenty as time progresses (see Appendix 2 – slide 17)
- HERITAGE, classified as a separate category at Ministry level under Heritage New Zealand, requires specialised expertise, but in Tauranga City and Western Bay heritage has been confused with, and tagged to, Creative New Zealand (Arts & Culture) - a category itself needing differing specialised expertise - see slide (Appendix 1 – slide 16)
- TTHBoP began its journey in **2017 to raise awareness that the subregion needs a heritage landmark (museum)** based in Tauranga City. When TCC voted against the museum **(without input from the Western Bay of Plenty community)**, TTHBoP focused on developing a Heritage Intent / Strategy for WBoP-Tauranga that all three councils could contribute to equally, be informed by, and which will connect into the heritage experiences of the wider region and beyond. **See Slide 19 – Journey to a Museum for Tauranga**
- TTHBoP has a Kaumatua (*Dr Hauata Palmer*) and a Patron (*Dean Waddell*) and our journey is guided by the guiding principles and values of Te Tiriti o Waitangi



Who we are – what we do ... cont'd

- **Meetings with all three councils**, including visits to Whakatane and Rotorua Museums (with meetings planned for Taneatua, Opotiki and other regional centres), indicate favourable support for a community led cross-regional Heritage Intent. TCC 'kick started' the project in 2020 with partial funding for the Intent development and TCC anticipated this funding will be met equally by Western Bay of Plenty District Council and Bay of Plenty Regional Council
- **TTHBoP** has liaised with Western Bay of Plenty and Tauranga City tangata whenua and heritage organisations (now known as the Tangata whenua / Heritage Partners group), all three councils covering Tauranga and Western Bay, and is in the process of developing relationships with Rotorua Museum, Whakatane Museum, Opotiki Museum, Tuhoe's Heritage Centre and other heritage organisations and entities
- **The Tangata whenua / Heritage Partners Group**, in liaison with councils and other stakeholders, will drive the Intent process towards recognition of **HERITAGE** becoming **a category within in its own right in both Tauranga and Western Bay of Plenty** councils
- Preliminary work and an Intent Scope have been completed. Stage 1 of the Intent itself (bringing the Western Bay and Tauranga together to write the Intent) is now in process – please see slides 12, 13, 14, 15



Why a Tauranga and Western Bay Heritage Intent?

Key reasons why a Heritage Intent is needed:

- heritage is the 'beating heart' or very foundation of any region
- History & Heritage (Heritage New Zealand) is confused with, and tagged to, Creative New Zealand (Arts & Culture) when HERITAGE is a specialist sector in its own right needing its own skilled professionals. Appendix 1 – slide 16.
- heritage stories and experiences in WBoP-Tauranga are currently fragmented and undertaken in isolation with no connection to each other nor are they connected into our wider region.
- for such a major subregion, there is no heritage landmark or cross-regional museum that can connect our stories nor reach out to other museums and heritage houses. Our wider region, Rotorua Lakes and Eastern BoP both have museums.
- heritage stories need to be woven into current and future developments and plans, including cross regional
- much of the heritage dating back to the 13th century remains inaccessible to and unknown by the public: our subregion, and wider region, hold some of the richest and most powerful history within Aotearoa New Zealand tracing back to these canoes: Tainui, Tākitimu, Te Arawa, Mataatua, Nukutere, Horouta – Appendix 3 – Slide 18. These stories need to be connected from their arrival to the present day and into the future – they touch us all
- New Zealanders and visitors – young and old alike, are eager to embrace the unique history and heritage of its diverse regions.
- Our WBoP-tauranga, including our Regional Council councils need to establish a separate budget for heritage



Developing the Heritage Intent

- The scope for the Intent was completed – 2020. This was designed as an evolving Scope
- The Independent Intent is to be driven by The Tangata whenua / Heritage Partners Group of skilled heritage professionals ranging across the diverse sector of heritage interests within WBoP – Tauranga.
- WBoP-Tauranga Tangata whenua will be involved at every level of the Intent engagement
- Strategic guidance and insight will be sought from all three councils and national government during the Intent process
- The Project Manager will be contracted by TTHBoP on the recommendation of The Tangata whenua / Heritage Partners Group
- The Project Manager will appoint an Intent Writer to be approved by The Tangata whenua / Heritage Partners Group and TTHBoP
- The TW/HP Group will share, discuss and critique the work of the Project Manager / Intent Writer
- TTHBoP will present a final draft to all three Councils for final comment and adjustment prior to adoption

The Heritage Intent will:

- be based on Te Tiriti o Waitangi partnership principles
- have a heritage Vision and plan that sets out history and heritage priorities for connecting heritage across WBoP- Tauranga strengthen the heritage/history identity of WBoP-TGA and chart a pathway to the heritage of the wider Bay of Plenty
- be inclusive of diverse ethnicities and the cultures of others who live here
- provide a framework for story telling, digital experiences, decision-making processes and all other requirements
- include an implementation plan and governance structure for implementing the Heritage Intent

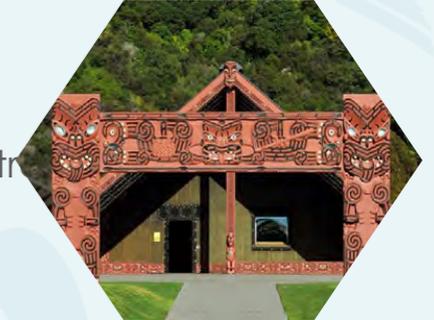


Expected Intent outcomes

Heritage is the 'beating heart' and foundation stone of any region:

By adopting a collective Heritage Strategy WBoP-Tauranga will:

- See the development of a Western BoP – Tauranga museum / heritage landmark built - ideally in downtown Tauranga
- create a rich and diverse WBoP- Tauranga heritage identity that will open the door to an entirely new industry for the subregion that will provide outstanding economic opportunities and benefits for our growing population
- revitalise and rejuvenate a fragmented WBoP-Tauranga sector into a connected vibrant heritage industry that will attract investment and, independent of councils, employment opportunities that have not been available to date
- strengthen WBoP-Tauranga Māori culture, and identity and understanding
- advocate for new and synergistic heritage experiences and opportunities
- support the new Aotearoa-New Zealand history curriculum with integrated and seamless heritage experiences
- bring environmental and cultural heritage together in ways that create outstanding economic opportunities
- put the spotlight on commercial heritage in ways that will inspire visitors and those wishing to relocate here
- provide a connected pathway to the heritage in the wider Bay of Plenty
- provide Tourism BoP with an interconnected WBoP-TGA heritage product they are not only waiting for but will be proud to promote (already in discussion)
- inform local government and business across WBoP-TGA on key heritage matters and strategy
- influence developers to weave heritage into their new or renovation commercial projects
- above all a connected heritage sector will create a strong sense of regional self-worth, deep wellbeing and a sense of place that can only have a positive and stimulating outcomes on the region and economy as a whole





West Coast



Waikato



The Kupe Experience
Far North



Northland



Otago

Heritage examples from Aotearoa
(click on image or area name to access more information)

Its time for our region to unite to showcase our own heritage journeys

Titiro whakamuri, kōkiri whakamura
When you understand the past, you know your future

PROPOSED OPERATIONAL STRUCTURE (HOW)

Subregional Tangata Whenua / Heritage Partners

Tangata whenua / Heritage Partners will guide the Intent process with the Project Manager / Intent Writer as well as critique and Peer Review as appropriate. This work will be done in liaison with TTHBoP. The Intent will inform the development of the governance structure required for the implementation.



Project Manager / Intent Writer

The Project Manager / Intent Writer (appointed by TTHBoP) works with Tangata Whenua / Heritage Partners to deliver agreed outcomes. Liaises with The Partners, tangata whenua and key community organisations and will organize hui as appropriate. Bi-monthly progress reports to The Partners and TTHBoP as directed by TTHBoP

Community Engagement

Project Manager / Intent Writer engages with Tangata Whenua / Heritage partners, relevant community bodies and Councils as and when required to advance the development of the Intent. TTHBoP arranges speaker events, symposiums and other events aimed at raising heritage awareness within our subregional communities.

Taonga Tauranga Heritage Bay of Plenty Charitable Trust

Independent Charitable Trust facilitating the Intent development process for WBOP-Tauranga Formally appoints the Project Manager / Intent Developer / Writer
 Liaises with the Project Manager/Intent Developer / Writer, Tangata whenua / Heritage Partners
 Secures agreements with Tangata whenua and Heritage Partners as and when required
 Coordination of fundraising
 Develops heritage awareness programmes, including symposiums, conferences and other heritage events

TTHBoP reports to Councils and Other Funders

Councils and Other Funders fund TTHBoP for the project

Councils and Other Funders

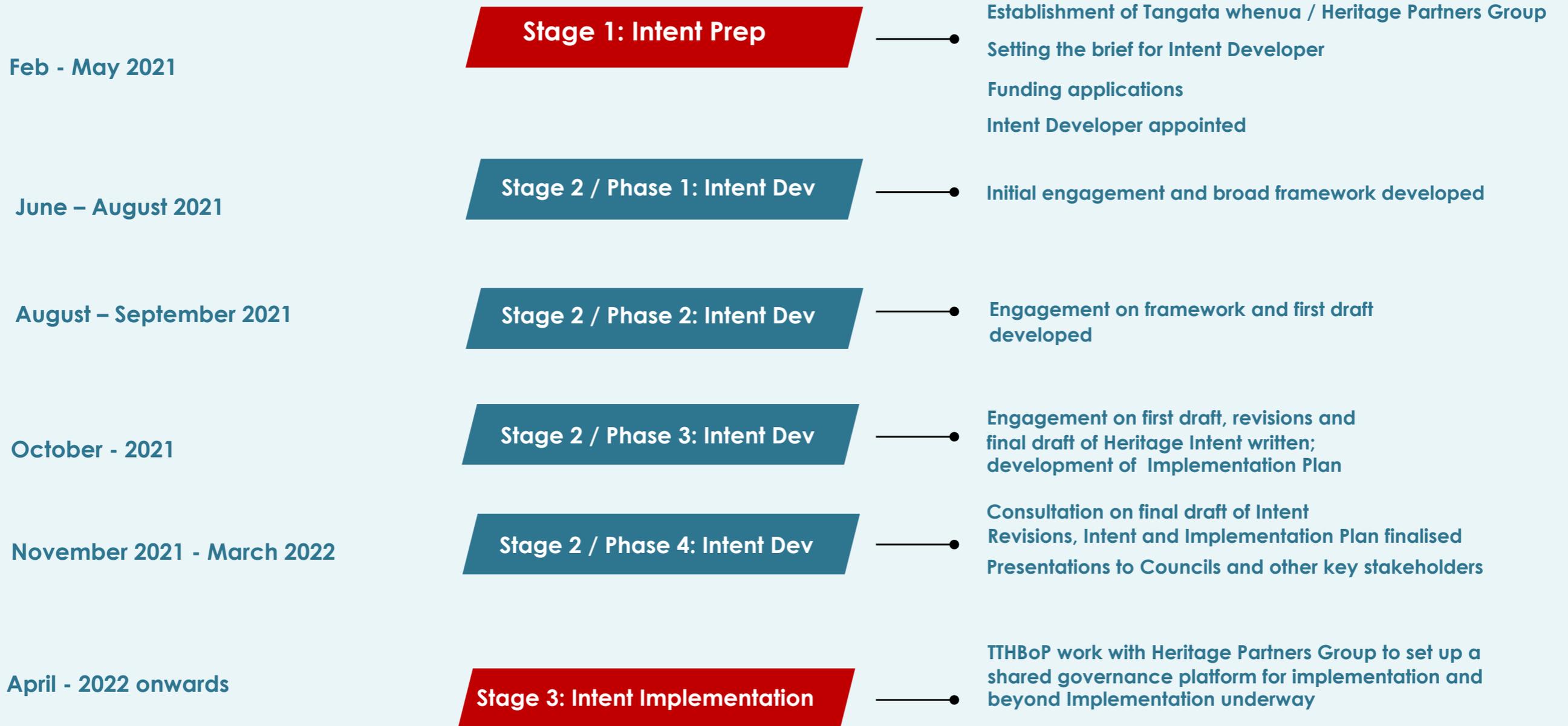
TCC, WBOPDC, BOPRC / Other Funders/Sponsors
 Endorsers and funders of Heritage Intent development
 TTHBoP report to Councils / Other Funders and vice versa as needed

Reporting
 liaison



INTENT Development stages (WHEN)

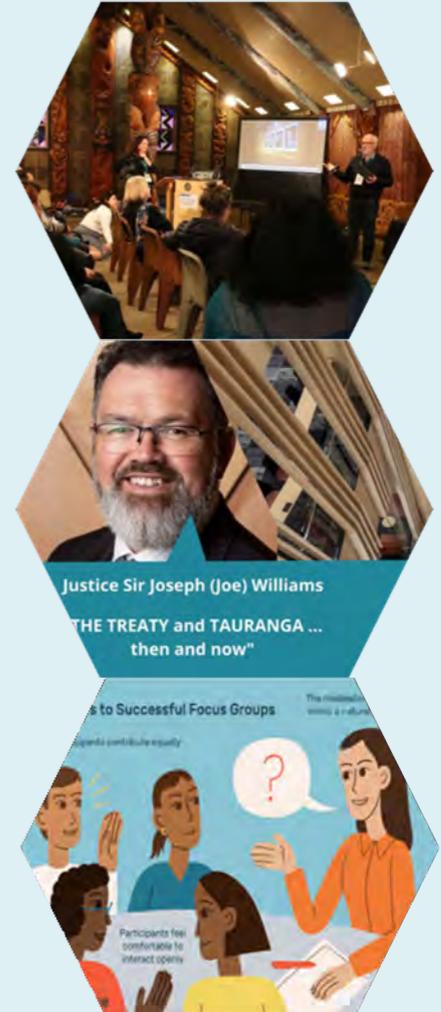
NB Timeframes subject to change due to COVID and other external factors



Focus areas – (WHAT)



Engagement groups and methods (WHO and HOW)



Distinguishing the History & Heritage Category from Arts and Culture



Manatū Taonga - Ministry for Culture & Heritage
History and Heritage | Arts and Culture



HISTORY & HERITAGE

Let's unite heritage under a regional heritage strategy

Our regions heritage needs to be united to featured on key websites:

[Tohuwhenua](#) and [Heritage New Zealand](#)

Currently our regional HERITAGE sector works in isolation, is tagged to, confused with, and subsumed under, the Arts & Culture sector.

Heritage is the misunderstood category – it also requires highly trained heritage specialists

- **Museums / heritage organisations / heritage sites / experiences**
- All tangata whenua history and heritage
- Otamataha Trust, Pukehinahina Trust, Mauao Trust and other heritage trusts
- Tauranga Heritage Collection
- **Ngā Wāhi Rangahau:** Heritage & Research Centre at Tauranga City Libraries (covers WBoP)
- WBoPDC Archives
- The Elms, Te Papa
- Te Kohinga, Anglican Church, St George's Gate Pā (historic church and site)
- Mission Cemetery
- Monmouth Redoubt
- No 1 The Strand
- Brain Watkins House
- Tauranga Historical Society (covers WBOP and beyond)
- Smaller historical groups – ie Maketu and Te Puke
- Heritage New Zealand (BoP office)
- WBoPDC, TCC, BOP Regional Council
- Western Bay of Plenty Museum – Katikati
- Archeological – HERITAGE Sites – Tauranga | WBOP
- COMMERCIAL History | including the heritage of:
 - Port, kiwifruit, fishing, aviation, apiculture, kiwifruit & horticulture generally
- ENVIRONMENTAL heritage: coastal, wetlands, wildlife
- Classic Flyers
- BoP Vintage Car Club
- The Lion & Tusk museum
- National Services – Te Papa
- Museums Aotearoa - *National*
- Other heritage-linked organisations, ie Tourism BoP

Two separate sectors, each needing their own identity, budget and specialist managers

ARTS AND CULTURE

at Ministry level is a distinctly different sector

Creative New Zealand represents Arts and Culture

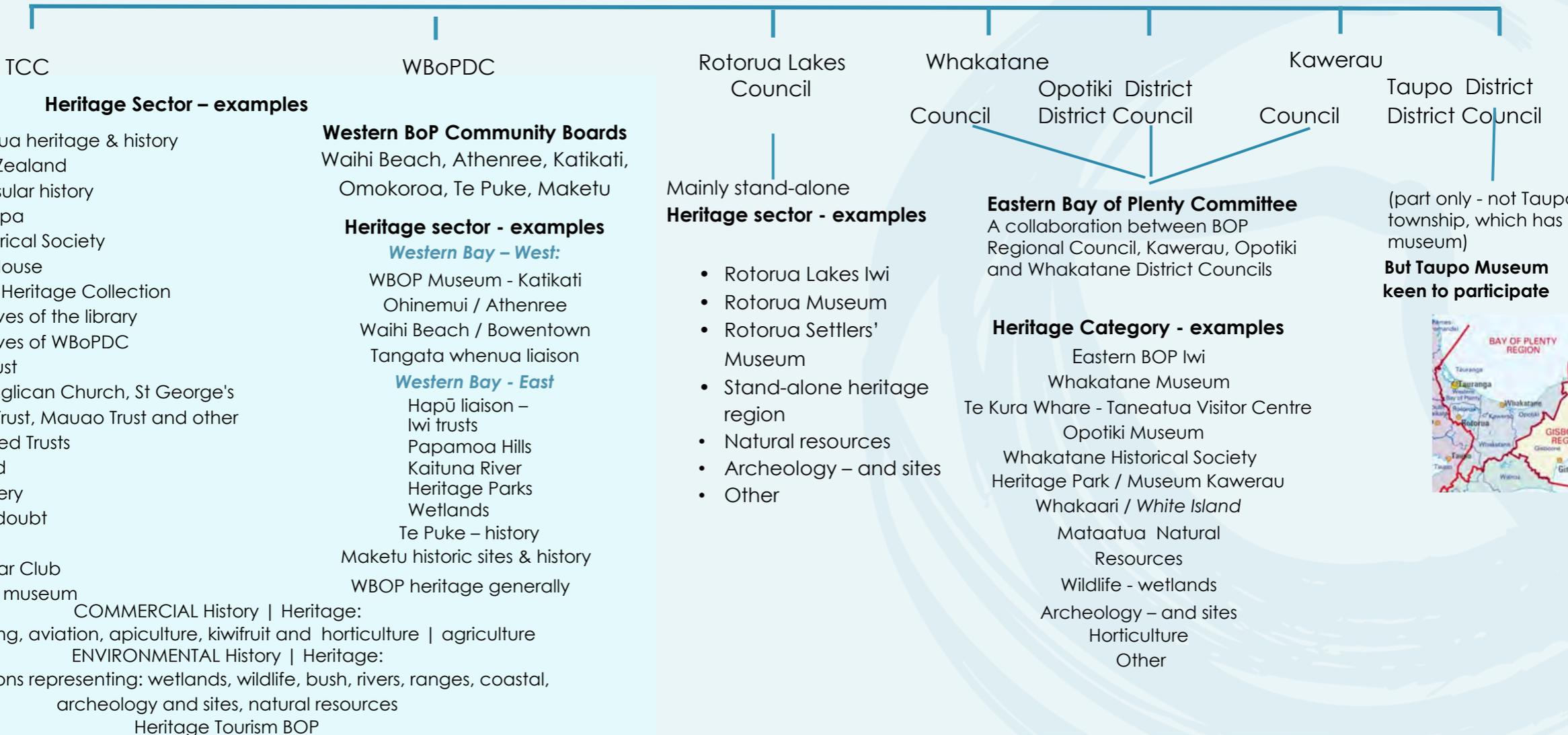
[Creative New Zealand](#)

- Art Galleries and art experiences of all kinds
- Baycourt
- Arts Festivals
- Festivals of all kinds
- Performing Arts
- Tarnished Frocks and Divas
- Artists
- Musicians
- Music festivals, including Jazz Festival
- Art competitions
- Katikati Mural Town
- Fringe Festivals
- The Incubator
- Jam Factory
- Historic Village Creative Hub
- Faulkner House / Okorore
- 16th Ave Theatre
- 17th Ave Tga Musical Theatre
- Detour Theatre
- Films and film-making
- Cultural Festivals of all kinds

APPENDIX 2

BAY OF PLENTY Regional Council – Toi Moana

Te Moana a Toi-te-Huatahi | The Ocean of Toi of the First Fruits.



TCC

Heritage Sector – examples

- Tangata whenua heritage & history
- Heritage New Zealand
- Te Papa Peninsular history
- The Elms, Te Papa
- Tauranga Historical Society
- Brain Watkins House
- TCC Tauranga Heritage Collection
- Heritage Archives of the library
- Heritage Archives of WBoPDC
- Otamataha Trust
- Te Kohinga, Anglican Church, St George's
- Pukehinahina Trust, Mauao Trust and other heritage-focused Trusts
- No 1 The Strand
- Mission Cemetery
- Monmouth Redoubt
- Classic Flyers
- BoP Vintage Car Club
- The Lion & Tusk museum

COMMERCIAL History | Heritage:

port, fishing, aviation, apiculture, kiwifruit and horticulture | agriculture

ENVIRONMENTAL History | Heritage:

Organisations representing: wetlands, wildlife, bush, rivers, ranges, coastal, archeology and sites, natural resources
Heritage Tourism BOP

STAGE ONE LIAISON

WBoPDC

Western BoP Community Boards

Waihi Beach, Athenree, Katikati, Omokoroa, Te Puke, Maketu

Heritage sector - examples

Western Bay – West:

- WBOP Museum - Katikati
- Ohinemui / Athenree
- Waihi Beach / Bowentown
- Tangata whenua liaison

Western Bay - East

- Hapū liaison – Iwi trusts
- Papamoia Hills
- Kaituna River
- Heritage Parks
- Wetlands
- Te Puke – history
- Maketu historic sites & history
- WBOP heritage generally

Rotorua Lakes Council

Mainly stand-alone

Heritage sector - examples

- Rotorua Lakes Iwi
- Rotorua Museum
- Rotorua Settlers' Museum
- Stand-alone heritage region
- Natural resources
- Archeology – and sites
- Other

Whakatane Council

Opotiki District Council

Eastern Bay of Plenty Committee

A collaboration between BOP Regional Council, Kawerau, Opotiki and Whakatane District Councils

Heritage Category - examples

- Eastern BOP Iwi
- Whakatane Museum
- Te Kura Whare - Taneatua Visitor Centre
- Opotiki Museum
- Whakatane Historical Society
- Heritage Park / Museum Kawerau
- Whakaari / White Island
- Mataatua Natural Resources
- Wildlife - wetlands
- Archeology – and sites
- Horticulture
- Other

STAGE TWO LIAISON
(albeit relationships already in place)

Kawerau Council

Taupo District Council

(part only - not Taupo township, which has a museum)

But Taupo Museum keen to participate



Titiro whakamuri, kōkiri whakamura
When you understand the past, you know your future

APPENDIX 3





Titiro whakamuri, kōkiri whakamura
When you understand the past, you know your future

THE JOURNEY OF A SUBREGIONAL HERITAGE LANDMARK / MUSEUM FOR TAURANGA

- 1872 First recorded museum collection on display at Mechanics Institute, Harington Street
- 1881 Disaster strikes - the Institute and collection are destroyed by fire
- 1882 Museum exhibition opens, including 100 Taonga from Captain Gilbert Mair
- 1906 Mechanics Institute becomes a public library
- 1938 Collection on display in Town Hall, Willow Street
- 1941 Collection goes into hiding during WWII
- 1969 New museum opens on the corner of Durham and Hamilton Streets
- 1975 Collection expands at Tauranga Historic Village and District Museum
- 1998 Collection goes into storage - where it remains to this day under TCC management
- 1999 – 2007 TCC initiative for a Museum on the Waterfront – abandoned after 2007 local body election
- 2010 – 2020 TCC settled the Tauranga Moana Museum Trust for the purpose of establishing a building. No progress made in ten years – so the Trust has folded.

2020+ Taonga Tauranga – Heritage Bay of Plenty (TTHBoP) is an independent Trust crossing Western Bay of Plenty /Tauranga in the process of developing a Subregional Heritage Intent. As evidenced above, **Tauranga City Council (TCC) on its own, owing to its ratable catchment area, diverse and often controversial ratepayer groups, can never be fully representative of, nor responsible for, nor do justice to, the heritage of the entire Western Bay of Plenty – Tauranga subregion.** Rather, there needs to be a united subregional initiative that equally shares in the development of a subregional strategy and stand-alone Heritage Landmark or Museum. This Heritage Landmark / Museum would ideally be located within Tauranga's CBD being the major city within the subregion and the capital city of the region as a whole. It is envisaged this Heritage landmark, albeit supported by all councils, would be situated on land independent of any council ownership. An initiative of this nature will finally begin to form a united subregional identity and where that will become a magnet for locals, visitors and future generations alike, while at the same time creating an entirely new vibrant industry around heritage – a significant boost for the subregional and regional economy



*Kei runga tonu i te whenua nga tapuwae o o tatou tupuna ake tonu atu
The footsteps of our ancestors remain on the land forever*

THANK YOU
**We look forward to working with you
on *Heritage Together* – Kotahitanga**

[click here for TTHBoP Charitable Trust's website](#)

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