



TAURANGA

HERITAGE Bay of Plenty

our people | our place | our stories

# Heritage Together - Kotahitanga

**A Regional Heritage Intent**  
*Tauranga & Western Bay of Plenty*

*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 – KOTA HITANGA – let's get started!

## OUR ENVIRONMENT – OUR HERITAGE – OUR STORIES

### Tauranga & Western Bay of Plenty: Waihi Beach to Otamarakau





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*When you understand the past, you know your future*

## Heritage Together – Kotahitanga: *A Regional Heritage Intent*

*Tauranga & Western Bay of Plenty*

Working together to create heritage unity across Tauranga & Western Bay of Plenty

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## Heritage Together – Kotahitanga: *A Regional Heritage Intent*

### Introduction

- Tauranga and Western Bay of Plenty is one of the few regions in Aotearoa New Zealand that does not have a stand-alone heritage strategy or plan.
- Taonga Tauranga | Heritage Bay of Plenty (TTHBoP) is an independent registered Charitable Trust focused on uniting heritage across Tauranga and Western Bay
- The Trust is committed to ongoing discussions with Tauranga City, Western Bay & Regional councils, hapū, tangata whenua, heritage organisations, stakeholders and interested businesses towards creating an Independent Regional Heritage Intent (*plan*) for the purpose of:
  - establishing a locally and nationally recognised stand-alone heritage sector (separate from the creative ‘arts & culture’ sector) crossing Tauranga City & Western Bay (*see Appendix 2*)
  - Uniting and promoting the region’s heritage and story telling in connected, creative and positive ways
  - developing a united HERITAGE IDENTITY and drawcard for Tauranga & Western Bay
- TTHBoP works to Treaty of Waitangi principles and has a Māori Kaumatua and a Pākehā Patron

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## Stage One: June to September 2020

- **Advocating to all three BoP councils:** TCC, WBoPDC & Regional Council, to:
  - create a separate stand-alone history & heritage category with its own budget
  - work with TTHBoP to assist the development of a united heritage strategy
  
- **Continuing discussions with:**
  - hapū & tangata whenua
  - heritage organisations
  - stakeholders with the view to raising interest in working together to jointly raise heritage awareness across the region.
  
- **To further inform the process connecting with:**
  - National Services Te Paerangi (Central)
  - Museums Aotearoa
  - Heritage New Zealand
  - other appropriate national organisations

*cont'd.....*

Stage one Cont'd....

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- **Fund raising for Heritage Together – Kotahitanga: A Regional Heritage Intent:**
  - three Councils (Regional Council, WBoPDC and TCC)
  - funding agencies (regionally and nationally)
  - private sector funding
  - national government funding
- **Continuing with TTHBoP's special heritage projects, i.e:**
  - conferences, symposiums, workshops, website, social media, gatherings, exhibitions, lecture series, heritage tours and other heritage events
- **TTHBoP is developing a draft scope / framework for the Intent which will include:**
  - listing some stand-alone heritage strategies around Aotearoa New Zealand
  - identifying some heritage buildings / sites in Tauranga & WBoP
  - noting, where known, current and proposed heritage experiences / facilities
  - identifying gaps in the heritage sector crossing Tauranga & WBoP
  - a risk assessment across the heritage sector (SWOT)
  - drafting a framework for connection across the subregion
  - drafting a framework to connect into the wider Bay of Plenty, i.e. The Lakes District and Eastern Bay of Plenty

**A strongly connected heritage identity brings a community together**

## Stage two: September to end November 2020

- Preparation for Regional Heritage Intent
  - ongoing discussions and relationship development with hapū, tangata whenua, heritage organisations and stakeholders across Tauranga & Western Bay
  - public engagement and consultation
  - additional fundraising as per plan: raising funds outside of local government
  - ongoing relationship development across Tauranga & Western Bay
  - ongoing heritage awareness activities as per above
  - Regional Heritage Intent development preparation

## Stage three: November 2021

- Development of the Regional Heritage Intent process
  - Setting up monitoring group
  - Final engagement / Finalised Intent submitted – November 2021

## Stage Four: February – November 2022:

- Adoption and Implementation
  - Actions and monitoring group operational
  - Funders and key support partnerships established to enable actions

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## WHY this Regional Heritage Intent is needed.....

### Tauranga & Western Bay of Plenty

- Tauranga & WBoP has a rich and profound history that needs to be told.
- Tauranga city with its bustling port, is a fast growing regional centre sitting within the heart of an abundant economic and nationally significant export region
- The port, also a tourist ship destination (Covid-19 permitting), is viewed as 'The gateway to the Bay of Plenty'.
- Tauranga & Western Bay has many locals, visitors and tourists alike asking for its connected heritage trails, stories and places to visit.
- Currently history / heritage trails and experiences are found in isolation or in fragmented, disassociated pockets
- History and heritage has become confused with arts & culture to the point heritage is losing what little identity it had
- History & heritage needs to be viewed at council levels as a sector in its own right with its own budget
- To date heritage has not been classified as having its own identity nor given priority by local councils' agencies or government – see Appendix 1 'The History of a Museum for Tauranga'
- Tauranga & Western Bay needs its own heritage identity that connects it to its early roots from the 13th century through to today.

cont'd.....

A shared heritage IDENTITY links a region, builds unity and a connected community

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.....why this Heritage Intent is needed – cont'd

- **Museum buildings:** TCC established museum trusts were focused on museum **buildings** in Tauranga City rather than first bringing the region's rich heritage community together as a HERITAGE TEAM focused on building unity and a connected HERITAGE IDENTITY to be proud of.
- **HERITAGE TOGETHER – Kotahitanga:** A collective Regional Heritage Intent (*plan*), based on Treaty principles, will identify what is required to elevate our current fragmented history/ heritage sector into a dynamic, cohesive organised sector with its own identity and its own action plan towards ensuring our region becomes a heritage drawcard for all ages and stages

**Together, Tauranga and Western Bay of Plenty** need to be seen to be driving a strong Independent regional **IDENTITY** that is grounded in its connected heritage.

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## Expected outcomes: Heritage Together - Kotahitanga

- **History & Heritage:** All three western BoP councils embracing History / Heritage as a **separate** stand-alone category with its own budget.
- **Kotahitanga / together:** a heritage skilled team working together to build a united heritage identity for Tauranga City & Western Bay of Plenty
- **Vibrant:** a vibrant cohesive sector working together to **deliver** collaborative and connected high-quality heritage and museological / archaeological experiences based on our shared history.
- **Wellbeing:** with a distinctive and unique heritage identity seamlessly integrated with the regions natural, social, environmental and economic recourses, a deep sense of connected wellbeing will be created throughout the community

cont'd.....

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.....expected outcomes – cont'd

- **Sustainable:** a united region with its own heritage identity backed with a strong action plan endorsed by all councils, heritage organisations and stakeholders demonstrates *(without a word being spoken)* the will to protect and conserve our heritage for future generations - a huge draw card for the subregion, its residents and visitors alike
- **Education:** an education programme where the region's youth can explore, connect with and understand, their own historic identity and in turn know and understand the regional heritage within their own community. This will encourage our youth to grow into strong, knowledgeable and functioning citizens proud of their own personal, family, and region's heritage.
- **Inspiration & Innovation** has its roots history. A region which brings its own heritage together with world class symposiums, exhibitions and experiences, is a region that continually inspires new ideas and initiatives to enrich the community's heritage and economic structure even further

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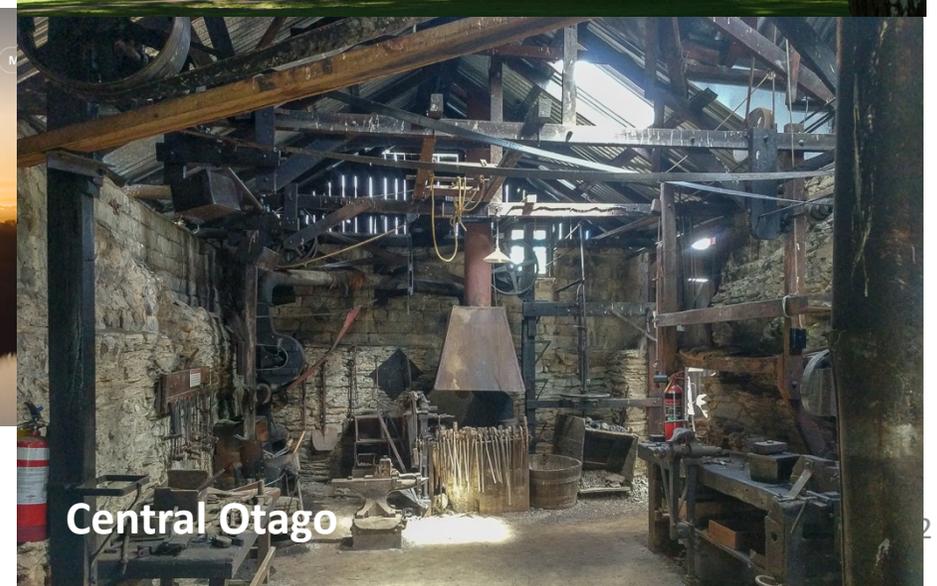
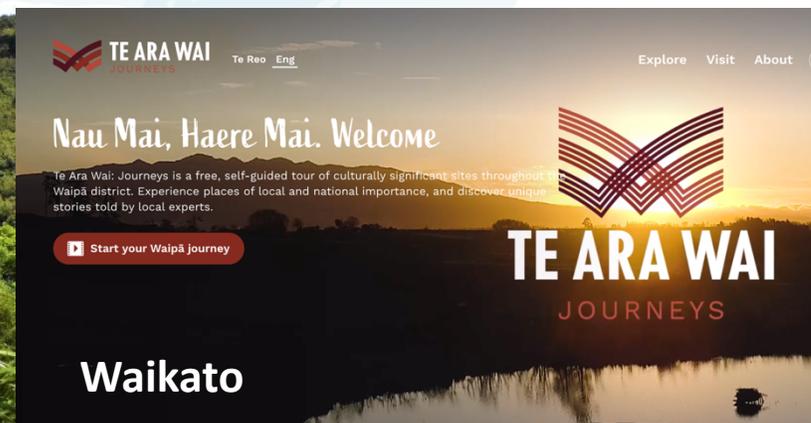


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Examples: Regions working together to tell their stories:

- **Waikato:** [ARA WAI journeys: wai https://tearawai.nz/](https://tearawai.nz/)
- **Northland:** <https://www.heritage.org.nz/places/places-to-visit/tohu-whenua/northland-tohu-whenua>
- **Central Otago:** <https://www.heritage.org.nz/places/places-to-visit/tohu-whenua/otago-tohu-whenua>
- **Westland:** <https://www.heritage.org.nz/places/places-to-visit/tohu-whenua/west-coast-tohu-whenua>





## Heritage Together - Kotahitanga

### Taonga Tauranga - Heritage Bay of Plenty's support base

- We have enthusiastic support from hapū, tangata whenua, local and national heritage organisations, stakeholders and local businesses keen to see a united heritage front through a project of this calibre
- Endorsements and pledges of funding from Tauranga City Council, WBoP District Council, BoP Regional Council and other connected organisations and businesses have been gratefully received and / or are pledged.
- We are also seeking national funding for the initiative as well as for special projects that will assist to bring this project to fruition

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## APPENDIX 1

### HISTORY OF A MUSEUM FOR TAURANGA

- 1873 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
- 1998 – 2007 TCC initiative for a Museum on the Waterfront – abandoned after 2007 local body election
- 2010 – 2019 TCC settled the Tauranga Moana Museum Trust for the purpose of establishing a building in Tauranga. TCC said 'No'
- 2018 - present **Taonga Tauranga | Heritage Bay of Plenty: taking it forward with the endorsement of TCC, Western Bay of Plenty District Council, the BOP Regional Council, independent heritage organisations and other interested parties**

## APPENDIX 2

### Separating History & Heritage Sector from the Creative sector



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



History & Heritage  
|  
Heritage New Zealand

Taonga Tauranga | Heritage Bay of Plenty  
<https://www.taongatauranga.net>

Arts & Culture  
|  
Creative New Zealand  
|  
Creative Bay of Plenty  
<https://creativebop.org.nz>

Sector supported by: TCC & Western Bay of Plenty DC, TECT, Bay Trust etc  
Umbrella organisation for Arts & Culture sector in  
Tauranga & Western Bay of Plenty

**Example: the HISTORY | HERITAGE sector as separate from the arts & culture sector**

- **Museums / heritage / heritage sites / experiences**
  - All hapū | tangata whenua history and heritage
  - Heritage New Zealand (BoP office),
  - National Services – Te Papa
  - Museums Aotearoa
  - WBoPDC, TCC, Regional Councils
  - Tauranga Heritage Collection
  - Heritage sector Tauranga City Libraries (covers the heritage of WBoP)
  - Western Bay of Plenty Museum – Katikati
  - Archeological – HERITAGE Sites – Tauranga | Western Bay of Plenty | Regional
  - The Elms, Te Papa
  - Tauranga Historical Society (covers WBOP and beyond)
  - Otamataha Trust, Pukehinahina Trust, Mauao Trust and other heritage trusts
  - Te Kohinga, Anglican Church, St George's Gate Pā (historic church and site)
  - Mission Cemetery
  - Monmouth Redoubt
  - #1 The Strand
  - Brain Watkins House
  - 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
  - Other heritage linked organisations, ie Tourism BoP

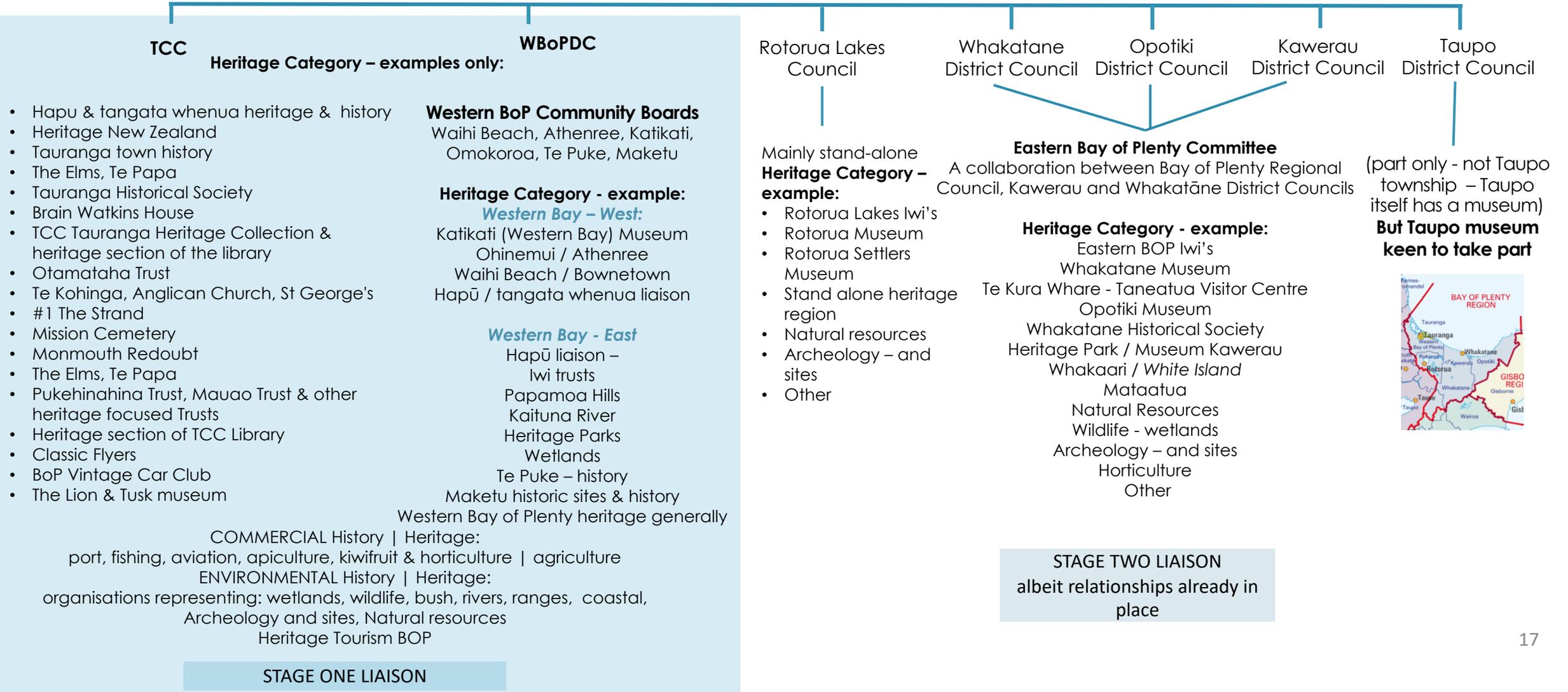
- **Art Galleries**
- Arts Festivals
- Tarnished Frocks & Divas
- Artists
- Musicians
- Music Festivals
- Art competitions
- Katikati Mural Town
- Fringe Festivals
- The Incubator
- Jam Factory
- Historic Village Creative Hub
- Faulkner House / Okorore
- Baycourt
- 16<sup>th</sup> Ave Theatre
- Musical Theatre
- Cultural Festivals of all kinds
- etc

# APPENDIX 3

Promoting regional (and national) engagement to build a strongly connected Heritage IDENTITY within the Bay of Plenty

## BAY OF PLENTY Regional Council – Toi Moana

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



Ki te kāhore he whakakitenga ka ngaro te iwi - Without foresight or vision the people will be lost

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**APPENDIX 4**



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## Heritage Together – Kotahitanga: *A Regional Heritage Intent*

**Please work with us to make this happen: [click here for our website](#)**

**Thank you**

**Taonga Tauranga | Heritage Bay of Plenty Charitable Trust #TAO62233**

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