



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

## **Heritage Together – Kotahitanga: A Regional Heritage Intent** A submission for funding contribution

*This proposal is about enabling the creation of a framework that unites the heritage sector across Tauranga City and Western Bay of Plenty to develop a heritage intent*

### **EXECUTIVE SUMMARY**

- Taonga Tauranga | Heritage Bay of Plenty Charitable Trust (TTHBoP) is an **independent registered charitable trust**. We started in 2017 as a group of heritage-interested citizens to raise collective heritage awareness in our region. We were initially approved as an incorporated society, since then being approved as a charitable trust (*see Appendix 1 for full information/background*).
- Tauranga City and Western Bay of Plenty (WBOP) combined represent **an area very rich in history, but sadly, at present the history and heritage sector is very fragmented** - our relatively few heritage facilities, important as they are, operate in isolation from each other, meaning heritage experiences for residents and visitors in turn are fragmented; all this means the whole sector falls a long way short of being the strong, vibrant participant and contributor to the region that it could and should be (*see p3-4*).
- The heritage sector is often confused with the creative sector, however they are quite distinct, and **heritage represents a sector in its own right**, ie the two sectors need to be regarded separately (*see p3*).
- **Neither Tauranga City nor WBOP has a heritage strategy**, and are two of the very few regions in Aotearoa New Zealand without one - a major omission in such a fast-growing region. At the same time, recent TCC data indicates a significant rise in demand for heritage experiences (*see p4*). Please note we've had very positive initial discussions with WBoPDC indicating support for our endeavours, and are in the process of arranging a meeting with BoP Regional Council to that end.
- TTHBoP is well-placed to coordinate the development of a **cross-region heritage plan/intent, with wide buy-in across all key sectors** – it will mean strong engagement with hapū and iwi, existing heritage organisations, the business community, the education sector and others. We've made good initial progress, and many of the above already have endorsed our proposal to lead the development of a heritage strategy (*see p4-5*).
- The proposed Heritage Intent **aligns with current TCC priorities** - in particular, adapting services provided for communities. The process of developing the proposed Regional Heritage Intent in itself, through strong engagement and collaboration, will mean *innovative ways of thinking*, and is highly likely to result in *innovative delivery* within the heritage sector (*see p2-3*).
- Taonga Tauranga | Heritage Bay of Plenty Charitable Trust seeks financial support from Tauranga City Council (TCC)\* of **\$40,000 incl GST over two years**, to contribute to the development of a proposed heritage plan, *Heritage Together – Kotahitanga: A Regional Intent*, for Tauranga and WBOP.

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

### A submission for funding contribution

#### **Purpose of this Submission**

**Taonga Tauranga | Heritage Bay of Plenty Charitable Trust<sup>1</sup>** seeks financial support from Tauranga City Council (TCC) of **\$40,000 incl GST over two years** as a contribution towards Stages Two and Three of the development in 2020-21 of the proposed heritage plan, *Heritage Together – Kotahitanga: A Regional Intent*, for Tauranga City and Western Bay of Plenty. None of the three local councils has such a plan at present, which represents a major omission.

#### **Funding requested as follows:**

- *Intent Stage Two - September - November 2020*: 1<sup>st</sup> instalment of \$20,000.00 incl GST to be uplifted on completion of Stage One KPIs to TCC's satisfaction
- *Intent Stage Three - July 2021 - November 2022*: 2<sup>nd</sup> instalment of \$20,000 incl GST to be uplifted on completion of Stage Two KPIs to TCC's satisfaction

**NB Intent Stage One** - June - August 2020: having already been funded, this initial stage of the project is underway and working to the KPIs. Stage One includes the early engagement and development of relationships with hapū, iwi and other heritage stakeholders.

#### **Introduction**

Tauranga City and Western Bay of Plenty (WBOP) together have a very rich history that forms an important part of the history of Aotearoa New Zealand as a whole, however neither Tauranga or Western Bay of Plenty, nor both combined, has a stand-alone Heritage Strategy. In fact we are one of the few regions in Aotearoa New Zealand that does not have such a strategy, and we believe this represents a major omission in such a fast-growing region.

Taonga Tauranga | Heritage Bay of Plenty Charitable Trust (TTHBOP) wishes to further strengthen its partnerships with hapū and iwi, heritage stakeholders and councils in order to increase significantly the awareness and understanding of residents and visitors to the region about the importance of the history and heritage of Tauranga City and WBOP, for the benefit of all. Much of our history and heritage remains unknown or not understood by many who live in the region, including those born and bred in the area; becoming familiar with our stories undoubtedly would help enrich and bind us as a people.

**The aim is to develop a coordinated heritage plan/intent**, with wide buy-in across all key sectors in the region, which would serve to inform significantly future decision-making. To that end, our intention is to work collaboratively with a broad range of community interests including hapū and iwi, existing heritage organisations, the business community, the education sector and other groups for whom history and heritage have significance; we have made positive progress in starting along that pathway to date.

#### **Alignment with Council priorities**

Importantly, the proposed Heritage Intent aligns with current TCC priorities, in particular that of **adapting services provided for communities**. The process of developing the proposed Regional Heritage Intent in itself, through strong engagement and collaboration across the sector and across

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<sup>1</sup> *Description and background of TTHBOP Charitable Trust attached as **Appendix 1***

the community/ies will mean *innovative/different ways of thinking*, and is highly likely to result in *innovative/different delivery* in the short and longer term within the heritage sector.

Because the heritage sector in our region has been somewhat neglected to date compared to the creative sector (at least in recent years), it is no understatement to say it is a sector ripe for major attention and enhancement, ultimately for the benefit of everyone in our community/ies, including businesses as well as residents, young and old.

#### Distinction - heritage sector and creative sector

The heritage sector is often incorrectly perceived as being subsumed loosely within the sphere of the creative sector, rather than being recognised as a sector in its own right. **History and heritage were not in scope for the Regional Arts and Culture Strategy, Toi Moana 2018-21**, the reason being that they are distinctly different sectors.<sup>2</sup>

What is meant by 'history' and 'heritage' is subject to debate, but the following definitions are useful: *History* can be described as the positioning, actions and understandings of the past from the perspectives of the present, while *heritage* comprises beliefs about what's considered important from the past, valued sufficiently to save for all time. [Information distinguishing between the History and Heritage sector and the Creative sector (Arts and Culture) in our subregion is attached as [Appendix 4](#).]

#### What is a Regional Heritage Intent?

**The proposed *Heritage Together – Kotahitanga: A Regional Intent***, is the development of a history and heritage plan for our subregion, through a framework whereby current individual entities in our heritage sector work in unison as a Regional Heritage Coalition.

A collaboratively formed and cohesive Regional Heritage Intent for Tauranga City and WBOP would help crystallise and prioritise across-community/ies views of what is needed to conserve and highlight our history and heritage for the benefit of all in our city, in our region and in our nation, as well as to enhance the experience of overseas visitors.

The success of *Heritage Together – Kotahitanga: A Regional Heritage Intent* is dependent upon engagements and partnerships with influential hapū, iwi and other heritage stakeholders, including representatives from the three councils, over Stages One, Two and Three of the project. *Please note that Stage One is already in progress.*

#### What will the Heritage Coalition look like?

Taonga Tauranga | Heritage Bay of Plenty Charitable Trust (TTHBoP) envisages that as a result of strong engagement during Stages One and Two, a three-way Heritage Coalition partnership would be created between influential hapū and iwi, heritage stakeholders, and council representatives (crossing three councils) who will then determine the content of *Heritage Together – Kotahitanga: A Regional Intent*. It would be this Coalition who, in turn, would appoint the Regional Heritage Advisory Group to monitor and oversee the subsequent implementation of the Regional Heritage Intent.

#### Why is a Heritage Coalition needed?

At present the history and heritage sector, far from presenting a cohesive picture of Tauranga City and Western Bay of Plenty, is fragmented across our region, with our relatively few heritage facilities operating independently of, and in isolation from, each other; this is disempowering for the sector as a whole. It is virtually impossible for locals or visitors to enjoy connected history and heritage experiences within the subregion. The proposed *Heritage Together – Kotahitanga: A Regional*

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<sup>2</sup> *The creative sector includes the visual arts, literary arts, and performing arts.*

*Heritage Intent* project is a first step towards addressing what has been a gap (or at most, a very disjointed set of offerings) in Tauranga and WBOP.

The foundations of the history and heritage sector are already in place to an extent, ready to be added to and built upon and connected. These foundations include (but are not limited to) the many marae, hapū and iwi trusts in the region, along with the The Elms | Te Papa Tauranga, Tauranga Heritage Collection, the Tauranga Historical Society, the Western Bay of Plenty Museum, the Pukehinahina Trust, Otamataha Trust, Mauao Trust, Kaituna Authority, Maketu Wetlands Society, Western Bay Wildlife Trust, Papamoa Hills, the Mission Cemetery, Tauranga City Library Archives, archeological sites of historical and national significance and the significant commercial history underpinning this region.

### **How do we know that interest in heritage experiences is growing?**

As the Tauranga City Council Finance, Audit, Community and Risk Committee (FARC) agenda of 12 May 2020 assessed progress in activities included in the 2018 LTP [*see link below*]. It presents a picture of increasing demand in the community for learning about our heritage and identity, the stories of Tauranga Moana, accessing the Heritage collection and engaging in heritage experiences. It is heartening to see that targets in all areas have been exceeded (other than where the national Covid-19 response had a clear impact).

[https://infocouncil.tauranga.govt.nz/Open/2020/05/FI\\_20200512\\_AGN\\_2227\\_AT.PDF](https://infocouncil.tauranga.govt.nz/Open/2020/05/FI_20200512_AGN_2227_AT.PDF)

*Pg 32 shows high interest in historic items (149, target 12) and for items loaned to schools (450, target 275).*

*Pg 56 shows programmes embedding Tauranga heritage topics or tikanga Maori (201, target 54).*

The interest level indicated here aligns with our experience to date, which includes positive anecdotal feedback on heritage activities we have organised. A strong heritage sector united by a clear vision would be the best position from which to meet the still growing demand for heritage experiences.

### **Why develop a Heritage Intent now?**

Reasons for the timeliness of the proposed Intent include the following:

- Our region has a rich and deep history and heritage from pre-14<sup>th</sup> century, which should be showcased to our citizens and those from other parts of New Zealand and overseas; at the same time, our research to date has shown that Tauranga and WBOP is one of the few regions in NZ without a strategic plan specifically for heritage.
- History in schools: A recently-announced government initiative is for New Zealand History to be taught in all schools/kura from 2022. Enabling access to our region's history and heritage would greatly support and enhance student learning across the community.
- Strengthening our heritage identity towards working together will significantly enhance local knowledge and the visitor experience to Tauranga City and WBOP, creating social, environmental and economic benefits for the entire region.
- Our work to date has indicated a will across the wider community to work together in creating partnerships between hapu, iwi and heritage providers, funders and enablers within the wider community.
- Coming out of COVID 19 lockdown and facing a somewhat uncertain future in that regard, the nation and our region are considering our priorities anew; this will continue to shape our decisions as we work, connect, consume and experience. Growing history and heritage experiences within our community will be a key going forward as we firstly focus on the domestic market and in time, the return of overseas visitors.

### Why does Taonga Tauranga|Heritage Bay of Plenty Charitable Trust propose to lead the development of the Regional Heritage Intent?

TTHBoP is an independent registered charitable trust keen to work with hapū, iwi and committed heritage partners across the Bay of Plenty, and well-placed to start developing a Regional Heritage Intent in order to create a strong unified heritage identity for the region. Already this proposed project has attracted considerable positive interest and/or endorsement. **Appendix 1** provides a more detailed outline of TTHBoP, including our formation and development, community projects to date, and our relationship to an earlier museum-focused trust. **Appendix 2** is the base document *Heritage Together – Kotahitanga: Regional Heritage Intent*. This is the document upon which TCC has given TTHBoP its endorsement for Stage One of the Intent, contributing seed funding towards developing the Scope of the Intent.

### What is the current stage of development of the Heritage Intent project?

We are very grateful for Tauranga City Council's initial support in granting seed funding of \$10,000 towards the cost of scoping the Regional Heritage Intent. Since the Covid-19 response has allowed, **Sonya Korohina**, an independent consultant, has been contracted by TTHBOP to undertake that work; at present she is researching and drafting the Scope for the Regional Heritage Intent and a Project Execution Plan. Tauranga City Council provided the attached inaugural Key Performance Indicators (KPIs) for this stage of the work – see **Appendix 3**, which includes the staged plan to implementation.

Public engagement and development towards the Intent is intended to take place in September 2020 to November 2021; we are currently investigating ways to access the funding required, this submission requesting a contribution towards this from Tauranga City Council. We envisage that implementation of the Heritage Intention would commence 1 July 2022.

### How do we envisage Heritage Intent implementation?

- **Heritage Together - Kotahitanga / Unity** - A strong regional heritage team working to promote our history and heritage, and helping to ensure the development of our region's distinctive heritage identity. A connected heritage sector would see the region working together to bring collaborative, high-quality heritage and museological/archaeological experiences based on our shared history.
- **Wellbeing in the community** - Our unique heritage identity will seamlessly integrate with the region's natural, social and economic resources; we will be seen to be working together towards a well-grounded, sustainable, resilient and innovative community underpinned by a strong heritage foundation.
- **Innovation** - The heritage sector will create world class innovative exhibitions and experiences in our region; there will be continual development of new ideas and initiatives that will further enrich the community's heritage and social and economic structure.
- **Education** - A heritage education programme will be developed through which the region's tamariki and rangitahi can explore, connect with and understand their own historic identity, in turn coming to know and understand our regional heritage, and how it is part of the history of New Zealand. This will help ensure the young develop into well-informed, valuable citizens, proud of their own heritage and that of the whole community and region.
- **Job creation** - TTHBoP anticipates that this newly unified Heritage Sector will start creating numerous long term permanent jobs focused on connecting and showcasing the history/heritage sector in Tauranga and WBOP, and beyond.
- **Heritage vision and economic health** - The history and heritage of a region are its very foundations. Turning the current fragmented and consequently disempowered sector into a dynamic, cohesive organised sector with its own identity, its own vision and plan going forward can only strengthen the economic health and wellbeing of our region. History and heritage today is becoming a significant tourism drawcard for locals and visitors alike.

## Budget

The cost of developing the Heritage Intent is budgeted at **\$160,000.00** comprised as follows:

Deliverable	Estimated cost incl GST
<b>Stage 1 June – end August 2020 (in process)</b> Engagement with hapū / iwi, heritage groups and other key heritage stakeholders, plus the development of the Scope	\$15,000 incl GST (\$10,000 from TCC - already approved, tied to KPIs; \$5,000 from private source)
<b>Stage 2 and 3 September 2020 – November 2021</b>	
Heritage Intent Project Lead fee to lead, facilitate and develop the intent	\$75,000
Hapū, iwi and community engagement costs – which includes a detailed marketing and communications plan	\$45,000
Regional Heritage Intent draft and final design costs	\$5,000
Administration and travel	\$5,000
Contingency	\$15,000
<b>Total cost</b>	<b>\$160,000 incl GST</b>

**NB.** TTHBoP has already received \$10,000 from TCC (tied to the KPIs attached as Appendix 3) and \$5,000 from a donor towards the scope development.

## Proposed funding for the above as follows:

<b>Income to date</b>	
Tauranga City Council	\$10,000
Donor	\$5,000
<b>Income sub-total</b>	<b>\$15,000 incl GST</b>
<b>Remaining income required</b>	<b>\$145,000 incl GST</b>
Funding contribution requested from TCC: Stage 2 (2020-2021) Stage 3 (2021-2022)	\$40,000 over 2 years (\$20,000 for each of two years) incl GST
<b>Balance of funding to be contributed from other sources</b>	<b>\$105,000 (over two years) incl GST</b>
<b>Total cost of project</b>	<b>\$160,000 incl GST</b>

## Conclusion

Taonga Tauranga|Heritage Bay of Plenty Trust seeks from Tauranga City Council a contribution (uplifted only when KPIs have been achieved to TCC's satisfaction), of **\$40,000.00 exc GST over two financial years** toward the leadership and expenses of a collaboratively developed, detailed Heritage Intent for Tauranga City and Western Bay of Plenty. The first instalment of \$20,000 incl GST would be drawn down in the 2020-21 financial year, and the second in the 2021-22 financial year.

Funding for the balance is being sought from a number of funding sources, including Western Bay of Plenty District Council, Bay of Plenty Regional Council and the private sector.

## **Appendices**

1. *Taonga Tauranga | Heritage Bay of Plenty Charitable Trust (TTHBoP) – background information*
2. *Heritage Together – Kotahitanga: Regional Heritage Intent – base document*
3. *Key Performance Indicators - TCC and TTHBoP*
4. *Distinction between History and Heritage sector and Creative Sector (Arts & Culture)*
5. *Letters of support*

Bruce Farthing

Chairperson

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