



Manatū Taonga

Ministry
for Culture
& Heritage

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2019

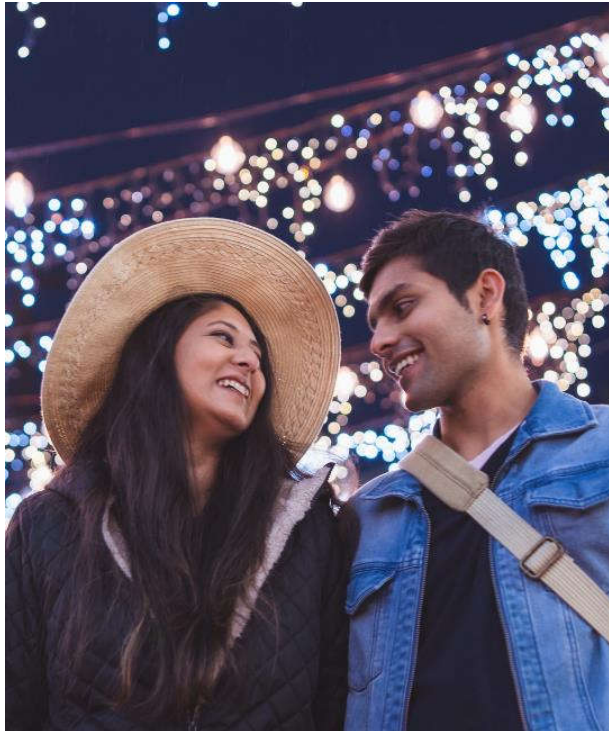


NEW ZEALANDERS' VIEWS ON COMMEMORATING HISTORICAL EVENTS



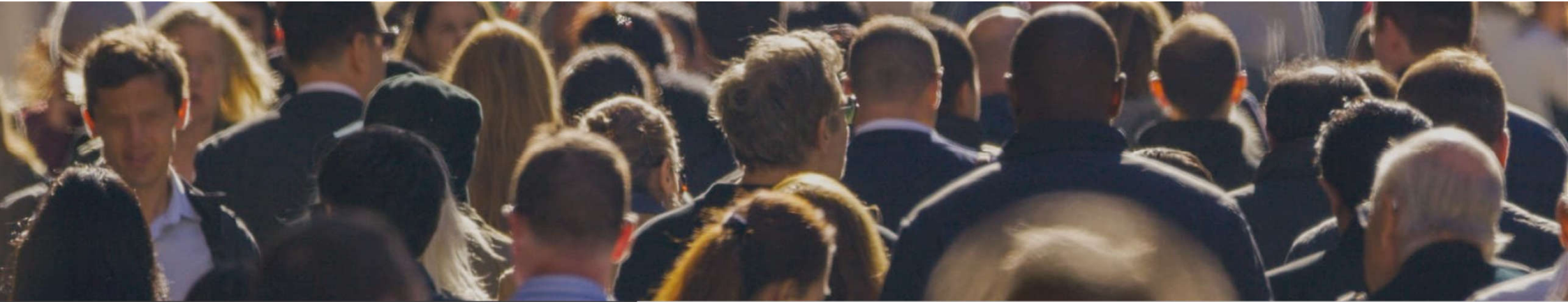
COLMAR BRUNTON
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Background and objectives



The Ministry for Culture and Heritage wants to know **what New Zealanders think about the commemoration of historical anniversaries**


The aim is to understand their attitudes towards commemorative activities in order to:

- maximise the reach and impact of commemorations, and
- ensure all New Zealanders experience the social benefits of engagement

The key objective of the research is to discover the factors that encourage New Zealanders to engage with commemorative activities or that act as barriers to such engagement

An additional objective is to establish baseline data for measuring the impact of the Tuia - Encounters 250 commemoration

Research approach



Colmar Brunton was commissioned to conduct two stages of research

○ **Stage 1: A nationally representative survey**

2,089 online interviews with New Zealanders aged 15 years or over

○ **Stage 2: Two focus groups**

- One group with young Māori
- One group with Asian migrants (a demographic group who are less interested and engaged with commemorations based on the online survey results)

Details about each stage can be found in the appendix



Definition of commemorations

New Zealanders who responded to the online survey were shown the following definition of commemorations...

Commemorations are a way to officially remember an important event, on a meaningful anniversary. Commemorative activities can be formal or informal, as well as traditional or creative. They can remind us of both tragic and positive events. For example, last year the government commemorated 100 years since the end of the First World War, and 125 years of women's suffrage (or right to vote).

*For the next few questions, where we mention commemorations we are talking about milestone anniversaries such as a 50th or 100th. We are **not** talking about commemorations that are held every year on a particular date.*

Focus group participants received a similar explanation of what commemorations are.

The majority of this report therefore covers New Zealanders' views on the commemoration of **milestone** anniversaries of important events in New Zealand's history.

In contrast, the final two sections of the report cover the **annual** commemoration of the New Zealand Wars and Waitangi Day.



SUMMARY: CURRENT ENGAGEMENT WITH COMMEMORATIONS

Method: Online survey of 2089 New Zealanders aged 15+ years. Two focus groups; one with young Māori and one with Asian migrants

Fieldwork: Online survey 9 to 28 May 2019
Focus groups 15 to 19 July 2019

Demographic results: Additional findings for sub-groups can be found in the report

ENGAGEMENT WITH MILESTONE COMMEMORATIONS

The majority of New Zealanders are interested in commemorations and have engaged with them recently...



6 in 10
are highly interested in the idea of commemorating important events in our history



3 in 4
engaged with at least one recent milestone commemoration



1 in 3
engaged deeply (i.e. organised, participated in, or attended something)

MOTIVATORS AND BARRIERS TO ENGAGEMENT

Top 3 reasons for **engaging** are to...

- 1 Learn more about New Zealand history or build upon their interest
- 2 Remember the people and events involved
- 3 Feel connected to others, and part of something

Top 3 reasons for **not** engaging include a lack of...

- 1 Interest
- 2 Accessibility
- 3 Inclusivity

GROUPS LESS INTERESTED AND ENGAGED

Certain groups are **less** interested and engaged than average. There is...



Less interest among:

- Asian New Zealanders (particularly Chinese migrants)
- Those who **don't** strongly agree belonging to NZ is an important part of their identity
- 15 to 24 year olds
- Those with lower education levels

Lower engagement among:

- New migrants (lived in NZ 5 or less years)
- Asian New Zealanders
- Those who **don't** strongly agree belonging to NZ is an important part of who they are
- 15 to 45 year olds
- Those with lower education levels

This analysis indicates it can take time to build your relationship to a nation and feel connected to its commemorations. Consideration of what and how we commemorate could help to accelerate this process.

WAYS TO DEEPEN ENGAGEMENT

Overall, New Zealanders suggest three main ways to enable them to engage more deeply than they currently do...

Make it easy for them to take part e.g. events in a convenient location near their home



34%

Inform them about upcoming events so they can plan ahead



28%

Ensure there is widespread interest in the topics and ways of commemorating



21%



SUMMARY: WHAT AND HOW TO COMMEMORATE

Method: Online survey of 2089 New Zealanders aged 15+ years. Two focus groups; one with young Māori and one with Asian migrants

Fieldwork: Online survey 9 to 28 May 2019
Focus groups 15 to 19 July 2019

Demographic results: Additional findings for sub-groups can be found in the report

RELEVANCE AND IMPORTANCE OF HISTORICAL EVENTS

New Zealanders feel the **most personally relevant and important** historical event (of the nine they were shown) is the **introduction of legislation requiring equal pay for equal work among men and women.**

83% feel it's personally relevant

88% feel it has been important in helping develop our national identity

Celebrations of positive values like equity, inclusivity, kindness and peace often resonate at a personal level. Events in New Zealand's history that embody these qualities and values feel relevant and engaging.



"You can still see how those events shape New Zealand today...everyone benefits from them."

Asian migrant, Female, 29 years

"These events are our values and something to be proud about."

Māori, Male, 35 years

APPEALING WAYS OF COMMEMORATING

Overall, the most appealing ways of commemorating are...

% that find this highly appealing

Film, television or radio documentaries **65%**

Formal ceremonies (e.g. like Anzac ones) **55%**

Museum or art gallery exhibitions **54%**



But one size will not fit all. Some groups (including some of the less engaged) are more likely than average to find **other ways** of commemorating appealing.

Compared to all New Zealanders...

New migrants, Asian peoples, Māori and Pacific peoples are more into:

- Community festivals (e.g. Waitangi Day festival)
- Watching a performance (e.g. theatre, dance, concert, kapa haka)
- Participating in creative or artistic activities (e.g. making a banner or taking part in a theatrical performance)

Younger New Zealanders aged 15 to 24 years are also more into participating in creative or artistic activities.



"[The event] has to be something you can take part in...activities and performances that bring it to life otherwise people get bored."

Asian migrant, Male, 32 years



"I would like to learn more about [tikanga] and perform some of it if possible...[so I can learn] what the different things mean."

Asian migrant, Female, 29 years



SUMMARY: TUIA 250, WAITANGI DAY AND THE LAND WARS

Method: Online survey of 2089 New Zealanders aged 15+ years. Two focus groups; one with young Māori and one with Asian migrants

Fieldwork: Online survey 9 to 28 May 2019
Focus groups 15 to 19 July 2019

Demographic results: Additional findings for sub-groups can be found in the report

IEWS ON TUIA 250 COMMEMORATION

There is widespread agreement with the key messages Tuia 250 will promote.

Most New Zealanders **agree** that...

We should care for our environment and oceans **90%**

It is important to hear the stories of both Māori and later settlers to New Zealand **78%**

It is important to honestly discuss the first encounters between Māori and Europeans **72%**

But just **6%** of New Zealanders are aware of the upcoming Tuia 250 commemorations.

For young Māori who aren't aware there is concern about the space and legitimacy that would be granted to Māori as part of the commemoration.

“Don't know about [Tuia 250]. That first meeting [between Māori and Pākehā]...it didn't lead to better things at least for Māori.” Māori, Male, 28 years

IEWS ON THE ANNUAL WAITANGI DAY COMMEMORATIONS

Most New Zealanders **agree** that Waitangi Day...

Should be a day for commemoration and reflection **76%**
Is New Zealand's National Day **75%** (Higher than 2002, 60%)
Should be a day for participation and celebration of our nationhood **73%** (Lower than 2002, 77%)

16% of New Zealanders took part in activities to celebrate or commemorate Waitangi Day in 2019.

Higher attendance among Māori **33%**
Lower attendance among NZ Europeans **14%**

✓ The main way New Zealanders **did** participate was to attend an organised family or community day activity.

✗ The most common reasons for **not** attending include a lack of interest, accessibility and inclusivity, or having other plans.

New Zealanders' ideal Waitangi Day commemoration would include...

Multi-cultural activities (e.g. multi-cultural performances, international food festival) **39%**
Organised family and community day activities (e.g. a community fair with activities like music or sport) **33%**

For Māori, including te reo Māori and tikanga is crucial for Waitangi Day.

“We need to have te reo and tikanga front and centre.”
Māori, Male, 28 years

English translation will make it more inclusive.

The commemoration could be more open through community and grassroots events that encouraged participation from everyone including Māori and Pākehā.

“[Waitangi Day] was the formation of New Zealand in some ways...everyone should take part in it.”
Asian migrant, Female, 32 years

There needs to be a balance between educating New Zealanders about what really happened, and recognising the positives Māori and Pākehā have achieved together since.

“It's our history and to learn from it and heal so we don't make those same mistakes we first need to be honest about it.”
Māori, Female, 21 years

IEWS ON COMMEMORATIONS OF THE NEW ZEALAND WARS



Only **3 in 10**

New Zealanders know there's a national day of commemoration for the New Zealand Wars each year.

And just **2 in 10** engaged with the 2018 commemoration of the New Zealand Wars in some way. Those who didn't engage say they weren't interested, or mentioned accessibility or inclusivity issues.

But the majority of New Zealanders are open to commemorating the New Zealand Wars annually.

63% think it's important



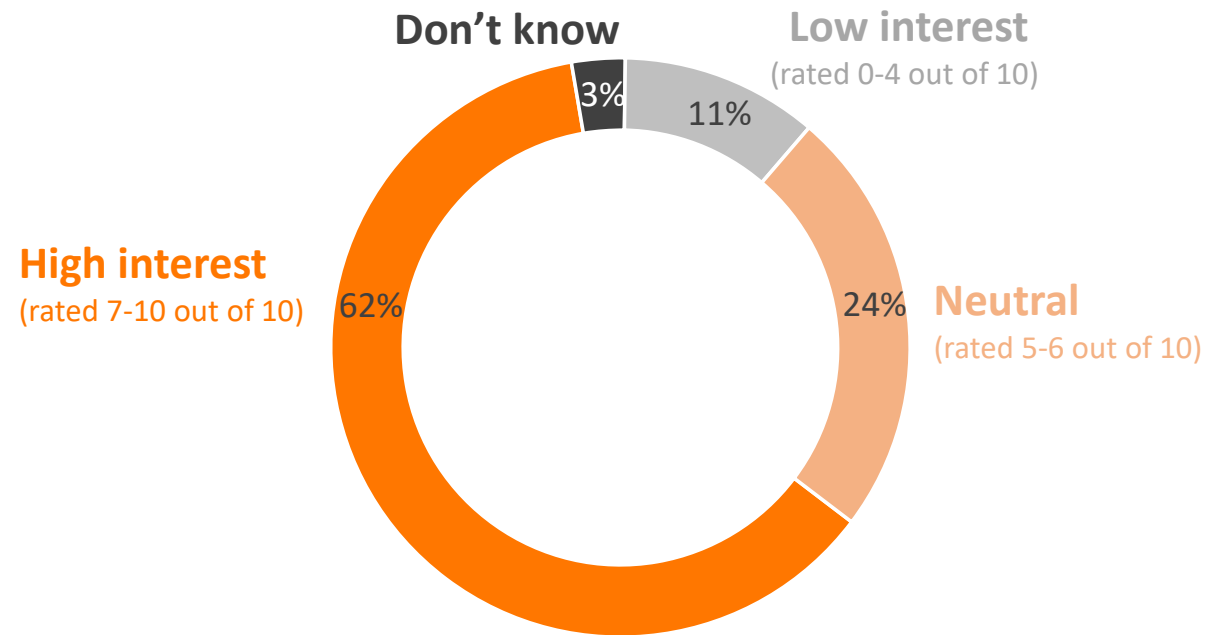
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**How engaged are
New Zealanders in
commemorations
currently?**

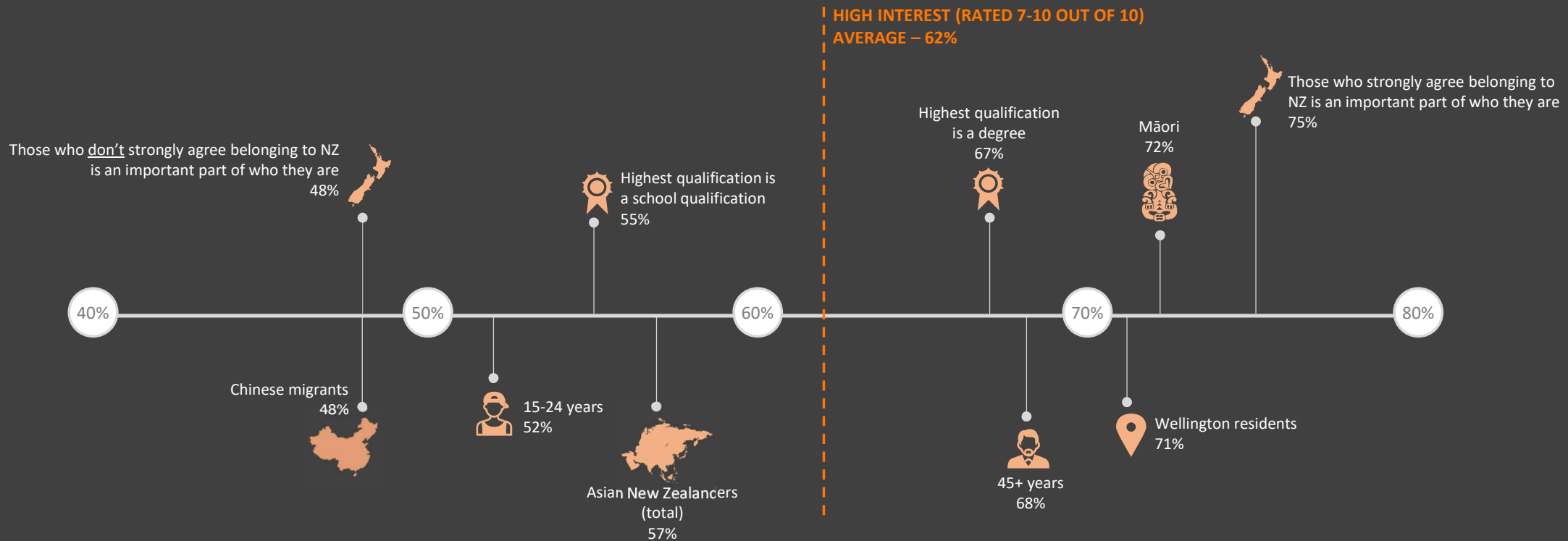
The majority of New Zealanders are highly interested in the idea of commemorating important events in our history

Level of interest in commemorations



Source: B. How interested, or not, are you in the idea of commemorating important events in New Zealand's/ Aotearoa's history?
Base: All New Zealanders (n=2,089)

But certain groups are more or less likely than average to be interested...



From the focus groups, it's clear that Asian migrants are interested in commemorations that recognise shared values or our unique relationship with Māori

Shared values

For Asian migrants, celebrations of positive values like equity, inclusivity, kindness, and peace often resonate at a personal level.

- Events in New Zealand's history that embody these qualities and values feel relevant and engaging.



"Celebrating equal pay [for men and women]...those kind of things feel like New Zealand and its people."

Asian migrant, Male, 35 years old



Māori links

Asian migrants also admire our relationship with Māori.

- To them it shows the unique bond between two peoples (Pākehā and Māori) that many other post-colonial nations are not even close to achieving.



"It's nice to see Te Reo when you land and all of the Māori wood carvings everywhere...its unique [to New Zealand] and you don't find this type of relationship anywhere else."

Asian migrant, Female, 29 years old



Outside of this, parts of our history that link back to leading global events (world wars, pandemics, the country's first [insert achievement]) don't seem as unique.



Other events are often of little interest for new migrants because they seem unimportant in the grand scheme of things or there is a sense of disconnect (feeling like outsiders to New Zealand)

Many Asian migrants have come from countries with longer histories, and commemorating events that point to New Zealand's first steps on the international stage sometimes feel quaint in the grand scheme of things.

For some, there is also a lack of connection.

- They don't see themselves as part of the story of New Zealand up until now.



"Plenty [of people] die today everywhere...I'm not too interested in [commemorating] that."

Asian migrant, Male, 29 years old



"Me and my family only recently arrived here so some of the things they talk about [in New Zealand history] I don't really know about. My daughter is learning about the Māori language at school but I don't know much."

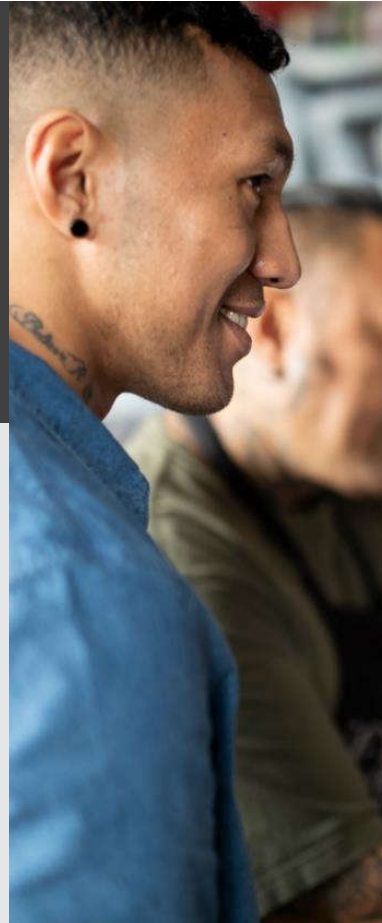
Asian migrant, Male, 35 years old



For young Māori commemorations are about connecting with the past in an honest way and recognising events that changed New Zealand

Similar to Asian migrants, young Māori are interested in events that remember and mark positive values that define New Zealand as a progressive, open, inclusive country.

- Commemorations like free education and equal rights give a sense of pride that New Zealand 'did the right thing' when it mattered.



Alongside this however is a strong and clear desire for remembering all the different parts of history; the good and the bad.

- Many feel history is sometimes seen from a Pākehā lens, and commemorations can sometimes tiptoe around topics that have special meaning for Māori. For example, why there are tensions around the Treaty of Waitangi from a Māori perspective.

"Some of the things we did in our past...they show just how open and progressive we were as a country even back then. We absolutely need to celebrate those things."

Māori, Female, 31 years old

"[Some of our past events] were a huge step in the right direction...and its right for us to celebrate them and remember them."

Māori, Male, 35 years old

"There are issues we're still trying to work out [as a country]...but you have to remember the good and the bad."

Māori, Male, 28 years old

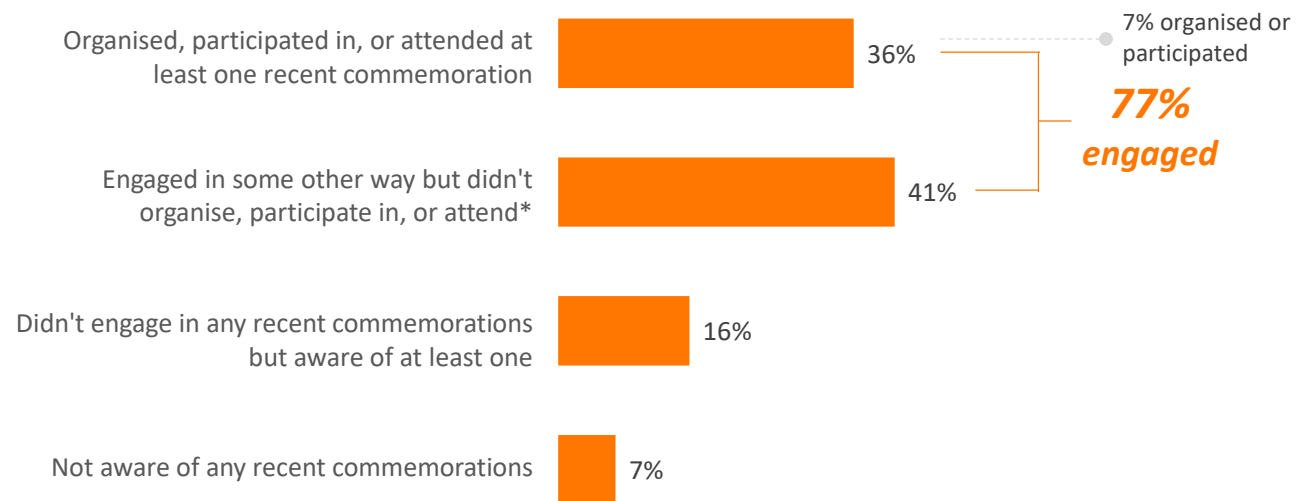
"We often skate over the sticky parts. You only learn about [The Tohunga Suppression Act] at uni and how it played into that influenza pandemic."

Māori, Male, 28 years old

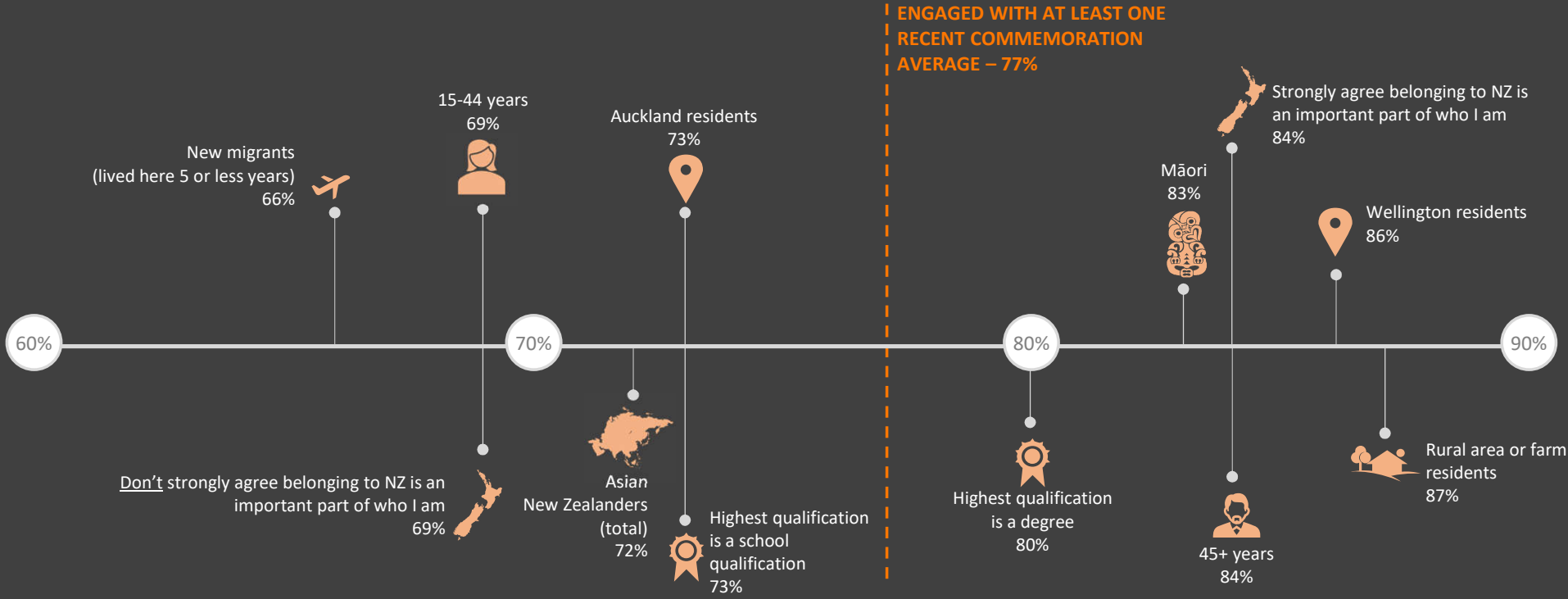
Most
New Zealanders
have engaged with
at least one recent
commemoration

One in three did so on a
deeper level

Level of engagement in recent commemorations



Groups more or less likely to have engaged in recent commemorations are shown below. These match many of the groups that are more or less interested



Why do New Zealanders engage or not?



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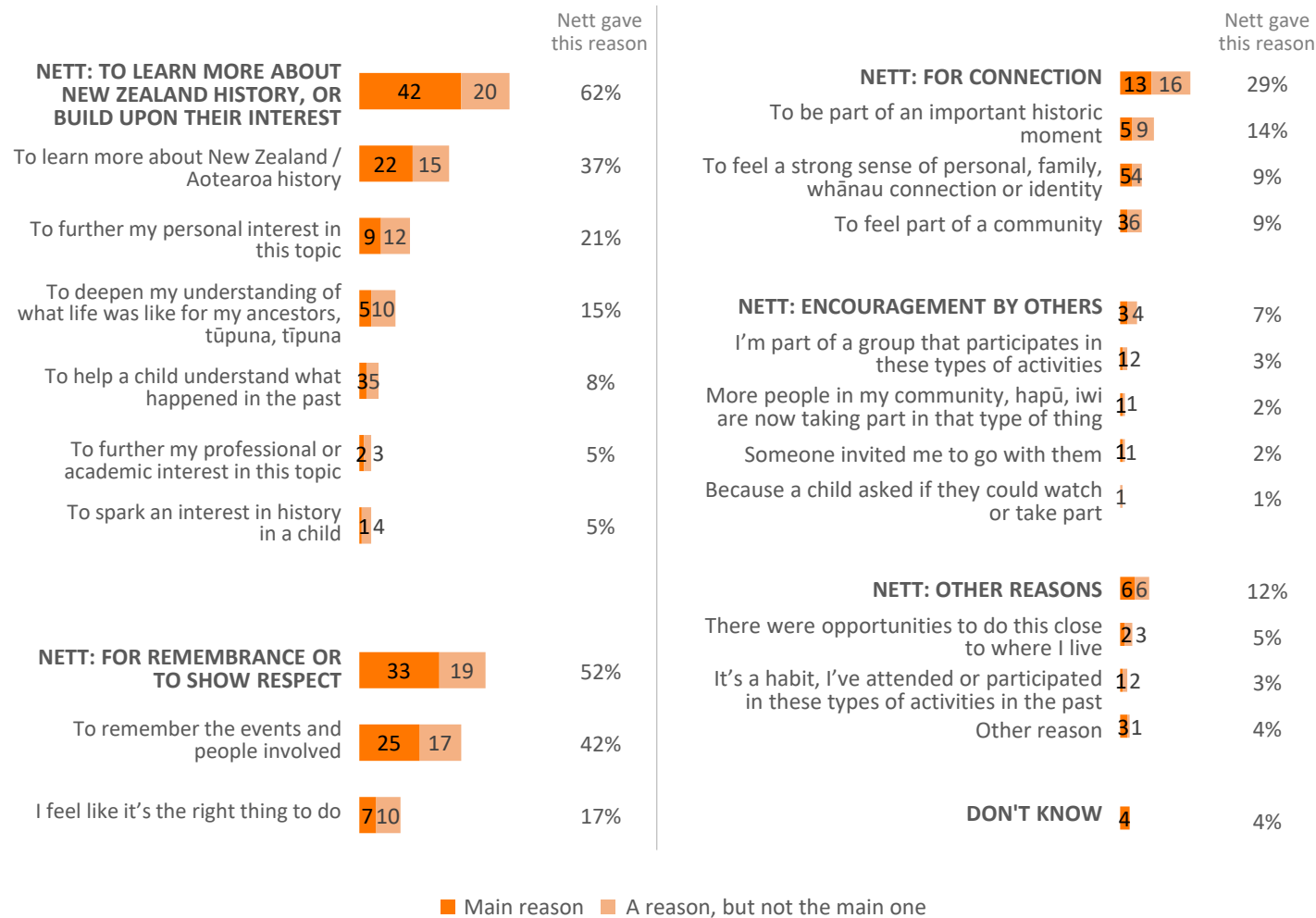
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The main reasons New Zealanders engage in commemorations are to learn more about the history of their nation, and remember the people and events involved

They also engage to feel connected to others and part of something

"It is our history, our past it is not taught in schools, and it is right under our noses."

Reasons for engaging in commemorations — % —



Source: C1. Thinking about those commemorations you have engaged with. What are the main reasons why you engaged with them?
 C2. And which of these is your main reason for engaging in commemorations?
 Base: Those who engaged in at least one recent commemoration (n=1,619)

While education and remembrance are the main reasons New Zealanders engage, motivations vary across different groups

This slide shows the motivations are more likely than average to resonate with certain groups. It does not mean this is their main motivation, but it does mean it is more important to them than New Zealanders overall.



New Zealand Europeans

- For remembrance reasons (45% vs. 42% of all New Zealanders)



Māori

- To deepen their understanding of what life was like for their tīpuna/tūpuna (26% vs. 15% of all New Zealanders)
- To feel a strong sense of personal or whānau connection or identity (18% vs. 9% of all New Zealanders)
- Because more people in their community or hapū or iwi are now participating in commemorations (6% vs. 2% of all New Zealanders)



Migrants

- To learn more about New Zealand's history (45% vs. 37% of all New Zealanders)



Asian New Zealanders

- To feel part of a community (22% vs. 9% of all New Zealanders)
- To feel part of an important historic moment (18% vs. 14% of all New Zealanders)
- Because they were asked to accompany someone else (4% vs. 2% of all New Zealanders)



Pacific peoples

- To feel part of a community (15% vs. 9% of all New Zealanders)
- To help their child(ren) gain an understanding of what happened in the past (14% vs. 8% of all New Zealanders)



Men

- To feel part of a community (11% vs. 9% of all New Zealanders). Young men aged 15 to 24 years are particularly likely to have this motivation (18%)
- Young men aged 15 to 24 years are also more likely than average to engage if someone else invited them to go (6% vs. 2% of all New Zealanders)



Young women aged 15 to 24 years

- If there were opportunities to do so close to where they live (10% vs. 5% of all New Zealanders)
- If they are part of a group that participates in those types of activities (7% vs. 3% of all New Zealanders)

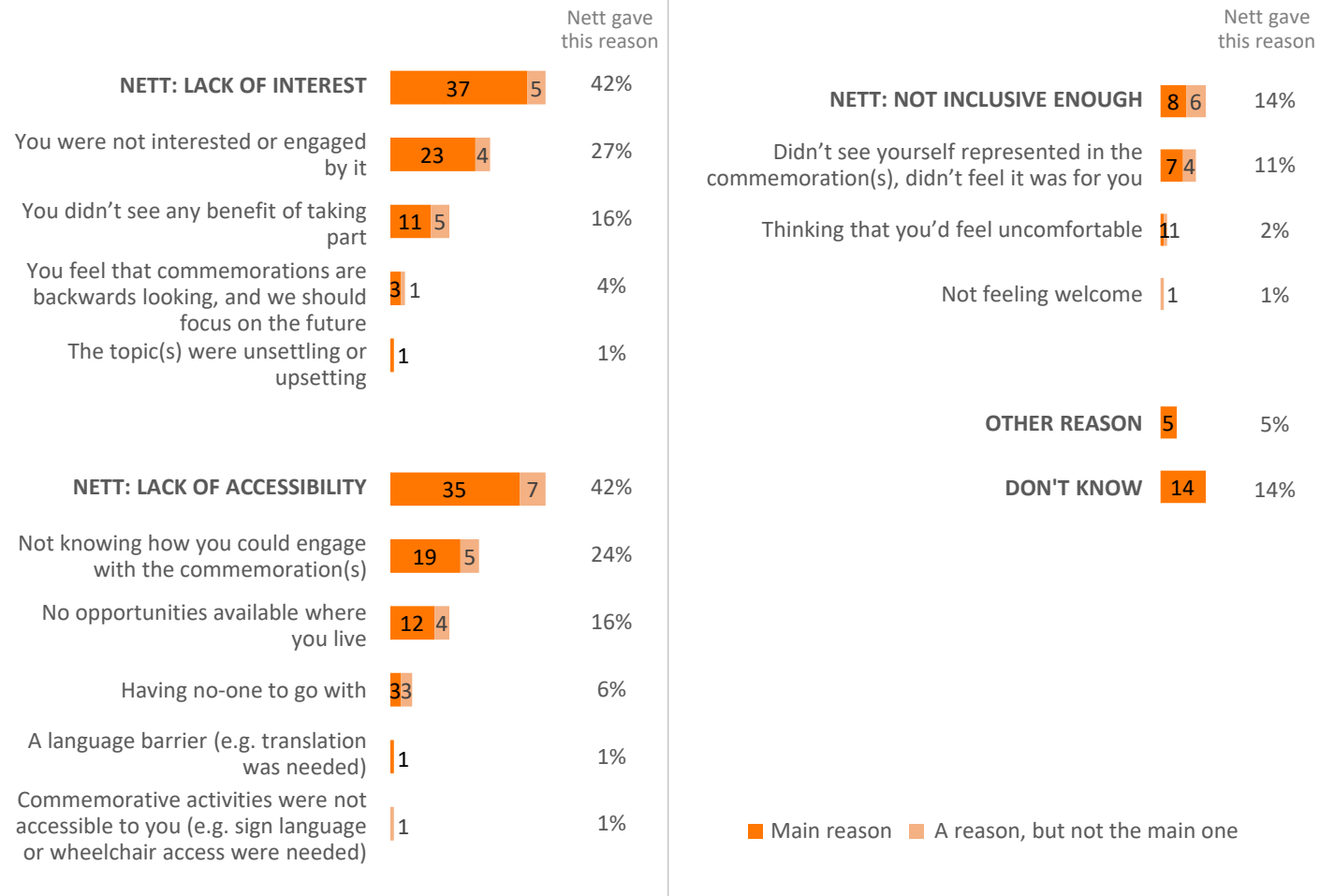
The main reasons for not engaging are a lack of interest in the commemorations, and issues around accessibility and inclusivity

More could be done to advertise how people can take part, and what the benefits of participation are

"Did not know about it, but would not have been interested anyway."

"Didn't really hear a lot about it or know it was going on much, there weren't a lot of obvious opportunities to participate."

Reasons for not engaging in commemorations — % —



Source: C3. We'd like you to think about those commemorations you didn't engage with but were aware of. Which, if any, of the following are the main reasons why you didn't engage with them? C4. And which of these is your main reason for not engaging in commemorations? Base: Those who didn't engage in all recent commemorations (n=1,019)

This is true for Asian migrants; the focus groups found a lack of perceived inclusivity, and not knowing how to participate, as major factors for disengagement

For some Asian migrants, there is a feeling of disconnect (as mentioned previously) with parts of New Zealand's history.

- Specific events like Anzac or the *Wahine* disaster don't seem relevant; there is a sense that these commemorations are telling a story for a different audience, one which those who have just arrived can't be a tangible part of.

Also while Asian migrants tend to be interested in commemorations linked to Māori history, like Waitangi Day and the 1860s wars, many don't know enough about the context to feel confident in taking part.



"[Anzac celebrations] feel like they are for [Pākehā and Māori]. Not for us...it's good they do it but I don't think I would go."

Asian migrant, Female, 28 years old



"I don't know enough about Waitangi [Day] to do anything...I would love to do something."

Asian migrant, Male, 29 years old



Reasons for not engaging by sub group

This slide shows the barriers to engagement that are more likely than average to resonate with certain groups. This doesn't mean it is their main barrier, but it does mean it is a more common barrier for them than New Zealanders overall.



Māori and 15 to 24 year olds

- Having no one to go with (10% respectively vs. 6% of all New Zealanders)



Asian New Zealanders

- Not feeling welcome (4% respectively vs. 1% of all New Zealanders)



Small town and rural area or farm residents

- Having no opportunities available where they live (25% and 27% respectively vs. 16% of all New Zealanders)



Big city residents

- Being unaware of how to engage (29% vs. 24% of all New Zealanders)
- Not seeing any benefit in taking part (19% vs. 16% of all New Zealanders)



What would encourage deeper engagement in commemorations?



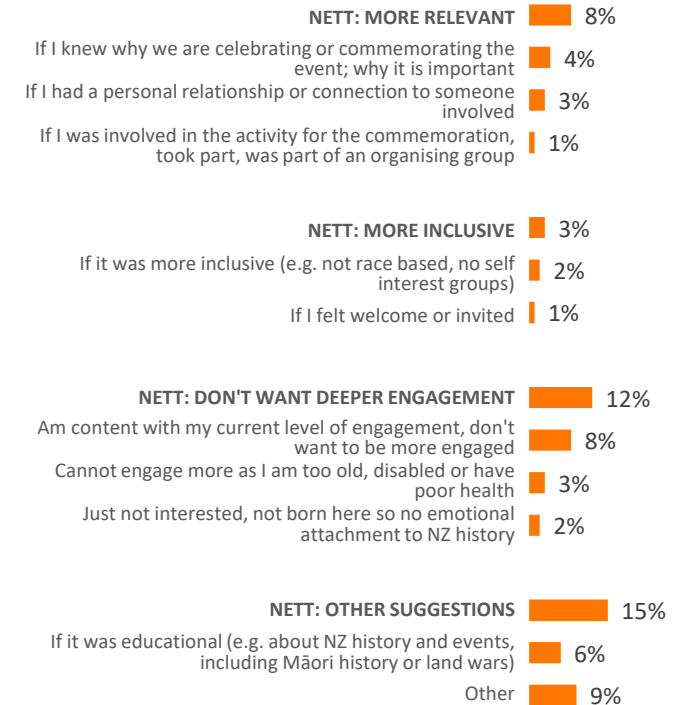
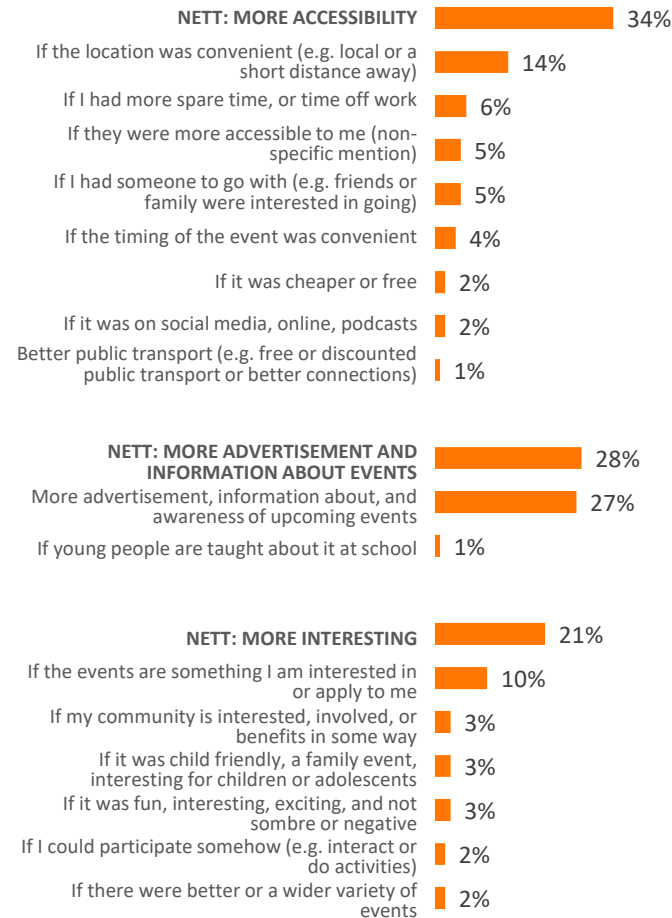
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The keys ways in which the Ministry and others responsible for commemorations can encourage deeper engagement are by providing...

- 1 **More access**
In particular, events held in a convenient location, close to home
- 2 **More advertisement and information**
To increase awareness of upcoming events
- 3 **More interesting and relevant events**

Motivators to support deeper engagement in commemorations



Source: C5. What would motivate you to become more engaged in New Zealand's commemorations than you currently are?
Base: Those aware of at least one recent commemoration, excluding 'don't know' and 'no comment' responses (n=983)

Examples of the top three motivators to support deeper engagement

Events held in a convenient location, near their home



"If it was held closer to where I live. I usually attend the Anzac commemorations as it's held in our own suburb. This is the great thing about Anzac commemoration as there are a lot of services held in nearly all suburbs where there is a RSA nearby."

"If they were on a local level I would consider it. I have children and want them to be educated about this type of thing, but am not interested in going to a city event."

"If it was near to where I reside and [there was] a huge response from my community."

More advertisement, information about, and awareness of upcoming events



"To know the dates in advance, to know when and where one can get involved and be part of the events, they seem to sneak up and go by with[out] awareness. Advertise on radio, internet, TV and even the paper, write articles about the events coming up about our history to the local area, region and nation, thanks."

"Knowing more about the event and its importance ahead of time, maybe better marketing of the events so that it was in the back of my mind and I knew about it. Also, a better understanding of the importance of the event that is being commemorated for people, what it meant for those people involved, and what it means for us now; the context of it. Easy access to simple resources to learn about the event."

"More advanced coverage of the event, often you are not aware the event is approaching, until it is about to happen. There have been many occasions when I have thought, I didn't know that was happening."

Interesting and personally relevant events



"If I felt personally connected I might be more interested. I don't have any knowledge of my female ancestors being part of the fight to vote, and no family member alive has any information about who, or even if we had whānau in World War 1..."

"Relevant and interesting activities for children, in particular young adolescents. Activities for children are often for little ones, but capturing interest of adolescents is more difficult."

"To really be aware of the relevance of the particular commemoration in question and to be very aware of how that historical event has impacted our lives today on a personal level."

The ways in which to encourage engagement vary by certain groups

This slide shows which methods of support are more likely than average to resonate with certain groups. This doesn't mean it's their main motivator, but that it's more likely to impact them than New Zealanders overall.



Pacific peoples

- If it was educational and taught them about NZ history or events (13% vs. 6% of all New Zealanders)
- If they knew why it was important to commemorate that particular event (9% vs. 4% of all New Zealanders)



Asian New Zealanders

- If it was educational and taught them about NZ history or events (11% vs. 6% of all New Zealanders)
- If their community is interested, involved or benefits in some way (6% vs. 3% of all New Zealanders)



Younger New Zealanders 15-24 years

- If there were better or a wider variety of events available (8% vs. 2% of all New Zealanders)



15 to 24 year old men

- If it was more fun, interesting, and exciting, and less sombre and negative (8% vs. 3% of all New Zealanders)



15 to 24 year old women

- If the location was convenient, close to where they live (24% vs. 14% of all New Zealanders)
- If they were taught about it at school (5% vs. 1% of all New Zealanders)



Big city residents

- If it was better advertised (32% vs. 27% of all New Zealanders)



Rural area or farm residents

- If they had more spare time, or time off work (17% vs. 6% of all New Zealanders)



Older New Zealanders aged 65+ years

- Are more likely to say they're content with their current level or ways of engagement (12% vs. 8% of all New Zealanders)
- And that their age, poor health or disabilities prevent them from taking part any more than they currently do (11% vs. 3% of all New Zealanders)

Asian migrants see commemorations as a way of getting to know New Zealand and building a stronger connection with its people

For Asian migrants, there is a strong, clear desire to learn more about New Zealand and its history.

- They tend to see it as a way of building a stronger connection with the country and its people, and understanding some of their perspectives and outlooks.

Some see commemorations as the ideal way to do this because of their capacity to bring people together and educate them on events that shaped how New Zealand is today.



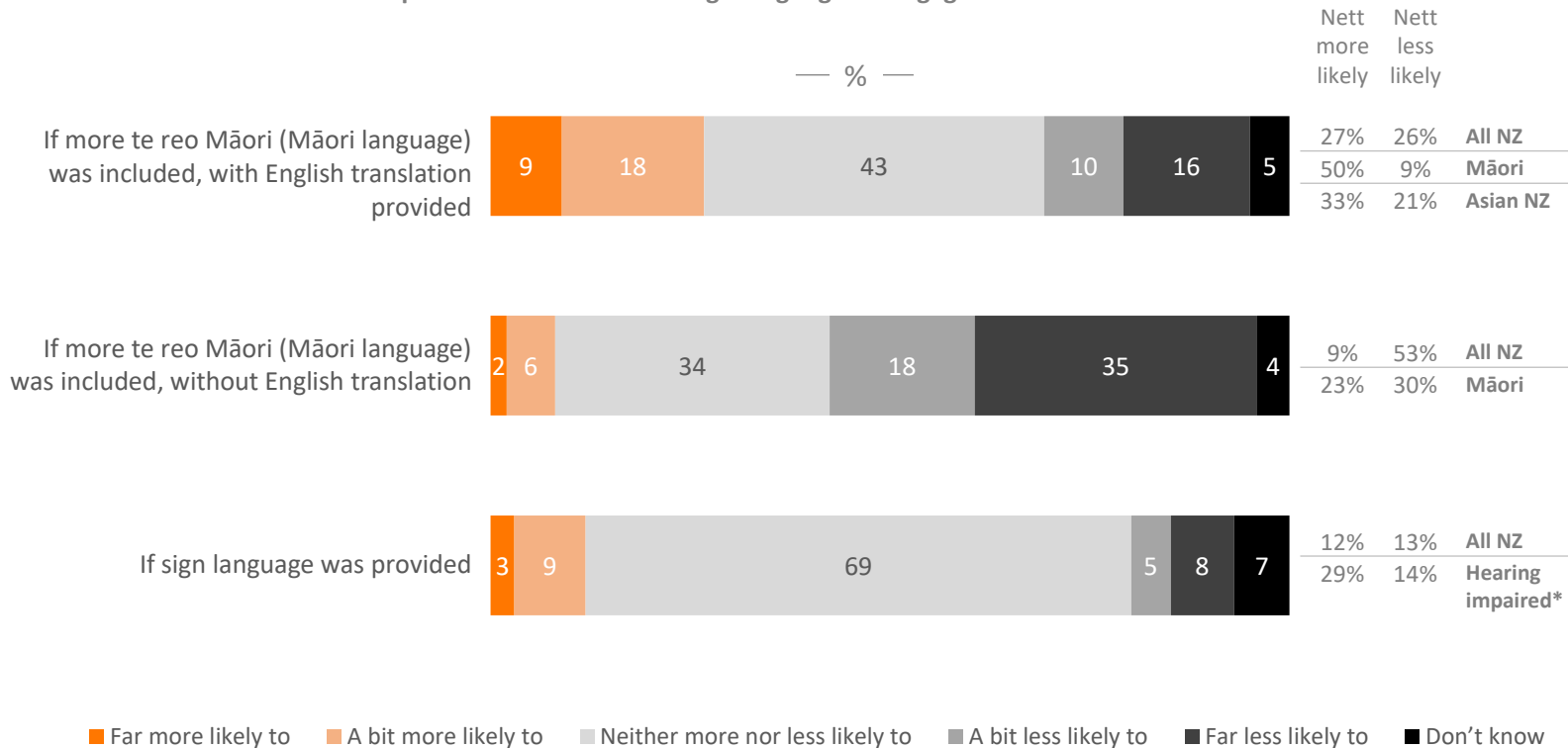
"I'd love to know more about what happened on Waitangi Day...they should have more of a focus on education and telling us what happened...so I can talk to Kiwi at my work about it."

Asian migrant, Male, 35 years old



The nett impact of including more te reo Māori or sign language at commemorations is at best neutral. Without English language translation the use of te reo Māori could alienate many

Impact of te reo Māori and sign language on engagement in commemorations



“If you want more Pākehā to go it needs to be less Māori orientated and more equal cultures. No long winded boring Māori speeches that no one [understands].”

In general these actions appeal to those who are already highly engaged as opposed to extending reach to those less engaged

The use of more te reo Māori (alongside English translation) is likely to encourage greater participation from Māori (41%) and Asian New Zealanders (12%), this excludes those less likely to take part. Māori are already highly engaged but Asian New Zealanders are less so

The use of sign language is likely to encourage greater participation among those who have a lot of difficulty hearing or can't hear at all (15% are more likely to participate, excluding those less likely to)

From the perspective of young Māori and Asian migrants, including te reo Māori in commemorations where possible seems appropriate

Asian migrants see te reo Māori as part of New Zealand's heritage. Seeing it used in everyday life often gives them a sense of hope about New Zealand's future and its inclusive culture.

- It also reinforces the sense of positivity around their perceived relationship between Pākehā and Māori.
- Some feel English translation with te reo would be more helpful as many struggle to understand even basic te reo.

From young Māori's perspective, including te reo Māori (and tikanga) is crucial, especially in contexts where meaningful representation of Te Ao Māori is absolutely needed (e.g. when marking events that shaped Māori society today like Waitangi Day and the 1860s wars).

- Some mention the need to avoid including te reo for the sake of it.
- Others mention using English as a way of bringing those who don't know the language into the conversation.



"I had to learn te reo so I could teach my school kids. Everyone here uses it daily life...as they should since it's the original language of New Zealand."

Asian migrant, Female, 32 years old



"We need to have te reo and tikanga front and centre."

Māori, Male, 28 years old



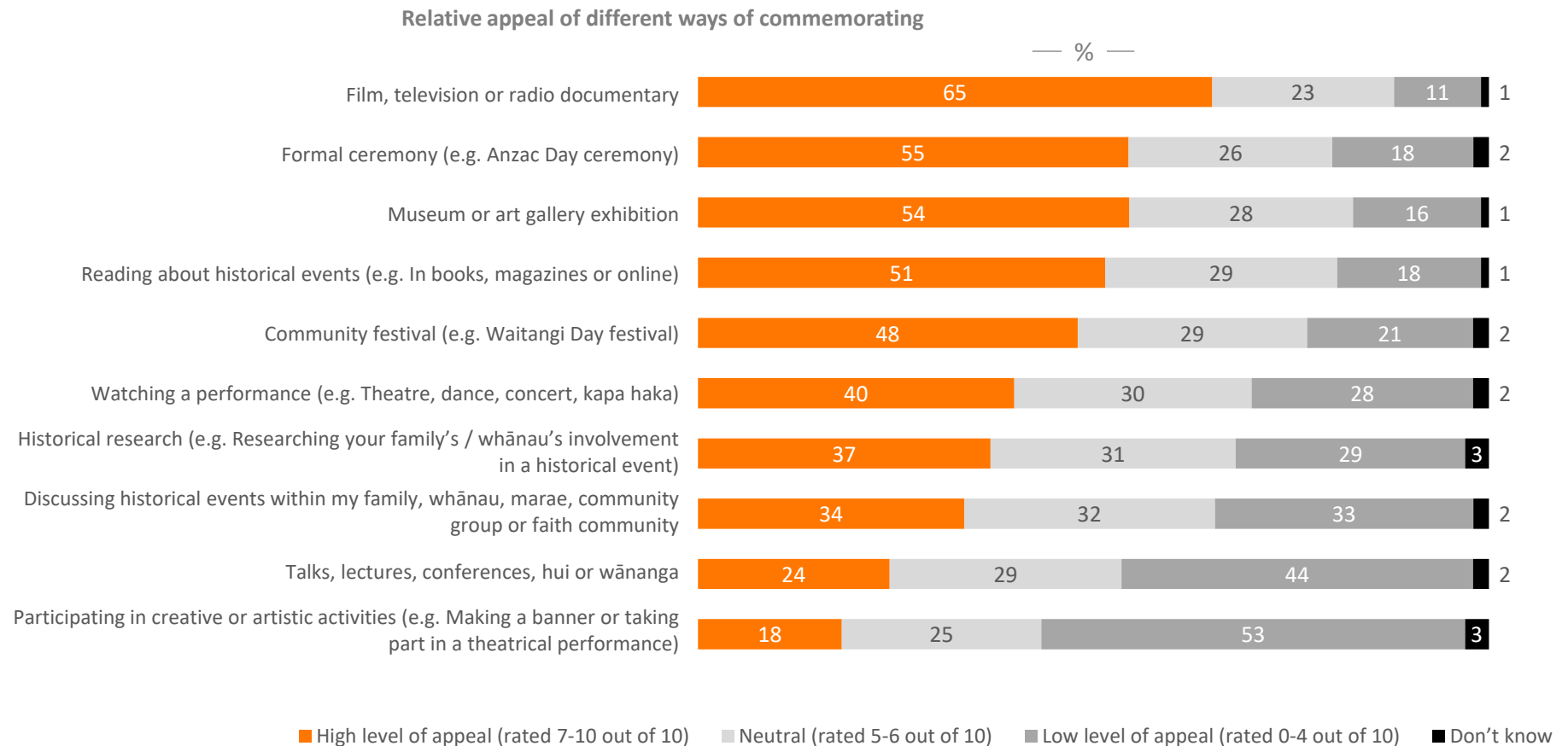
**Which ways of
commemorating
appeal most?**



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The most appealing ways of commemorating overall are film, television or radio documentaries, formal ceremonies, and museum or art gallery exhibitions



Source: C6. Please indicate the extent to which you find each way of commemorating appealing or not.
 Base: All New Zealanders (n=2,089)

Different ways of commemorating are more appealing than average for some groups

This slide shows which groups are more likely than average to find a particular approach more appealing. This doesn't mean that it's the activity that has greatest appeal, but it does mean it has greater appeal for them than New Zealanders overall

Formal ceremonies

All New Zealanders 55%

- Māori (64%)
- New migrants (lived in New Zealand for 5 or less years) (70%)

Museum or art gallery exhibitions

All New Zealanders 54%

- Asian New Zealanders (62%)

Reading about historic events

All New Zealanders 51%

- Māori (60%)

Community festivals

All New Zealanders 48%

- Māori (64%)
- Pacific peoples (64%)
- Asian New Zealanders (54%)
- New migrants (73%)

Watching a performance

All New Zealanders 40%

- Māori (50%)
- Pacific peoples (55%)
- Asian New Zealanders (52%)
- New migrants (66%)

Historical research into their family's involvement in a historical event

All New Zealanders 37%

- Māori (51%)
- Pacific peoples (46%)

Discussing historical events with their whānau or community

All New Zealanders 34%

- Māori (45%)
- Pacific peoples (43%)
- New migrants (55%)

Talks, lectures, conferences, hui or wānanga

All New Zealanders 24%

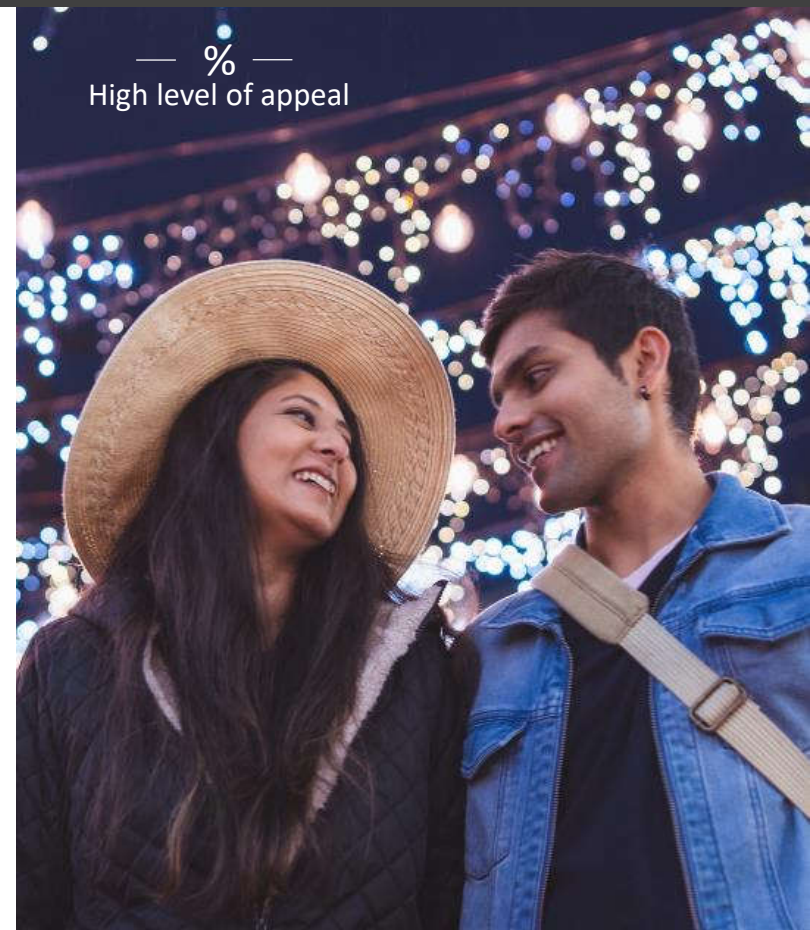
- Māori (34%)
- Pacific peoples (37%)
- Asian New Zealanders (32%)
- New migrants (52%)

Participating in creative or artistic activities

All New Zealanders 18%

- Māori (24%)
- Pacific peoples (29%)
- Asian New Zealanders (35%)
- New migrants (46%)
- 15 to 24 year olds (26%)

— % —
High level of appeal



Across the focus groups, participants favoured commemorations they could take part in with others and that had a strong community focus

While many want to learn more about specific events through commemorative activities, there is a strong desire to do so in a way that involves engaging in the subject matter itself in some way (compared to using static displays and exhibitions).

- Some suggest theatrical plays (like customs and practices related to tikanga) and other creative activities to encourage interest as they allow people to be active participants, especially young children.

While more participatory events did not come through strongly in the survey results, it was more popular than average with the sub-groups who took part in the focus groups.



"I would love to learn some [flax] weaving. I have some ladies at my school who do it and it's so interesting....imagine having something like that at an event where you could go and learn how to do it."

Asian migrant, Female, 29 years old



"We went down to Queen Street [for Matariki] and got some removable tattoos. The kids loved it. Something like that, or things like quizzes or plays to show what happened on Waitangi Day, would be good because it lets you get amongst it."

Asian migrant, Male, 29 years old



How relevant and important are different events in our history?

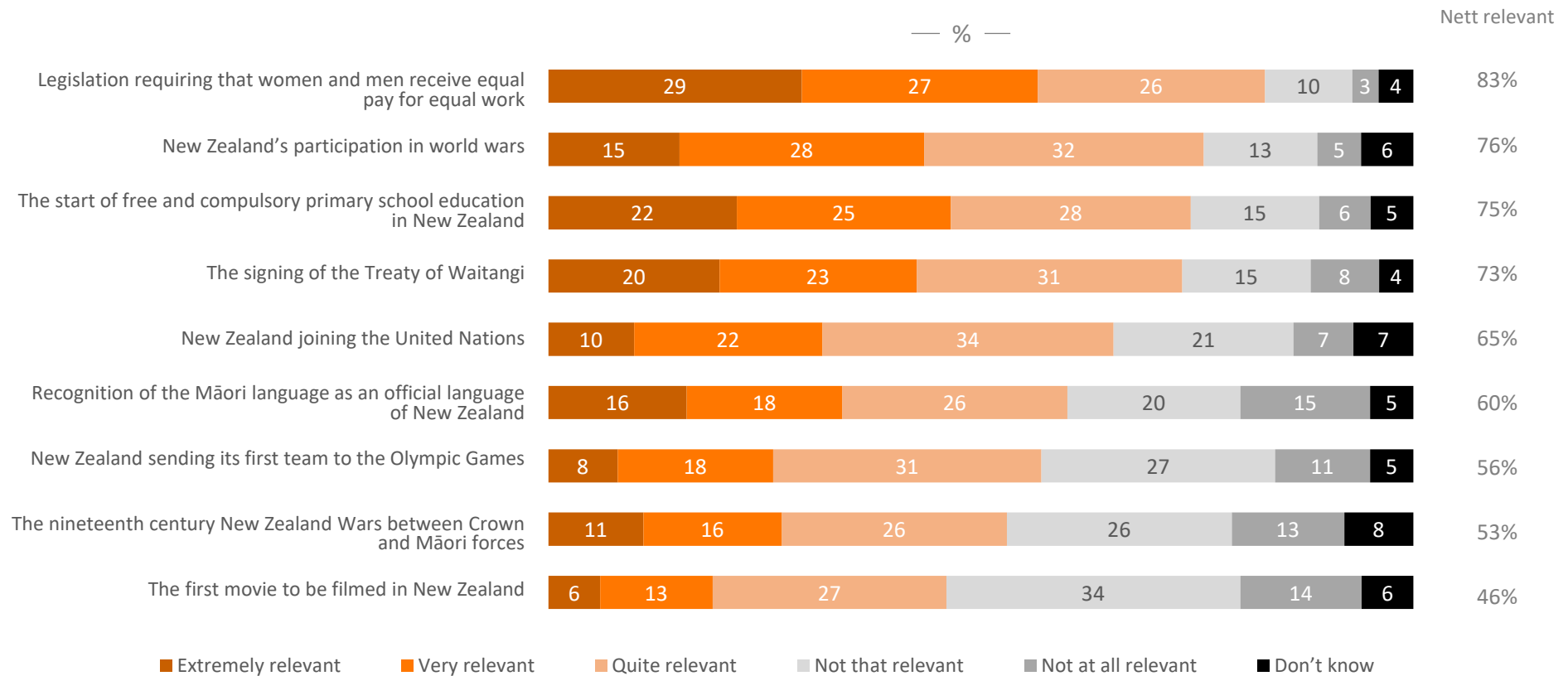


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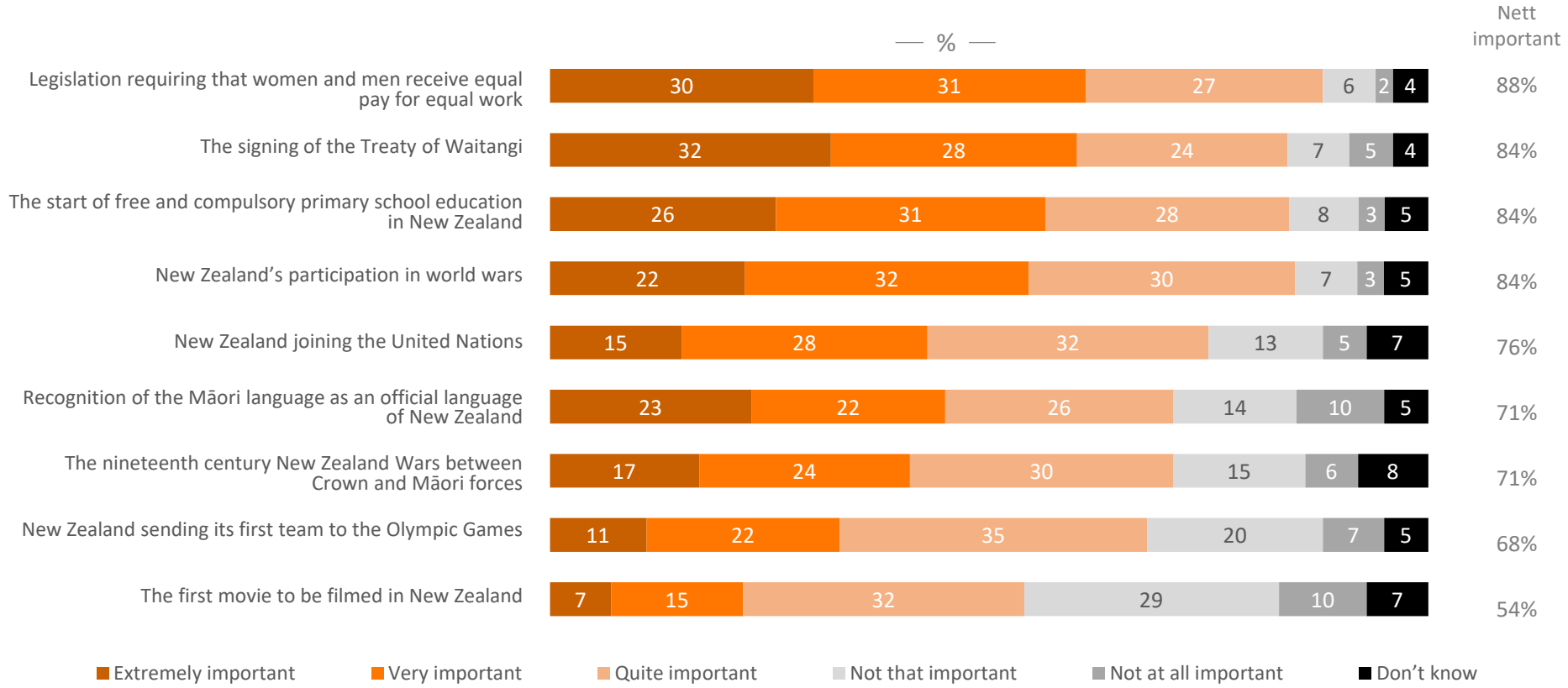
New Zealanders feel the introduction of legislation on equal pay is the most personally relevant event to them. Sub group differences can be found in the appendix

Personal relevance of different historical events

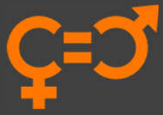


New Zealanders also believe that legislation requiring equal pay is the most important event in helping to develop New Zealand's national identity. The Treaty is seen as more important in terms of our national identity, than being personally relevant. Sub group differences can be found in the appendix

Importance of different historical events in developing our national identity



This was confirmed by the focus groups; events that reinforce a sense of equality and inclusiveness are seen to embody some of New Zealand's core values and national identity



Almost all participants feel equal pay among men and women, and women's right to vote, reinforces parts of New Zealand's identity that they are proud of and which resonate with them.



"I agree with what [those events] say about New Zealand. That's the kind of thing I came to this country for."

Asian migrant, Female, 32 years old



"Those events, they show something fundamental about what we value as a country. It's something I can fully stand behind."

Māori, Female, 33 years old



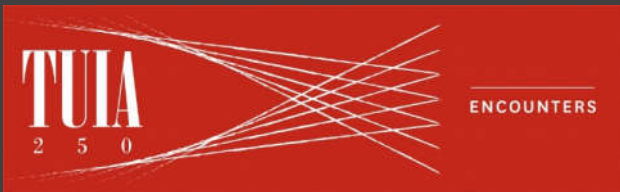
Views on the Tuia - Encounters 250 commemoration



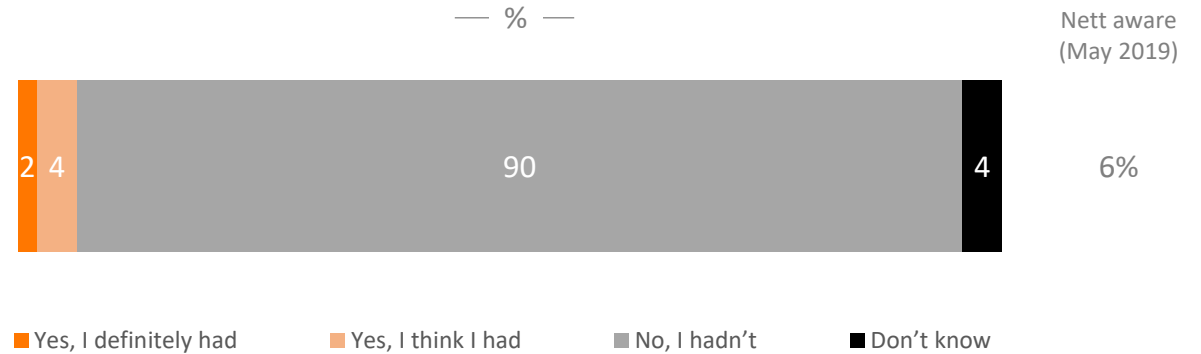
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Very few New Zealanders are aware of the upcoming Tuia 250 commemoration



Awareness of Tuia 250 in May 2019



Higher awareness among:

- New migrants (18%)
- Asian New Zealanders (11%)

Although this is driven by them being more likely to 'think' they'd seen or heard something about it, rather than 'definitely' having done so

Lower awareness among:

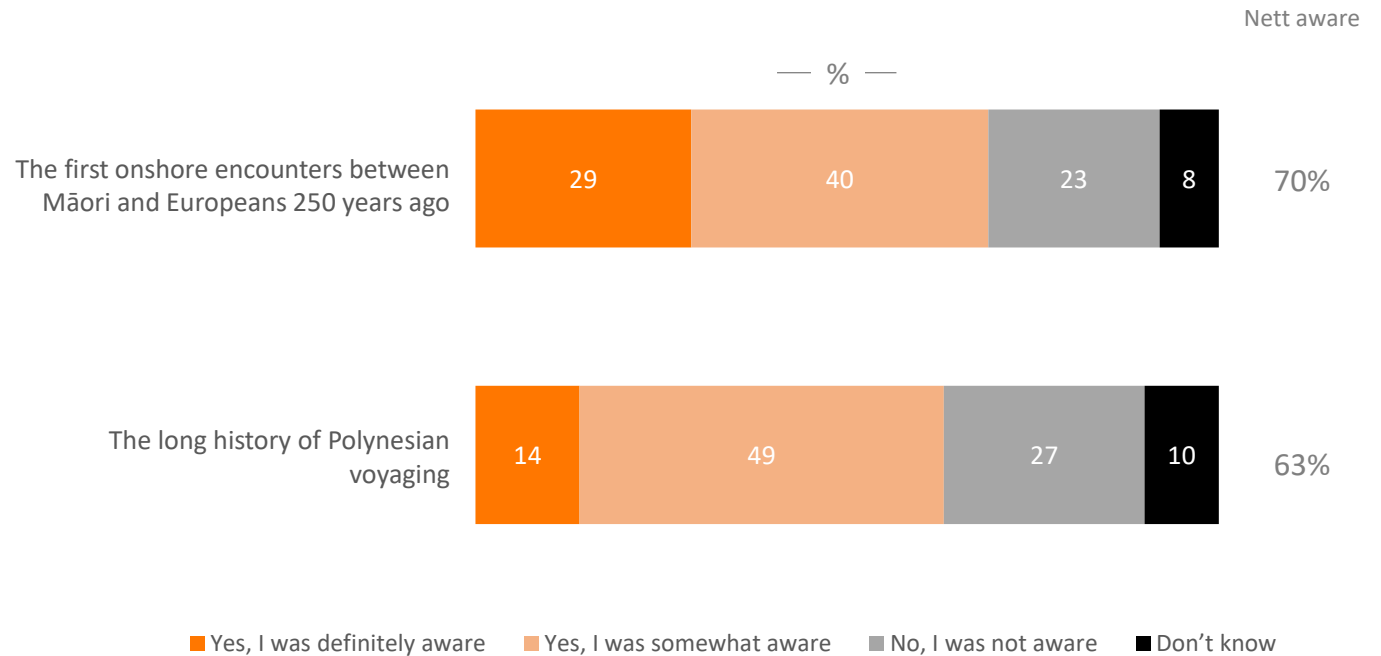
- Residents in the Canterbury and West Coast regions (3%)

Of those aware of Tuia 250...

7 in 10 know it will commemorate the first onshore encounters between Māori and Europeans 250 years ago

6 in 10 know it will commemorate the long history of Polynesian voyaging

Awareness of what Tuia 250 commemorates among those who have seen or heard about Tuia 250



While young Māori focus group participants aren't aware of Tuia 250, they have strong reservations of its potential message and tone

When told about Tuia 250, young Māori are distinctly concerned about the space and legitimacy that would be granted to Māori perspectives as part of the celebration.

- There is some cautious optimism about the event allowing some form of reflection and healing to take place between Māori and Pākehā.
- But most feel the event could lead to a whitewashing of New Zealand's history, or end up trying to present a 'both sides were at fault' argument for colonisation (which is seen as intrinsically linked to the first meeting of Māori and Europeans).



"If it's going to be like Columbus Day where everyone sits around and has turkey while they just run a 30 minute TV special on Native Americans at 11pm then I'm out."

Māori, Male, 28 years old

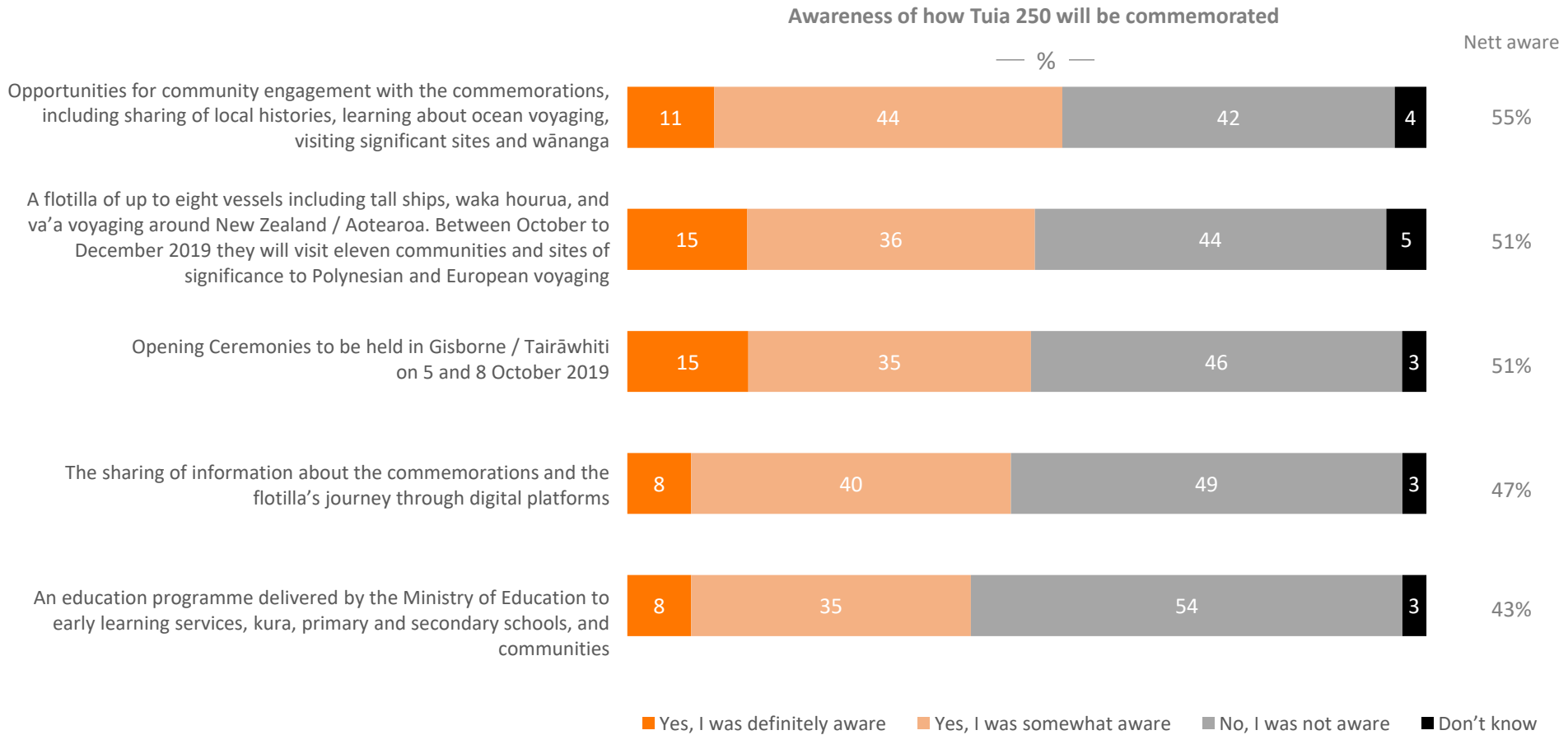


"How much of it is going to be by Māori, about Māori, and is that going to be just as powerful and central compared to [Pākehā] voices?"

Māori, Female, 33 years old

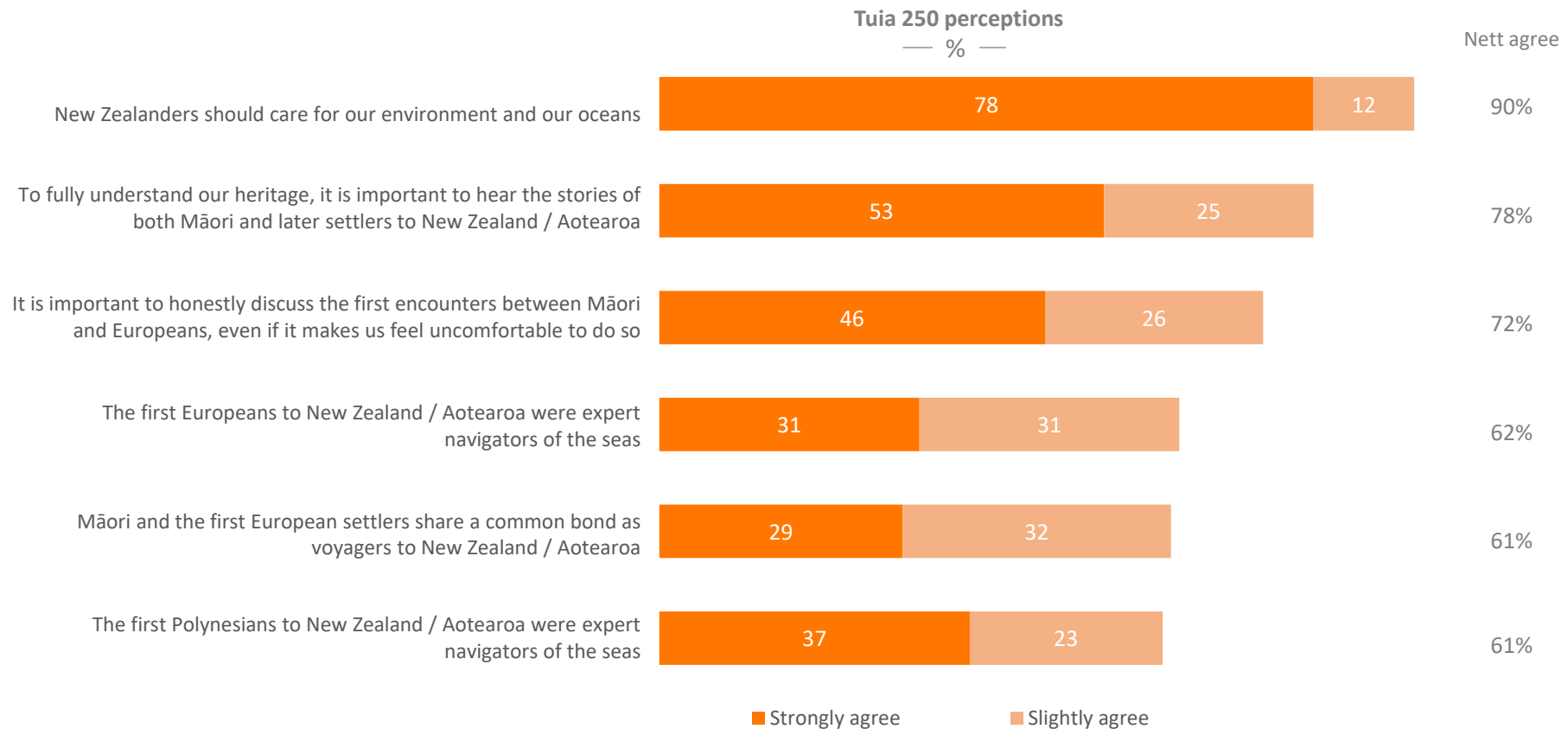


Around half of the New Zealanders aware of Tuia 250, know (or think they know) a reasonable amount about it. There is relatively lower awareness of the education programme



The majority of New Zealanders agree with the key messages related to Tuia 250

There is near universal agreement that we should care for our environment and oceans. Most agree it's important to hear the stories of both Māori and later settlers to New Zealand in order to fully understand our heritage, and to honestly discuss the first encounters between Māori and Europeans. Sub group differences can be found in the appendix





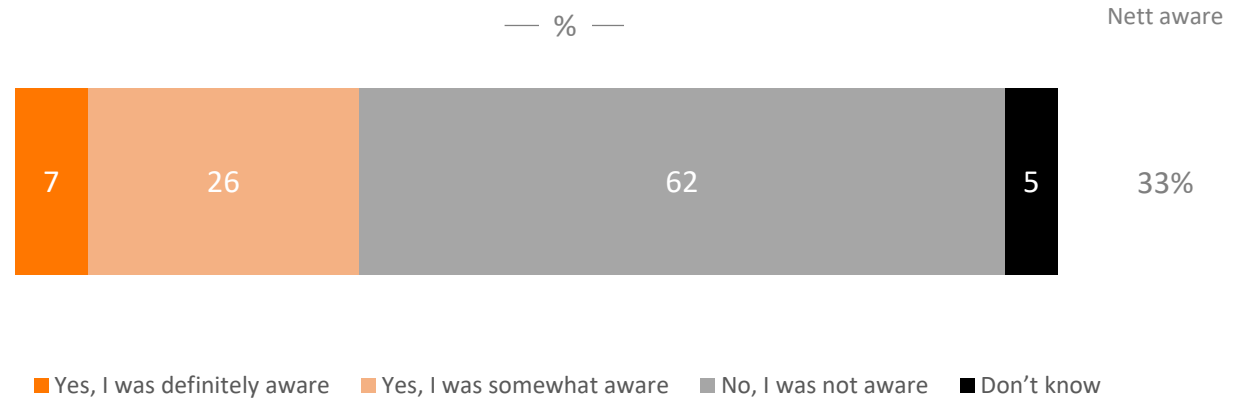
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**Views on
the annual
New Zealand Wars
commemorations**

The majority of New Zealanders don't know there's a national day of commemoration for the New Zealand Wars each year. Only one in three do

Awareness of New Zealand Wars annual commemoration



Higher awareness among:

- Māori (42%)
- 65+ year old men (43%)
- Those with a degree qualification (37%)
- Those who strongly agree belonging to NZ is an important part of who they are (36%)
- Asian New Zealanders* (40%)
- New migrants* (49%)

Lower awareness among:

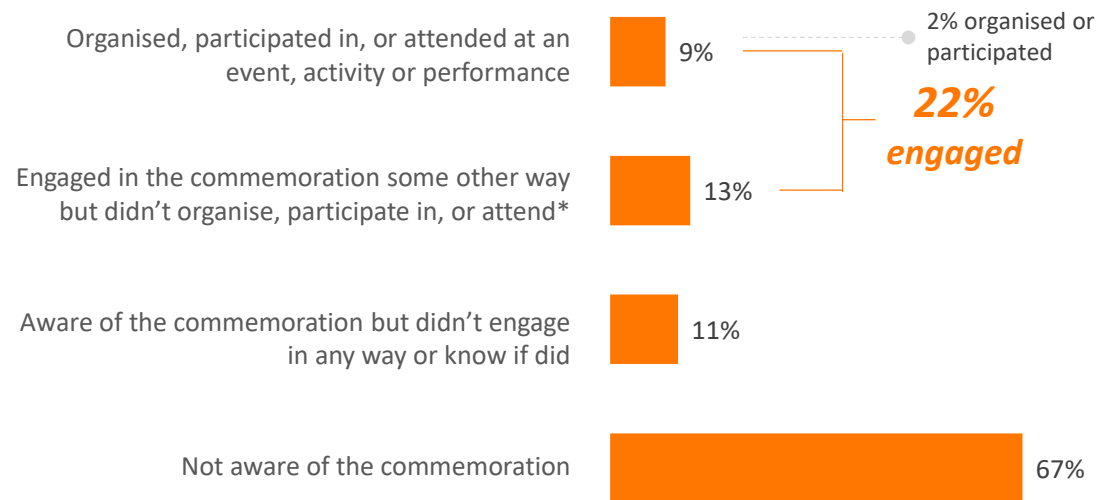
- NZ Europeans (30%)
- Women (31%)
- Canterbury or West Coast residents (24%)
- Those who don't strongly agree belonging to NZ is an important part of their identity (30%)

Source: F1. Before today, to what extent were you aware that a national day of commemoration for the New Zealand Wars has been established, to take place every year?
Base: All New Zealanders (n=2,089)

* Driven by being 'somewhat' rather than 'definitely' aware

Just two in ten New Zealanders engaged with the 2018 commemoration of the New Zealand Wars in some way

Engagement in the 2018 New Zealand Wars annual commemoration



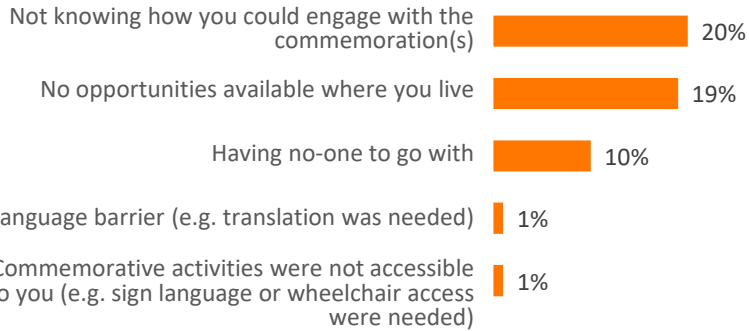
Source: F1. Before today, to what extent were you aware that a national day of commemoration for the New Zealand Wars has been established, to take place every year?
F3. Please indicate how, if at all, you engaged in the commemoration of the New Zealand Wars in 2018.
Base: All New Zealanders (n=2,089)

* Other ways of engaging include watching or listening to a commemorative event via television or radio or online, watching or listening to a documentary about the New Zealand Wars, reading historical information about the New Zealand Wars (e.g. in a book or online), reading about the commemoration via a news source (e.g. print or online newspaper or magazine)

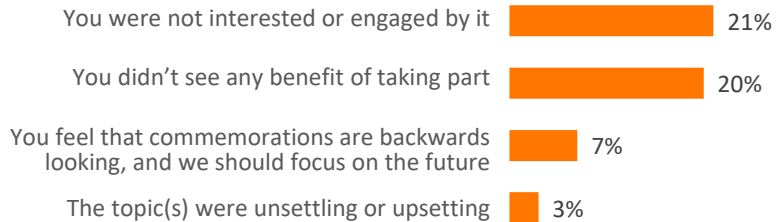
New Zealanders' main reasons for not engaging in the annual commemoration of the New Zealand Wars, even though they are aware of it, include a lack of access, and low levels of interest and inclusivity

Reasons for not engaging in the annual commemoration of the New Zealand Wars

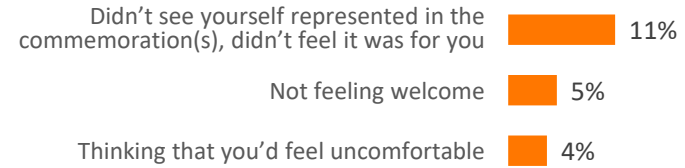
NETT: LACK OF ACCESSIBILITY 43%



NETT: LACK OF INTEREST 40%



NETT: NOT INCLUSIVE ENOUGH 16%



OTHER REASON 7%

DON'T KNOW 15%



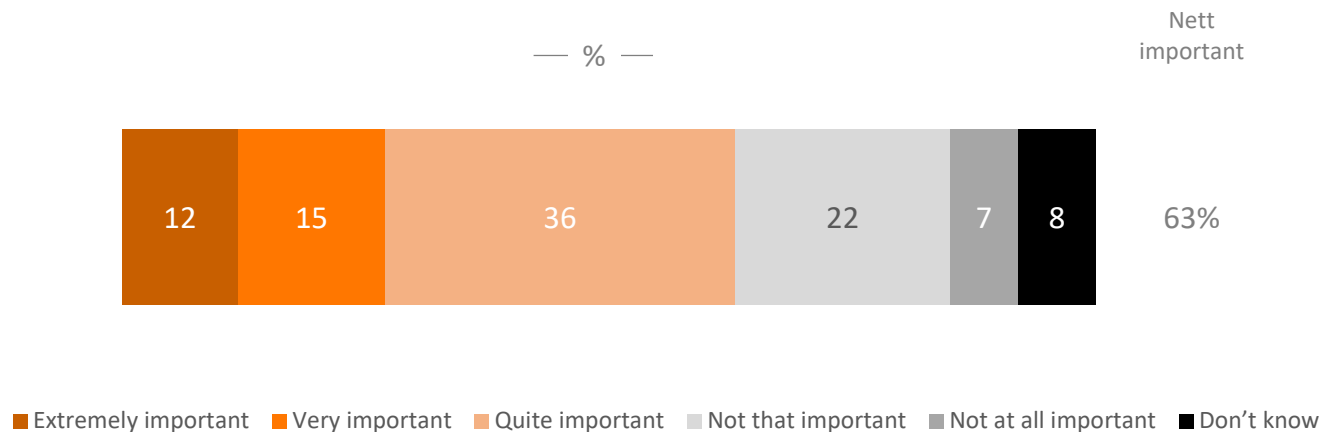
"I understand it is important to others, but commemorating war is not my thing."

"Very, very low key events. Unaware they were taking place until they were actually happening."

Despite the lack of awareness, the majority of New Zealanders do place some level of importance on commemorating the New Zealand Wars on an annual basis

This indicates an openness from most New Zealanders for it to be part of our commemoration calendar

Importance of the New Zealand Wars annual commemoration



Higher importance among:

- Māori (82%)
- Pacific peoples (78%)
- Parents or caregivers of school aged children (66%)
- Those born in New Zealand (65%)
- Those who strongly agree belonging to NZ is an important part of their identity (71%)

Lower importance among:

- 65+ year olds (55%)
- Migrants (58%)
- Those from the Taranaki (47%) and Canterbury or West Coast regions (55%)
- Those who don't feel belonging to NZ is an important part of their identity (34%)

Views on the annual Waitangi Day commemorations

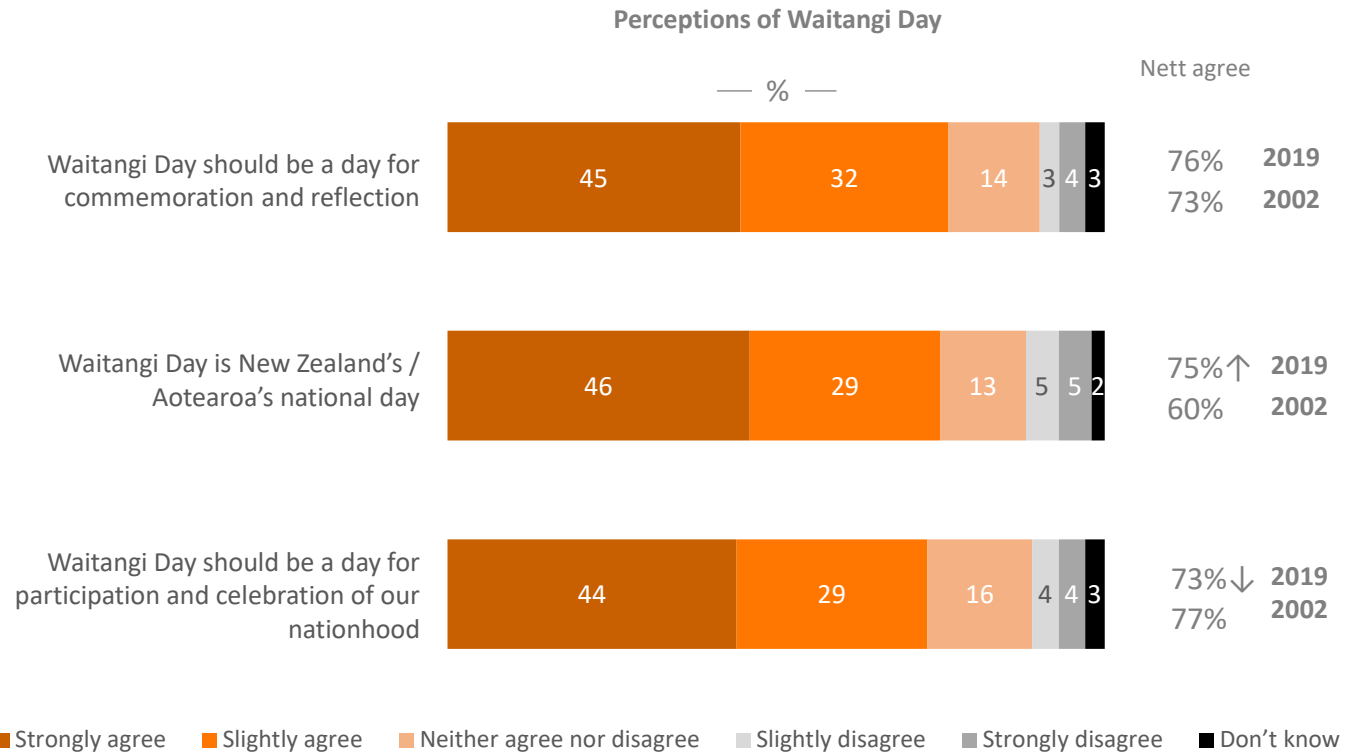


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Three quarters of New Zealanders agree that Waitangi Day is New Zealand's national day and should be a day for commemoration and reflection, participation and celebration of our nationhood

Agreement that Waitangi Day is our national day has increased since 2002



↑↓ Significantly higher or lower than 2002*

Certain groups are more or less likely to agree with these statements about Waitangi Day

Waitangi Day should be a day for commemoration and reflection

76% of all New Zealanders agree

Higher agreement among:

- Māori (88%)
- Those with a degree qualification (81%)
- Those who strongly agree belonging to NZ is an important part of their identity (88%)

Lower agreement among:

- 15 to 24 year old males (64%)
- Those with a school qualification only (72%)
- Those who don't strongly agree belonging to NZ is an important part of their identity (63%)

Waitangi Day is our national day

75% of all New Zealanders agree

Higher agreement among:

- Māori (82%)
- Those with a degree qualification (79%)
- Those who strongly agree belonging to NZ is an important part of their identity (85%)

Lower agreement among:

- 15 to 24 year olds (68%)
- Asian New Zealanders (70%)
- Those with a school qualification only (71%)
- Those who don't strongly agree belonging to NZ is an important part of their identity (62%)

Waitangi Day should be a day for participation and celebration of our nationhood

73% of all New Zealanders agree

Higher agreement among:

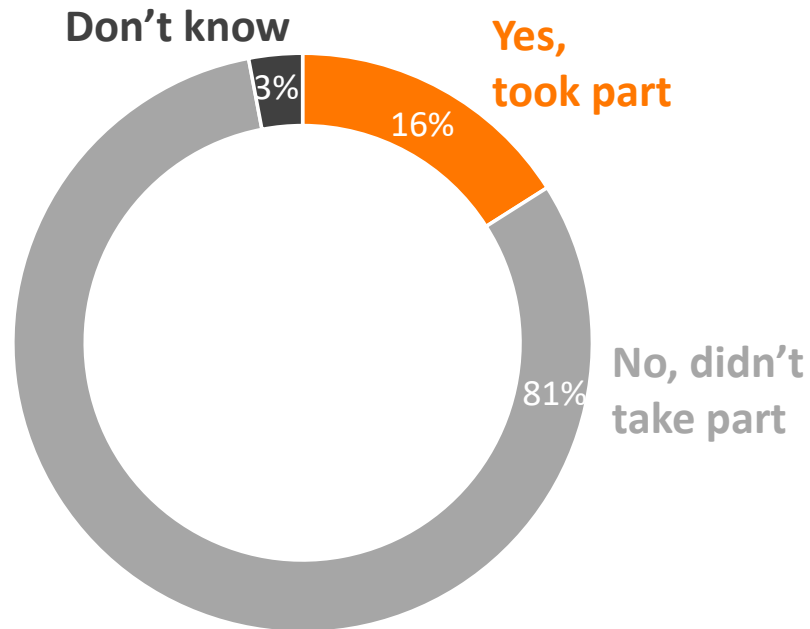
- Māori (85%)
- Those with a degree qualification (79%)
- Those who strongly agree belonging to NZ is an important part of their identity (86%)

Lower agreement among:

- 15 to 24 year old males (59%)
- Those with a school qualification only (68%)
- Those who don't strongly agree belonging to NZ is an important part of their identity (58%)

Despite their positive views, the vast majority of New Zealanders didn't actually take part in activities to celebrate or commemorate Waitangi Day this year

Participation in 2019 Waitangi Day commemorations



Higher participation among:

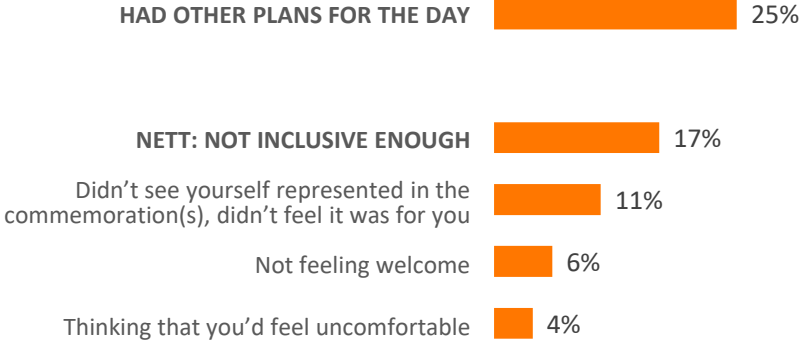
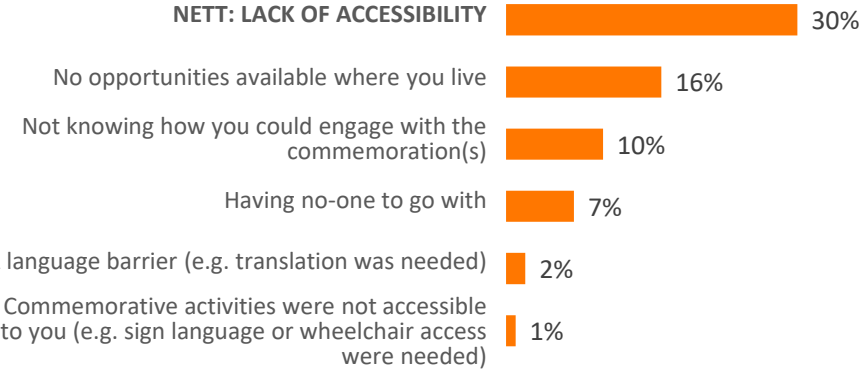
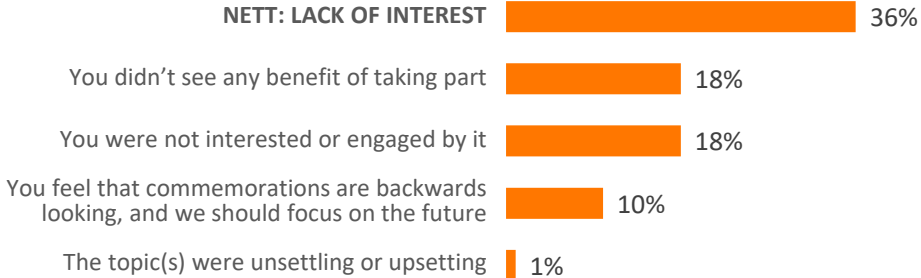
- Māori (33%)
- Pacific peoples (28%)
- New migrants who have lived in New Zealand for 5 or less years (37%)
- Northland (28%) and Wellington (22%) residents
- Parents and caregivers of school aged children (22%)
- Those with a degree qualification (19%)
- Those who strongly agree belonging to New Zealand is an important part of their identity (21%)

Lower participation among:

- NZ Europeans (14%)
- 65+ year olds (9%)
- Those from a provincial city or large town (13%)
- Those who are not a parent or caregiver of school aged children (13%)
- Those who don't strongly agree belonging to New Zealand is an important part of who they are (12%)

The key reasons why New Zealanders didn't take part in this year's Waitangi commemorations include a lack of interest, accessibility or inclusiveness, or simply having other plans for the day

Reasons for not engaging in 2019 Waitangi Day commemorations



Examples of the main reasons for not engaging in Waitangi Day commemorations



"Although I believe it is a very important day it is also my son's birthday and we choose to spend it as a whānau celebration of his birth..."

"Waitangi Day has turned into a circus. All the Māoris do is complain and abuse the Government officials that turn up to Waitangi. It should be a day of coming together and putting aside our differences. I feel sorry for the people there that are trying to do the right thing at Waitangi. Is always the same trouble makers. So why would I want to be associated with that farce. To me it is just an annual holiday now, and a well deserved day off."

"Not sure as to why I should celebrate something that Māori feel ripped off about."

"Rather spend my day off doing more interesting things."

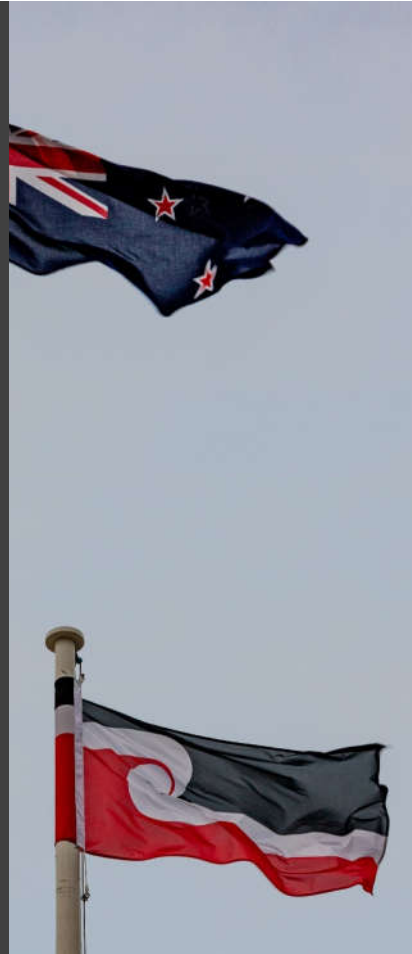
"Not knowing where there was a celebration near to where I live, and who is welcome."

From the focus groups, it's clear that Asian migrants have some desire to engage more with Waitangi Day but feel they lack the proper context to know what to do

Most mention knowing some details about Waitangi Day, and they also sense some of the tension between Māori and Pākehā around the event historically.

However many don't know how to go about getting to know more about the Treaty and its historical importance or implication beyond what was said in mainstream media.

- Some mention feeling it was a topic many people didn't want to talk about openly.



"I've asked people about Waitangi Day and they just don't say much...it varies depending on who you ask and you never get a straight answer about what it is about."

Asian migrant, Female, 29 years old



From the perspective of young Māori, Waitangi Day currently feels like an opportunity for political grandstanding

While there is a strong sense of connection with Waitangi Day, many young Māori feel its purpose and direction has been confused by politicians and the media.

- Rather than being a day of reflection and conversations between Māori and Pākehā, it has become a day for people to get on the news.



"It's strayed from what it was supposed to be about. Now it's just for the media to point at Māori and write stories about their protests, and the for politicians to tell them off like naughty kids."

Māori, Female, 33 years old

The most common way New Zealanders did celebrate or commemorate Waitangi Day is through attending organised family or community day activities

Ways those who took part in the 2019 Waitangi Day commemorations participated



"Most years I actually attend Waitangi Day commemoration activities at Waitangi, Bay of Islands to witness this awesome family occasion, so many different activities and events happening. You just pick and choose from political talks, to performing arts, cultural, history visits, tasting a variety of foods. It is a cultural injection that all the senses can feast upon!"

Ideally, New Zealanders would like Waitangi Day events to include multi-cultural activities and organised family and community day activities

Ideal ways of commemorating Waitangi Day



Examples of an ideal Waitangi Day commemoration



"The treaty was a bilateral agreement and the celebration should reflect all cultures here in NZ. It is too unilateral as a Māori festival. We are all New Zealanders, Waitangi should not be all about how the Māori were badly treated but rather a celebration of the New Zealand cultures facing the future together."

"Probably an amalgamation of a community day of activities with Māori cultural activities, international food festival, educational activities and activities that reflect the meaning of the Treaty."

"Multi-cultural Dawn service."

"Huge fireworks display and celebrations embracing all cultures like a concert on the park."

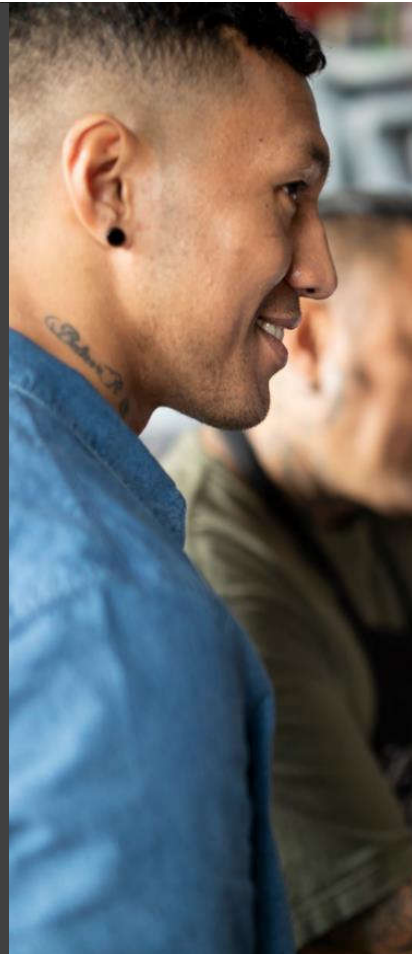
"Like Mardi Gras, a day of fun, celebration, a day for NZ to be PROUD to be NZ not dragged through a shamefest year after year. Waitangi Day is nothing to celebrate!"

The focus group participants broadly agree that Waitangi Day needs to be about both remembering the past but also looking to the future

While the current commemorations around Waitangi Day aren't positively viewed, all participants agree that it is an important event to remember and mark in some way.

There is a sense that commemorations need to balance educating New Zealanders about what happened but also recognising the positives that Māori and Pākehā have achieved together since.

Some also mention making the commemorations more open through community and grassroot events that encourage participation from everyone including Māori and Pākehā.



"We need to look at ourselves in our mirror...every year if we have to. Look at ourselves properly before we can start worrying about the future."

Māori, Male, 28 years old

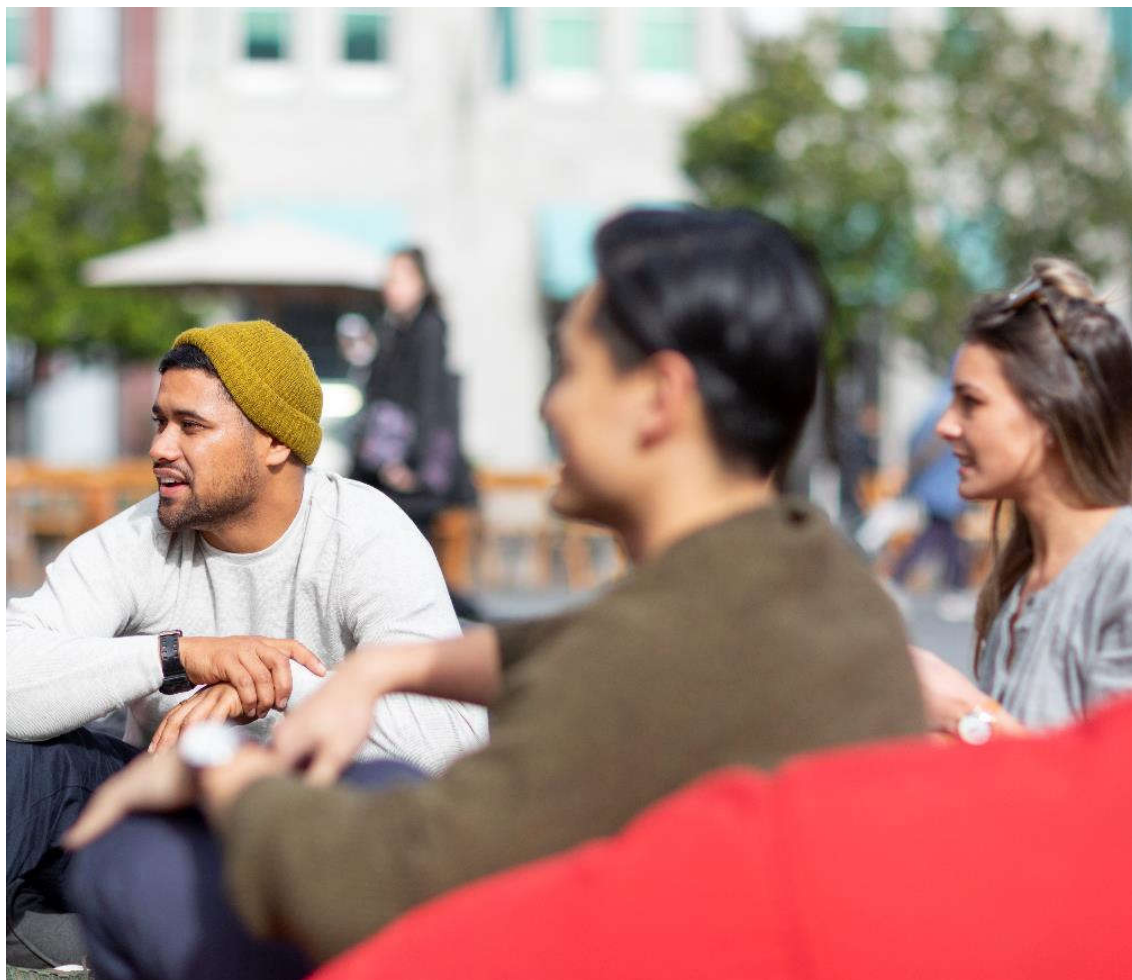
"[Waitangi Day] needs to be about everyone in New Zealand...for Māori people it is a special event but others should be encouraged to take part too."

Asian migrant, male, 35 years old

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Appendix



Research approach

STAGE 1: ONLINE SURVEY

- A nationally representative online survey of n=2,089 New Zealanders aged 15 years or over was conducted
- Respondents were sourced from the Colmar Brunton online panel and our panel partners
- All interviews were completed during the period 9 to 28 May 2019
- A 25% response rate was achieved
- Average time to complete the survey was approximately 15 minutes
- Maximum margin of error for the total sample of 2,089 interviews is +/- 2.1% at the 95% confidence level
- Māori, Pacific peoples, and Asian New Zealanders were over sampled to allow more robust analysis. Data has been weighted by age by gender by region, and by ethnicity to ensure the sample is representative of these variables
- Only statistically significant differences at the 95% confidence level are reported
- Percentages in the charts may not always add to 100%, this is either because the question was multiple response, not all response options are shown, or due to rounding. Nett percentages may not always add to the sum of their individual parts displayed in the charts, this is also due to rounding (for example, 40.4% and 40.3% both round down to 40% but added together they round up to 81% not 80%)

STAGE 2: TWO FOCUS GROUPS

- We undertook two focus groups with people who were aware of commemorations but did not actively participate
- One focus group was with Asian migrants who arrived in New Zealand within the last five years from a range of Commonwealth and non-Commonwealth Asian countries
- The other focus groups was with young Māori (aged 18 to 35 years)
- Across the focus groups, we achieved a range of genders, socioeconomic status and life stages
- The focus groups were conducted from 15 to 19 July 2019. There were up to seven participants in each group, and each group lasted up to two hours

Certain events are more personally relevant for some groups

This slide shows which events are more personally relevant to certain sub-groups. This doesn't mean it's their most personally relevant event, but that it is more relevant to them than New Zealanders overall

Māori

- The signing of the Treaty of Waitangi (90% vs. 73% of all New Zealanders)
- The nineteenth century New Zealand Wars between the crown and Māori forces (80% vs. 53% of all New Zealanders)
- New Zealand's participation in the world wars (84% vs. 76% of all New Zealanders)
- Recognition of the Māori language as an official language (87% vs. 60% of all New Zealanders)
- The first movie filmed in New Zealand (55% vs. 46% of all New Zealanders)

Pacific peoples

- New Zealand sending its first team to the Olympic games (64% vs. 56% of all New Zealanders)

Asian New Zealanders*

- New Zealand joining the United Nations (74% vs. 65% of all New Zealanders)
- New Zealand sending its first team to the Olympic games (62% vs. 56% of all New Zealanders)
- The first movie to be filmed in New Zealand (54% vs. 46% of all New Zealanders)

Women

- Legislation requiring men and women to receive equal pay for equal work (90% vs. 83% of all New Zealanders)

65+ year olds

- New Zealand's participation in the world wars (82% vs. 76% of all New Zealanders)
- New Zealand sending its first team to the Olympics (64% vs. 56% of all New Zealanders)
- New Zealand joining the United Nations (76% vs. 65% of all New Zealanders)
- Legislation requiring equal pay for equal work for men and women (88% vs. 83% of all New Zealanders)

Those not born in New Zealand

- New Zealand joining the United Nations (70% vs. 65% of all New Zealanders)

Those who strongly agree New Zealand is an important part of who they are

- Legislation requiring men and women to receive equal pay for equal work (88% vs. 83% of all New Zealanders)
- New Zealand's participation in the world wars (82% vs. 76% of all New Zealanders)
- The signing of the Treaty of Waitangi (84% vs. 73% of all New Zealanders)
- New Zealand joining the United Nations (71% vs. 65% of all New Zealanders)
- Recognition of the Māori language as an official language (70% vs. 60% of all New Zealanders)
- New Zealand sending its first team to the Olympic games (61% vs. 56% of all New Zealanders)
- The nineteenth century New Zealand Wars between the crown and Māori forces (63% vs. 53% of all New Zealanders)

Source: D1. Please indicate the extent to which you believe each of the following events are relevant or irrelevant to you personally?

Note: Results are shown if they are at least five percentage points higher than the average

* Asian New Zealanders includes all those with an Asian ethnicity, including those born in New Zealand and migrants. In contrast, the focus group with Asian migrants only included those who migrated to New Zealand during the past five years.

Certain events are seen as more important to New Zealand's identity by some groups

This slide shows which events are seen as more important to New Zealand's identity by certain sub-groups. This doesn't mean it's the event they see as most important, but they feel it is more important than New Zealanders overall

Māori

- New Zealand's participation in world wars (92% vs. 84% of all New Zealanders)
- The signing of the Treaty of Waitangi (93% vs. 84% of all New Zealanders)
- The nineteenth century New Zealand Wars (89% vs. 71% of all New Zealanders)
- Recognition of the Māori language as an official language in New Zealand (91% vs. 71% of all New Zealanders)
- The start of free compulsory primary school education in New Zealand (90% vs. 84% of all New Zealanders)
- The first movie to be filmed in New Zealand (59% vs. 54% of all New Zealanders)

Pacific peoples

- The signing of the Treaty of Waitangi (90% vs. 84% of all New Zealanders)
- Recognition of the Māori language as an official New Zealand language (80% vs. 71% of all New Zealanders)
- The first movie filmed in New Zealand (63% vs. 54% of all New Zealanders)

Asian New Zealanders*

- New Zealand joining the United Nations (81% vs. 76% of all New Zealanders)
- The first movie filmed in New Zealand (62% vs. 54% of all New Zealanders)

Women

- Legislation requiring that women and men receive equal pay for equal work (92% vs. 88% of all New Zealanders)
- Recognition of the Māori language as an official language of New Zealand (76% vs. 71% of all New Zealanders)

Rural area or farm residents

- New Zealand's participation in world wars (93% vs. 84% of all New Zealanders)

15 to 24 year olds

- The first movie filmed in New Zealand (60% vs. 54% of all New Zealanders)

65+ year olds

- New Zealand's participation in world wars (89% vs. 84% of all New Zealanders)
- New Zealand sending its first team to the Olympic Games (78% vs. 68% of all New Zealanders)
- New Zealand joining the United Nations (83% vs. 76% of all New Zealanders)
- The start of free and compulsory primary school education (91% vs. 84% of all New Zealanders)

Those with a degree qualification

- The signing of the Treaty of Waitangi (90% vs. 84% of all New Zealanders)
- The nineteenth century New Zealand Wars (78% vs. 71% of all New Zealanders)
- Recognition of the Māori language as an official language (79% vs. 71% of all New Zealanders)

Those who strongly agree belonging to New Zealand is an important part of who they are

- All of the events are more likely than average to be considered important in helping to shape the identity of this nation

Source: D2. Overall, how important or not do you think each of these events have been in helping to develop New Zealand's/Aotearoa's national identity?

Note: Results are shown if they are at least five percentage points higher than the average

* Asian New Zealanders includes all those with an Asian ethnicity, including those born in New Zealand and migrants. In contrast, the focus group with Asian migrants only included those who migrated to New Zealand during the past five years.

Tuia 250 perceptions – sub group differences

New Zealanders should care for our environment and our oceans	To fully understand our heritage, it is important to hear the stories of both Māori and later settlers to New Zealand / Aotearoa	It is important to honestly discuss the first encounters between Māori and Europeans, even if it makes us feel uncomfortable to do so	The first Europeans to New Zealand / Aotearoa were expert navigators of the seas	Māori and the first European settlers share a common bond as voyagers to New Zealand / Aotearoa	The first Polynesians to New Zealand / Aotearoa were expert navigators of the seas
<p>90% of all New Zealanders agree</p> <p>Higher agreement among:</p> <ul style="list-style-type: none"> 65+ year olds (96%) Rural area or farm residents (96%) Those who strongly agree belonging to NZ is an important part of who they are (97%) 	<p>78% of all New Zealanders agree</p> <p>Higher agreement among:</p> <ul style="list-style-type: none"> Māori (89%) 65+ year olds (83%) Those with a degree qualification (84%) Those who strongly agree belonging to NZ is an important part of who they are (91%) 	<p>72% of all New Zealanders agree</p> <p>Higher agreement among:</p> <ul style="list-style-type: none"> Māori (88%) Those who strongly agree belonging to NZ is an important part of who they are (84%) 	<p>62% of all New Zealanders agree</p> <p>Higher agreement among:</p> <ul style="list-style-type: none"> 65+ year olds (78%) Rural area or farm residents (73%) Those from the Waikato region (69%) Those who strongly agree belonging to NZ is an important part of who they are (71%) 	<p>61% of all New Zealanders agree</p> <p>Higher agreement among:</p> <ul style="list-style-type: none"> 65+ year olds (75%) Those who strongly agree belonging to NZ is an important part of who they are (70%) 	<p>61% of all New Zealanders agree</p> <p>Higher agreement among:</p> <ul style="list-style-type: none"> Māori (73%) Pacific peoples (70%) 45+ year olds (69%) Rural area or farm residents (70%) Those with a degree qualification (70%) Those who strongly agree belonging to NZ is an important part of who they are (72%)
<p>Lower agreement among:</p> <ul style="list-style-type: none"> Asian New Zealanders (81%) 15 to 24 year old males (73%) Those who don't strongly agree belonging to NZ is an important part of who they are (82%) 	<p>Lower agreement among:</p> <ul style="list-style-type: none"> Asian New Zealanders (71%) 15 to 24 year old males (65%) Small town residents (73%) Those with no qualifications (66%) Those who don't strongly agree belonging to NZ is an important part of who they are (64%) 	<p>Lower agreement among:</p> <ul style="list-style-type: none"> Asian New Zealanders (63%) 15 to 24 year old males (59%) Small town residents (62%) Those with no qualifications (56%) or a school qualification only (68%) Those who don't strongly agree belonging to NZ is an important part of who they are (58%) 	<p>Lower agreement among:</p> <ul style="list-style-type: none"> Pacific peoples (49%) Asian New Zealanders (52%) Under 45 year old females (52%) Those with no qualifications (52%) Those who don't strongly agree belonging to NZ is an important part of who they are (51%) 	<p>Lower agreement among:</p> <ul style="list-style-type: none"> Pacific peoples (52%) Asian New Zealanders (51%) 15 to 24 year olds (47%) Those with no qualifications (50%) Those who don't strongly agree belonging to NZ is an important part of who they are (50%) 	<p>Lower agreement among:</p> <ul style="list-style-type: none"> Asian New Zealanders (52%) Under 45 year olds (53%) Small town residents (53%) Those with no qualifications (47%) or a school qualification only (56%) Those who don't strongly agree belonging to NZ is an important part of who they are (48%)

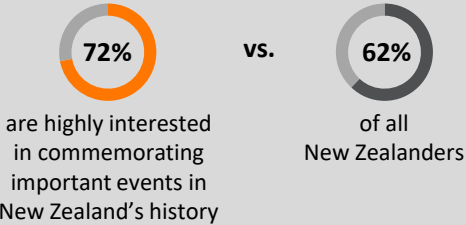
Key survey results for Māori

IN SUMMARY

Māori are more interested than average in commemorating important events in Aotearoa’s history. This is reflected in their levels of awareness and engagement with recent commemorations, which trend higher than average. In line with all New Zealanders, their key motivations are around remembrance and discovering Aotearoa’s history. But they are also more likely than average to be motivated by establishing or deepening connections with their ancestors or whānau. Māori are interested in a wide range of events, but in particular those that commemorate key events in bicultural relations. In addition to documentaries, the key ways in which they want to engage are approaches that bring the community together through either community festivals and formal ceremonies.

ENGAGEMENT WITH MILESTONE COMMEMORATIONS

Māori are more interested and engaged in commemorations than average



- 83%** engaged in at least one recent commemoration vs. 77% of all New Zealanders
 - Engagement varies depending on whether Māori have a low connection to their whakapapa (75%), or a higher one (88%)
 - Engagement is also lower amongst younger Māori, aged 15-24 (67%) than older Māori (86%)

MOTIVATORS AND BARRIERS TO ENGAGEMENT

Compared to all New Zealanders, Māori are more likely to have engaged in recent commemorations for a sense of connection

- To feel a strong sense of personal or whānau connection or identity (18% vs. 9% of all New Zealanders)
- To deepen their understanding of what life was like for their tīpuna/tūpuna (26% vs. 15% of all New Zealanders)
- Because more people in their community or hapū or iwi are now participating in commemorations (6% vs. 2% of all New Zealanders)
- On the flip side, having no one to go with is a greater barrier to Māori not engaging (10% vs. 6% of all New Zealanders)

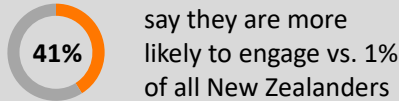
APPEALING WAYS OF COMMEMORATING

Māori are more likely than average to find the following ways of commemorating highly appealing

- Community festivals (64% vs. 48% of all New Zealanders)
- Formal ceremonies (64% vs. 55% of all New Zealanders)
- Reading about historic events (60% vs. 51% of all New Zealanders)
- Watching a performance (50% vs. 40% of all New Zealanders)
- Historical research into their whānau involvement in a historical event (51% vs. 37% of all New Zealanders)
- Discussing historical events with their whānau or community (45% vs. 34% of all New Zealanders)
- Talks, lectures, conferences, hui or wānanga (34% vs. 24% of all New Zealanders)
- Participating in creative or artistic activities (24% vs. 18% of all New Zealanders)

WAYS TO DEEPEN ENGAGEMENT

Including more te reo in commemorations (alongside English translation), would help encourage greater participation by Māori



Key survey results for Māori - continued

RELEVANCE AND IMPORTANCE OF HISTORICAL EVENTS

Māori are more likely than average to consider the following events to have been important in helping develop our national identity

- The signing of the Treaty of Waitangi (93% vs. 84% of all New Zealanders)
- New Zealand's participation in world wars (92% vs. 84% of all New Zealanders)
- Recognition of the Māori language as an official language in New Zealand (91% vs. 71% of all New Zealanders)
- The start of free compulsory primary school education in New Zealand (90% vs. 84% of all New Zealanders)
- The nineteenth century New Zealand Wars (89% vs. 71% of all New Zealanders)
- The first movie to be filmed in New Zealand (59% vs. 54% of all New Zealanders)

And more likely than average to find these events personally relevant

- The signing of the Treaty of Waitangi (90% vs. 73% of all New Zealanders)
- Recognition of the Māori language as an official language (87% vs. 60% of all New Zealanders)
- New Zealand's participation in the world wars (84% vs. 76% of all New Zealanders)
- The nineteenth century New Zealand Wars between the crown and Māori forces (80% vs. 53% of all New Zealanders)
- The first movie filmed in New Zealand (55% vs. 46% of all New Zealanders)

VIEWS ON THE ANNUAL WAITANGI DAY COMMEMORATIONS

Māori are more likely than average to have participated in commemoration activities for Waitangi Day in 2019. They are also more likely to perceive it as both a day for reflection and celebration of our nationhood

- 33% participated vs. 16% of all New Zealanders
- 88% agree it's a day for commemoration and reflection vs. 76% of all New Zealanders
- 85% agree it should be a day for participation and celebration of our nationhood vs. 73% of all New Zealanders
- 82% agree it's our national day vs. 75% of all New Zealanders

VIEWS ON TUIA 250 COMMEMORATION



Māori also have higher levels of agreement with the key messages Tuia 250 will promote

- To fully understand our heritage, it is important to hear the stories of both Māori and later settlers to New Zealand (89% vs. 78% of all New Zealanders)
- It's important to honestly discuss the first encounters between Māori and Europeans, even if it makes us feel uncomfortable to do so (88% vs. 72% of all New Zealanders)
- The first Polynesians to New Zealand were expert navigators of the seas (73% vs. 61% of all New Zealanders)

VIEWS ON COMMEMORATIONS OF THE NEW ZEALAND WARS

Māori are more likely than all New Zealanders to be aware of the annual day of commemoration for the New Zealand Wars, and to think it's important

- 42% are aware vs. 33% of all New Zealanders
- 82% consider it important vs. 63% of all New Zealanders

Key survey results for Pacific peoples

IN SUMMARY

Pacific peoples engagement with commemorations is broadly in line with the nation. Yet there is potentially more scope to increase engagement as they have relatively lower awareness of recent commemorations, and are less likely to have low interest in commemorations. For Pacific peoples understanding the nation's history is a particularly important motivating factor. Their key areas of future interest are social issues, such as equal pay and free education. In addition to documentaries, community festivals are of particular appeal for Pacific Peoples as a way of commemorating.

ENGAGEMENT WITH MILESTONE COMMEMORATIONS

The proportion of Pacific peoples that engaged with recent commemorations, and have a high level of interest in commemorations is in line with all New Zealanders, but 'low interest' is less prevalent

- 75% engaged with at least one recent commemoration, similar to all New Zealanders (77%)
- 67% have a high level of interest in the idea of commemorating important events in New Zealand's history, consistent with all New Zealanders (62%)
- But only 6% have low interest in commemorations, a lower proportion than all New Zealanders (11%)

MOTIVATIONS FOR ENGAGEMENT



Compared to all New Zealanders, Pacific peoples are more likely to have engaged in recent commemorations for a sense of community, and for their children's education

- To feel a part of a community (15% vs. 9% of all New Zealanders)
- To help their child(ren) gain an understanding of what happened in the past (14% vs. 8% of all New Zealanders)

APPEALING WAYS OF COMMEMORATING

Pacific peoples find the following ways of commemorating highly appealing to a greater extent than all New Zealanders

- Community festivals (64% vs. 48% of all New Zealanders)
- Watching a performance (55% vs. 40% of all New Zealanders)
- Historical research into their family's involvement in a historical event (46% vs. 37% of all New Zealanders)
- Discussing historical events with their whānau or community (43% vs. 34% of all New Zealanders)
- Talks, lectures, conferences, hui or wānanga (37% vs. 24% of all New Zealanders)
- Participating in creative or artistic activities (29% vs. 18% of all New Zealanders)

WAYS TO DEEPEN ENGAGEMENT



Pacific peoples are more likely than average to say they'd engage more deeply in commemorations if it taught them about New Zealand's past, and they knew why the historical events are important

- 13% would engage more deeply if it was educational and taught them about New Zealand history or events vs. 6% of all New Zealanders
- 9% would engage more deeply if they knew why it was important to commemorate that particular event vs. 4% of all New Zealanders

Key survey results for Pacific peoples - continued



RELEVANCE AND IMPORTANCE OF HISTORICAL EVENTS

Pacific peoples are more likely than average to consider the following events to have been important in helping develop our national identity

- The signing of the Treaty of Waitangi (90% vs. 84% of all New Zealanders)
- Recognition of the Māori language as an official New Zealand language (80% vs. 71% of all New Zealanders)
- The first movie filmed in New Zealand (63% vs. 54% of all New Zealanders)

And more likely than average to consider New Zealand sending its first team to the Olympic games to be personally relevant

- 64% say its relevant to them vs. 56% of all New Zealanders

VIEWS ON TUIA 250 COMMEMORATION

Pacific peoples more widely agree that the first Polynesians to New Zealand were expert navigators of the sea than all New Zealanders

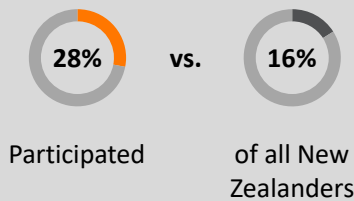
- 70% agree vs. 61% of all New Zealanders

But are less likely to agree with some of the other key messages that Tuia 250 will promote

- The first Europeans to New Zealand were expert navigators of the seas (49% vs. 62% of all New Zealanders)
- Māori and the first European settlers share a common bond as voyagers to New Zealand (52% vs. 61% of all New Zealanders)

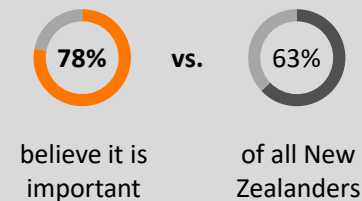
VIEWS ON THE ANNUAL WAITANGI DAY COMMEMORATIONS

Pacific peoples are more likely than all New Zealanders to have taken part in activities to commemorate Waitangi Day this year



VIEWS ON COMMEMORATIONS OF THE NEW ZEALAND WARS

Pacific peoples are more likely than average to consider it important to commemorate the New Zealand Wars annually



Key survey results for Asian New Zealanders*

IN SUMMARY

While a clear majority of **Asian New Zealanders** have engaged with recent commemorations, they are less likely to engage than other ethnicities. This reflects a lower level of interest and awareness than average. Their key motivations is to learn more about the country. Remembrance is far less important than average (although remains a key factor) while feeling part of the community is a much greater point of emphasis. Asian New Zealanders’ key areas of future interest are social issues, such as equal pay and free education. In addition to documentaries, the key ways in which they want to engage are exhibitions, community festivals and watching a performance.

ENGAGEMENT WITH MILESTONE COMMEMORATIONS

Asian New Zealanders are less interested and engaged in commemorations than average



- 57% are highly interested in commemorating important events in New Zealand’s history vs. 62% of all New Zealanders
- 72% engaged in at least one recent commemoration vs. 77% of all New Zealanders

MOTIVATORS AND BARRIERS TO ENGAGEMENT

Asian New Zealanders are more likely than average to have not engaged in any recent commemorations because they didn’t feel welcome

- 4% gave this reason vs. 1% of all New Zealanders
- Compared with others, Asian New Zealanders are more likely to have engaged in recent commemorations to feel a sense of belonging**
- 22% engaged to feel part of a community vs. 9% of all New Zealanders
- 18% engaged to feel part of an important historic moment vs. 14% of all New Zealanders

APPEALING WAYS OF COMMEMORATING

Compared to all New Zealanders, Asian New Zealanders are more likely to find the following ways of commemorating highly appealing

- Museum or art gallery exhibitions (62% vs. 54% of all New Zealanders)
- Community festivals (54% vs. 48% of all New Zealanders)
- Watching a performance (52% vs. 40% of all New Zealanders)
- Participating in creative or artistic activities (35% vs. 18% of all New Zealanders)
- Talks, lectures, conferences, hui or wānanga (32% vs. 24% of all New Zealanders)

WAYS TO DEEPEN ENGAGEMENT

Asian New Zealanders are more likely to say they’d engage more deeply in commemorations if it taught them about New Zealand’s past

- 11% would engage more deeply if it was educational and taught them about New Zealand history or events vs. 6% of all New Zealanders



Key survey results for Asian New Zealanders* - continued

RELEVANCE AND IMPORTANCE OF HISTORICAL EVENTS

Asian New Zealanders are more likely than average to believe the following events were important in helping develop our national identity

- New Zealand joining the United Nations (81% vs. 76% of all New Zealanders)
- The first movie filmed in New Zealand (62% vs. 54% of all New Zealanders)

And more likely than average to find these events personally relevant

- New Zealand joining the United Nations (74% vs. 65% of all New Zealanders)
- New Zealand sending its first team to the Olympic games (62% vs. 56% of all New Zealanders)
- The first movie to be filmed in New Zealand (54% vs. 46% of all New Zealanders)

VIEWS ON TUIA 250 COMMEMORATION

Asian New Zealanders are more likely to be aware of Tuia 250

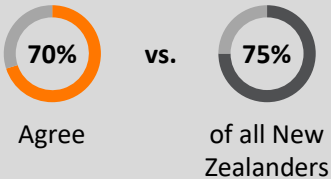
- 11% vs. 6% of all New Zealanders. Their higher awareness is driven by being 'somewhat' aware rather than 'definitely'

Asian New Zealanders are less likely than average to agree with the following messages that Tuia 250 will promote

- New Zealanders should care for our environment and our oceans (81% vs. 90% of all New Zealanders)
- To fully understand our heritage, it is important to hear the stories of both Māori and later settlers to New Zealand (71% vs. 78% of all New Zealanders)
- It's important to honestly discuss the first encounters between Māori and Europeans, even if it makes us feel uncomfortable to do so (63% vs. 72% of all New Zealanders)
- The first Polynesians to New Zealand were expert navigators of the seas (52% vs. 61% of all New Zealanders)
- The first Europeans to New Zealand were expert navigators of the seas (52% vs. 62% of all New Zealanders)
- Māori and the first European settlers share a common bond as voyagers to New Zealand (51% vs. 61% of all New Zealanders)

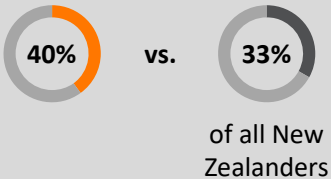
VIEWS ON THE ANNUAL WAITANGI DAY COMMEMORATIONS

Asian New Zealanders are less likely than average to agree that Waitangi Day is our national day



VIEWS ON COMMEMORATIONS OF THE NEW ZEALAND WARS

Asian New Zealanders are more likely to be aware of the annual day of commemoration for the New Zealand Wars



This is driven by being 'somewhat' aware rather than 'definitely'



Key survey results for 15 to 24 year olds

IN SUMMARY

Young people aged 15-24 are less likely to have engaged with recent commemorations, although a clear majority have done so, and they are twice as likely as other age groups to have participated in commemorations. The lower level of engagement reflects a lower level of interest than average. Remembrance and learning more about the nation's history are key motivations for engagement. Their key areas of future interest are social issues, such as equal pay and free education. The key ways in which they want to engage are documentaries, exhibitions, community festivals and formal ceremonies.

ENGAGEMENT WITH MILESTONE COMMEMORATIONS

15 to 24 year olds are less interested and engaged in commemorations than average

- 52% are highly interested in commemorating important events in New Zealand's history vs. 62% of all New Zealanders
- 72% engaged in at least one recent commemoration vs. 77% of all New Zealanders

MOTIVATORS AND BARRIERS TO ENGAGEMENT

Young men are more likely than average to have engaged in recent commemorations to feel a sense of community, or because they were invited

- 18% engaged to feel part of a community vs. 9% of all New Zealanders
- 6% engaged because someone invited them to go vs. 2% of all New Zealanders

Young women are more likely to have engaged because it took place locally, or they belong to a group that participated

- 10% engaged because there were opportunities to do so close to where they live vs. 5% of all New Zealanders
- 7% engaged because they are part of a group that participates in those type of activities vs. 3% of all New Zealanders

15 to 24 year olds are more likely to have not engaged in any recent commemorations because they had no one to go with

- 10% gave this reason vs. 6% of all New Zealanders

APPEALING WAYS OF COMMEMORATING

Young New Zealanders are more likely than average to find participating in creative or artistic activities a highly appealing way of commemorating

- 26% consider this highly appealing vs. 18% of all New Zealanders

WAYS TO DEEPEN ENGAGEMENT

Young women are more likely to say they'd engage more deeply in commemorations if they take place where they are

- 24% would engage more deeply if events took place in a convenient location close to where they live vs. 14% of all New Zealanders

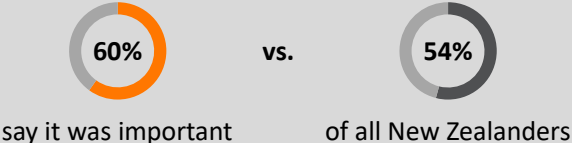
Young men are more likely than all New Zealanders to say they'd engage more deeply if commemorations were livelier

- 8% would engage more deeply if it was fun, interesting and exciting, and less sombre and negative vs. 3% of all New Zealanders

Key survey results for 15 to 24 year olds - continued

RELEVANCE AND IMPORTANCE OF HISTORICAL EVENTS

Young New Zealanders are more likely than average to believe the first movie filmed in this country was important in helping develop our national identity



VIEWS ON THE ANNUAL WAITANGI DAY COMMEMORATIONS

Young New Zealanders views about Waitangi Day and their engagement are similar to all New Zealanders

VIEWS ON TUIA 250 COMMEMORATION

Young men are less likely than all New Zealanders to agree with the following messages that Tuia 250 will promote

- New Zealanders should care for our environment and our oceans (73% vs. 90% of all New Zealanders)
- To fully understand our heritage, it is important to hear the stories of both Māori and later settlers to New Zealand (65% vs. 78% of all New Zealanders)
- It's important to honestly discuss the first encounters between Māori and Europeans, even if it makes us feel uncomfortable to do so (59% vs. 72% of all New Zealanders)

Young women are less likely than average to agree the first Europeans to New Zealand were expert navigators of the seas

- 51% vs. 62% of all New Zealanders

Compared to all New Zealanders, 15 to 24 year olds are less likely to agree with these messages

- Māori and the first European settlers share a common bond as voyagers to New Zealand (47% vs. 61% of all New Zealanders)
- The first Polynesians to New Zealand were expert navigators of the seas (47% vs. 61% of all New Zealanders)

VIEWS ON COMMEMORATIONS OF THE NEW ZEALAND WARS

Young New Zealanders views on commemorations of the New Zealand Wars and their engagement align with all New Zealanders



For more information please contact

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