



**WW100
FIRST WORLD WAR
CENTENARY PROGRAMME
FINAL REPORT**

APRIL 2019





West We Forget
1914 - 1918

IN MEMORY OF THE MEN WHO MADE
THE SUPREME SACRIFICE IN THE CAUSE
OF FREEDOM & RIGHTEOUSNESS.

VALENTINE GEORGE
CAMPBELL JAMES
JANE EDMUND C.
HICKEY EDMUND
THROP STAFFORD C.
CUNNINGHAM JACK
HAUGH JAMES
BACLAY WALTER W.
CUNNINGHAM ARTHUR C.
MCKENZIE MURDO
THROP CILBERT
KERSE CHARLES A
SOUTH SYDNEY C.
HAUGH JAMES D.

"THEY LOVED NOT THEIR LIFE,
EVEN UNTO DEATH."

Kia whakatōmuri te haere whakamua

**Let us walk backwards into the future
with our eyes fixed on the past**

PREVIOUS PAGE: Laurence Aberhart *War memorial*,
Dunrobin-Edievale, Otago, 25 June 2012

The exhibition *ANZAC: Photographs by Laurence Aberhart* featured images of First World War memorials in New Zealand and Australia captured over three decades. Collectively these photographs contemplate the enduring significance of the Anzac relationship and the evolving memorialisation of war.

This Dunedin Public Art Gallery exhibition toured nationally during the centenary.



H-345

As New Zealand's First World War centenary commemorations come to an end, this report looks at what was achieved and the impact for New Zealanders. Prepared by the WW100 Programme Office, it provides an overview of the five-year commemoration programme, and illustrates how it met its original objectives using a selection of centenary projects.

The report also shares a summary of the key findings from research conducted by Colmar Brunton on behalf of the WW100 Programme Office. Comprising three nationwide surveys completed in 2012, 2016 and 2018, the results make it possible to identify shifts in New Zealanders' knowledge of, and attitudes towards, the First World War and the centenary programme itself, as well as measure overall engagement.

PREVIOUS PAGE: *Soldiers of the Maori (Pioneer) Battalion at the funeral of Lieutenant-Colonel George A King at Ypres, Belgium. (17 October 1917).* Alexander Turnbull Library, RSA: New Zealand official negatives. Ref:1/2-012982-G

Organisations from across New Zealand's cultural, heritage and community sectors collectively digitised vast amounts of First World War content during the centenary. This work made it easier for others to discover the stories of their families and communities.

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FOREWORD

Ka mua, ka muri, tuatahi ake he murimuri aroha tēnei ki ō tātou ika a Whiro, ki ngā mate huhua o te Pakanga Nui o te Ao Tuatahi, nei tātou e mau tonu nei ki ngā rau o te kawakawa, ki ngā raupua o te papi hei tohu whakamaumahara i a rātou. Nā te mata kārehu rātou i tanu, mā te mata o mahara ā rātou kōrero e hahu ake. Ko te pō ki a rātou, nau mai te ao mārama ki a tātou. Ki a tātou te hunga ora, ki te hunga i tae putuputu atu ki ngā takunetanga, ka mua, ka muri, ka mihi, tēnā rā tātou katoa.

On 25 April 2015, the centenary of the Gallipoli landings, Aotearoa New Zealand shared in a moment of collective remembrance on a scale rarely seen before. People across the country and throughout the world joined in reflection on one of the most significant and catastrophic events of the twentieth century.

The Gallipoli landings were just one of many pivotal moments acknowledged through our WW100 First World War Centenary Programme. More than 1,100 centenary projects and events took place over the five years from 2014 to 2019. Only a fraction were government-led. The majority of the projects were driven by cultural organisations, schools, sporting and community groups. They were led by people who shared the belief that a world event of this magnitude deserved remembrance and reflection.

The sheer number and diversity of events that took place during the centenary meant that most New Zealanders had the opportunity to be involved. It gave us a chance to gain an understanding of what life was like for those who lived through such turbulent times. The national WW100 survey carried out by Colmar Brunton at the end of 2018, found that most New Zealanders (93 percent) did indeed take part, regardless of age, location or cultural background. It is heartening that our young people were deeply engaged, and that those living in rural areas were as likely to have taken part as those in our main centres.

Engaging with shared experiences such as the centenary programme makes a considerable contribution to our collective wellbeing. The programme helped foster our sense of who we are as individuals, as communities and as a nation. It enabled us to build new connections—to the past and each other, and with people around the globe who share this common heritage.

New Zealanders said they found that participating in commemorative events had a powerful impact. They described experiencing a sadness at the futility of war and an empathy for their forebears. They also talked about how the centenary gave them cause to reflect on some of the issues faced by people during the First World War, and how these issues are still faced by people today. It left them feeling determined to build a better world.

This is a powerful legacy for the centenary programme. It is also a challenge that we continue to recognise the value of connecting with our shared heritage—and a reminder of our commitment to working alongside our international partners in the pursuit of peace.

Hon Grant Robertson
Associate Minister for Arts, Culture and Heritage



A handwritten signature in black ink, appearing to read 'Grant Robertson'.

FOLLOWING PAGE: Armistice Centenary National Ceremony, Pukeahu National War Memorial Park, 11 November 2018. Photo: Mark Tantrum

New Zealand communities organised more than 150 activities and events to mark the centenary of the Armistice that ended the First World War. While acknowledging the loss and trauma endured, many of these projects also looked to recapture the sense of hope for the future that was felt by many on that day 100 years ago.



I. WW100 OVERVIEW

FOLLOWING PAGE: The 2015 feature documentary *25 April* brought the stories of Gallipoli to life through a re-imagined world. Using graphic-novel-styled animations, director Leanne Pooley evocatively recreated the experiences of five soldiers and a nurse based on their wartime diaries and letters. *25 April* featured in four international film festivals and played in cinemas throughout New Zealand.

IMAGE: General Film Corporation and the New Zealand Film Commission



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CENTENARY
anniversaries marked
with national
commemorations

9,851

NEW ZEALANDERS
registered for the ballot
to attend Anzac Day in
Gallipoli in 2015

60,000+

CHILDREN WORKED WITH
the Walking with an Anzac
school kits in 2018 and
2019 (2,000 classes)

247

FIRST WORLD WAR
diaries and letters were
digitised by National
Library as part of their
WW100 digitisation
project

199

GRANTS AWARDED
by Lottery WW100
Commemoration,
Environment and
Heritage Committee
to support community
projects

1,297

LAST POST
Ceremonies were held
at Pukeahu National
War Memorial Park
during the centenary

152,896

FIRST WORLD WAR
personnel files were
made available online by
Archives New Zealand

84

FILMS WITH A
New Zealand First
World War connection
were repatriated as a
result of research by
Ngā Taonga Sound
& Vision

33+

HOURS
of First World War
content was funded by
New Zealand On Air

96,000

PIECES OF USER-
generated content were
added to Auckland War
Memorial Museum's
Online Cenotaph website

1,135

ACTIVITIES WERE LISTED
on the WW100 website
by different groups

164,000+

PEOPLE WATCHED
a livestream of one
of the domestic national
commemorations

50

TONNES OF CHALK
were dropped on the
Bulford Kiwi in the
UK as part of a
restoration project

48

YOUTH AMBASSADORS
from New Zealand
and the Pacific were
supported to attend
official overseas
commemorations by
Ministry of Foreign
Affairs and Trade and
New Zealand Defence
Force

4

YEARS OF WORK
by master carvers, tutors
and students of the New
Zealand Māori Arts and
Crafts Institute produced an
8-metre tall pou maumahara
(memorial carving) which
was gifted to the community
of Zonnebeke, Belgium

400+

NEW ZEALAND
flags were gifted to
sub-branches of the
Returned & Services
League of Australia
and other community
organisations for use in
commemorations

INTRODUCTION

The First World War was one of the most significant events of the twentieth century. It had deep and lasting impacts for New Zealand society. No one escaped unscathed.

One hundred years on, New Zealand joined countries around the world in acknowledging this catastrophic event and considering its legacy for us as a nation today.

The WW100 programme was established in 2012. While it was set up by the New Zealand government, it was much more than a government programme. It was designed to offer a shared identity for all New Zealand's First World War centenary projects, from the official national ceremonies and legacy initiatives to community and personal endeavours. It covered national and international activities that took place from August 2014 through to mid-2019.

The WW100 Programme Office was set up to coordinate the centenary activities, and to provide resources, guidance and support for communities. It was a partnership between Ministry for Culture and Heritage Manatū Taonga, New Zealand Defence Force Te Ope Kātua O Aotearoa, Ministry of Foreign Affairs and Trade Manatū Aorere and Department of Internal Affairs Te Tari Taiwhenua.

However, the WW100 programme was much bigger than just these four agencies. Organisations and communities across the country were involved. Some self-funded their activities, others were supported by a series of dedicated centenary funding streams, including those from the Lottery Grants Board, Creative New Zealand, New Zealand On Air and local authorities.

The Importance of Commemoration

The five-year First World War centenary has been the most extensive programme of commemorations ever undertaken in New Zealand. The scale of the programme reflected the seismic impact of the war on New Zealand society at the time and since. It also recognised the powerful social benefits that can be realised by creating opportunities for people to come together to reflect on the past and its relevance to us today.

Commemorations acknowledge the experiences and actions of our ancestors and tūpuna. They allow people to build connections to the past, with each other, as well as between New Zealand and countries with whom we share this history. These connections help strengthen our sense of individual and collective identity and our place in the world.

Internationally, conflict remains a reality. The events and activities offered as part of the centenary were intended as vehicles to help us deepen our knowledge and understanding of the past, and provide context for contemporary events, in the hope that we will be better placed to navigate the future.

Mission and Objectives

WW100's mission was to foster appreciation and remembrance of how the First World War affected our nation and its place in the world, both at the time and subsequently.

It set out to:

- Commemorate New Zealanders' service and sacrifice in the First World War
- Deepen understanding of the First World War by telling and preserving stories about New Zealanders' war experiences at home and abroad
- Highlight New Zealand's enduring commitment to peace, global security and international cooperation
- Strengthen New Zealand's bilateral relationships with Australia and all other participants in the First World War
- Explore how New Zealanders' war experiences helped to shape our distinct and evolving national identity and aspirations
- Provide a living legacy of the war's impacts and ongoing significance, so current and future generations are more informed

SCOPE

Legacy Projects

A series of large-scale legacy projects were directly funded by the government. These included the creation of Pukeahu National War Memorial Park in Wellington and the onsite Queen Elizabeth II Education Centre, and the Ngā Tapuwāe First World War Heritage Trails.

The government also made significant contributions, alongside project partners, towards the First World War Centenary Print Histories; the redevelopment of Auckland War Memorial Museum's Online Cenotaph; and the Great War Exhibition—a temporary exhibition in Wellington's Dominion Museum Building.

National Commemorations

National commemorations were held overseas for seven key events: the Gallipoli landings and the Battle for Chunuk Bair in Turkey in 2015, the Battle of the Somme in France in 2016, the Battles of Messines and Passchendaele in Belgium in 2017, the Battle of Beersheba in Israel also in 2017, and the liberation of Le Quesnoy in France in 2018. Corresponding commemorations were also held at Pukeahu National War Memorial Park in Wellington.

Six additional centenary events were also marked with national ceremonies in New Zealand, including the outbreak of war, the capture of German Sāmoa and the departure of the main body of troops in 2014, and the Armistice that ended hostilities in 2018.

New Zealand sent official representatives to a number of centenary commemorations hosted by other countries. Significant overseas commitments included a New Zealand Defence Force contingent, HMNZS *Te Kaha* and HMNZS *Endeavour* supporting the Anzac troopships leaving Australia from Albany in 2014, participation in the 2014 and 2016 Bastille Day parades in Paris at the invitation of the Republic of France, and in Belgian National Day events in Brussels in 2017. The New Zealand Defence Force also undertook a programme of Anzac Day events in France and Belgium from 2015 to 2019.

WW100 Digital Channels

The WW100 website and other digital channels were developed as a gateway to First World War content produced by WW100 and by other partners. Over the centenary period, WW100 ran digital campaigns to support key commemorations and other themes such as conscription, censorship and fundraising on the home front.

New Zealand organisations planning a centenary event or activity were invited to promote their activities on the WW100 website.

SCOPE

Access and Education Programmes

The government further supported the centenary through the baseline funding of numerous agencies. These included digitisation programmes at National Library of New Zealand Te Puna Mātauranga o Aotearoa, Archives New Zealand Te Rua Mahara o te Kāwanatanga and Ngā Taonga Sound & Vision. Collectively these organisations made vast amounts of First World War-related records, photographs and footage discoverable and available for use.

The Ministry of Education Te Tāhuhu o te Mātauranga developed curriculum-based resources in te reo Māori and English which explored the First World War.

Community Projects

A huge number of centenary projects were driven by cultural, sporting, education and community organisations across New Zealand. More than 1,100 First World War centenary activities were registered on the WW100 website. These ranged from memorial restorations to archival digitisation projects, exhibitions, commemorative events, publications, documentaries, sporting engagements, performances and other creative responses to the themes of the First World War.

COST

How much did the New Zealand government invest in the First World War Centenary?

- The government invested \$25.4 million directly through the WW100 Programme Office and Legacy Projects to 30 June 2018. It also invested \$24 million to develop Pukeahu National War Memorial Park in Wellington.
- Lottery Grants Board provided \$25 million in funding to support community projects.
- NZ On Air provided \$13.6 million through their WW100 Fund
- Creative NZ provided \$1.1 million through their WW100 Co-Commissioning Fund
- There was also significant investment made by local authorities, and cultural, sporting, education and community organisations, as well as other government departments, including New Zealand Defence Force, Ministry of Foreign Affairs and Trade and Department of Internal Affairs.

FOLLOWING PAGE: The Royal New Zealand Ballet's centenary programme *Salute* featured four works which evoked the violence, fear, isolation and sorrow of war. Choreographer Andrew Simmons said of his work *Dear Horizon* (pictured): 'It certainly has no political message about war. I prefer to create material that the audience can connect and relate to but each in their individual way.'

Salute was performed in collaboration with the New Zealand Army Band. Photo: Ellie Richards



2. HOW DID WW100 ACHIEVE ITS OBJECTIVES?

FOLLOWING PAGE: An eight-metre tall pou maumahara (memorial carving) was unveiled at Passchendaele Memorial Park in Zonnebeke, Belgium on Anzac Day 2019. Created by master carvers, tutors and students from the New Zealand Māori Arts and Crafts Institute in Rotorua, it was gifted to the people of Zonnebeke as a symbol of the long-lasting bond between Belgium and New Zealand. The carving has two sides representing Tūmatauenga (war) and Rongomaraeroa (peace), which acknowledge the tūpuna (ancestors) who sailed vast distances to take part in the First World War, as well as those who remained in Aotearoa.



OBJECTIVE 1

Commemorate New Zealanders' Service and Sacrifice in the First World War

The WW100 centenary programme has been the most extensive commemoration programme in New Zealand history. More than 1,100 events and activities were listed on the WW100 website between 2014 and 2019. Many others took place but were not listed. Collectively, these activities remembered the experiences of New Zealanders in the First World War—those who lost their lives and those who came home but continued to bear its burden; those who kept the home fires burning and those who refused to fight.

Official commemoration ceremonies marked the centenary of significant battles on Gallipoli and the Western Front, and in the Middle East. Community-led ceremonies remembered other significant events, such as the first combat death and the torpedoing of the SS *Marquette*.

At the newly opened Pukeahu National War Memorial Park in Wellington, 1,297 Last Post ceremonies were held from 25 April 2015 to 11 November 2018. Every night, this centuries-old military tradition symbolically called New Zealand's soldiers and their spirits home.

Much of what we know about the First World War is shaped by the artists of that time. Throughout the centenary, today's artists have helped New Zealand and international audiences reconnect with and re-examine the memories and themes of the Great War and explore what they mean for us today.

The WW100 Final Survey found that most New Zealanders (89 percent) feel it was important to commemorate the centenary of the First World War [see page 40].

The final overseas national commemoration of the centenary was held on 4 November 2018, marking 100 years since New Zealand troops liberated the French town of Le Quesnoy. More than 300 descendants of the New Zealand soldiers joined the Le Quesnoy community, a New Zealand Defence Force Contingent and French and New Zealand dignitaries to mark the occasion. Photo: NZDF



CASE STUDY

Centenary of the Gallipoli Landings 2015

25 April 2015 marked the centenary of New Zealand and Australian troops landing at Anzac Cove, Gallipoli. Around New Zealand, people gathered in record numbers to remember this pivotal moment. RSAs and local authorities worked with other community groups to organise events in virtually every town and city across the country. Approximately 40,000 attended the services at Pukeahu National War Memorial Park in Wellington, and 34,000 the service at Auckland War Memorial Museum. Many more people tuned in to live broadcasts of these ceremonies.

On the Gallipoli Peninsula 2,000 New Zealanders attended the dawn service, joining Their Royal Highnesses, Prince Charles of Wales and Prince Henry of Wales, along with the New Zealand and Australian Prime Ministers. Large ceremonies were held in Hyde Park, London, and in France, as well as in other cities around the world.

These events were complemented by dozens of projects designed to acknowledge the centenary of the Gallipoli landings, including the Reserve Bank of New Zealand's commemorative legal tender coin and a stamp issue from New Zealand Post.



OBJECTIVE 2

Deepen Understanding of the First World War by Telling and Preserving Stories about New Zealanders' War Experiences at Home and Abroad

Deepening knowledge and understanding of the First World War was a goal of all centenary projects, from the largest of the official government activities to the smallest community and individual initiatives.

The findings of the WW100 Final Survey suggest that collectively these efforts were successful. 83 percent of New Zealanders now say they have at least a basic understanding of New Zealand's involvement in the First World War (up from 79 percent in 2012) and 39 percent say they have more than a basic understanding (up from 31 percent in 2012).

Many projects specifically looked to increase knowledge beyond the best-known facts, to challenge some of the myths and to bring a greater range of stories to light.

Exhibitions in museums and galleries across Aotearoa allowed local stories to be researched, told, and preserved for the future. According to the WW100 Final Survey, 71 percent of New Zealanders said they had attended a First World War exhibition since 2014.

NZ On Air funding allowed for the production of 33 hours of First World War documentary and drama. *Great War Stories*, a series of 35 mini-documentaries, looked at the experiences of individual soldiers and nurses as well as others including conscientious objector Mark Briggs, health campaigner Ettie Rout and Te Puea Hērangi, who opposed the conscription of Waikato Māori. 58 percent of New Zealanders said they had watched a First World War documentary during the centenary.

The Ngā Tapuwāe project created virtual historic trails which allowed people to follow in the footsteps of the New Zealand troops on Gallipoli and the Western Front. Since January 2015 there have been more than 82,000 visits to the website. This content is also available as downloadable PDFs, as an app and on physical signs in key locations in Europe.

Gallipoli: The Scale of our War opened at Te Papa in April 2015. Through the experiences of seven soldiers and one nurse, the exhibition tells the story of the New Zealand forces at Gallipoli. By the end of February 2019, nearly 2.5 million people had visited the exhibition.

In answer to a question about how their attitudes had changed as a result of what they had learned, one visitor commented, 'greater compassion for others and for history and how we have come to be here in this time and place'.
Photo: Michael Hall



CASE STUDY

Walking with an Anzac

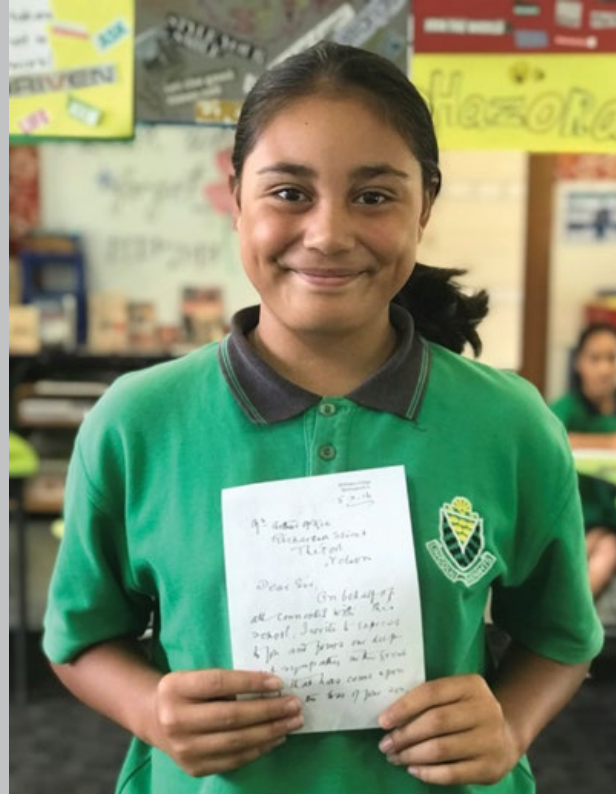
Significantly more young New Zealanders aged 15-24 now say they have a more than basic understanding of the First World War (36 percent) than in 2012 (21 percent).

The involvement of the education sector in the centenary was instrumental in achieving this increased understanding. Many schools actively embraced the centenary, developing projects with particular significance for their communities. Education resources and programmes were developed by government agencies as well as museums and libraries across the country.

The *Walking with an Anzac* classroom kits developed by WW100 used replicas of First World War-era items such as photos, letters and badges to help children unlock the stories of New Zealanders during the war.

By mid-2019 approximately 60,000 children in 2,000 classrooms will have worked with these kits. Many others helped develop it by researching First World War stories from their communities.

Tamariki from Lincoln Heights Primary School, Auckland with some of the objects from the *Walking with an Anzac* kits.



OBJECTIVE 3

Highlight New Zealand's Enduring Commitment to Peace, Global Security and International Cooperation

The centenary's commemorative activities have offered valuable opportunities for New Zealand to highlight to key international partners both the scale of our contributions to the First World War, and our ongoing commitment to peace, global security and international cooperation.

In 2015 then Prime Minister, the Rt Hon John Key, announced a First World War Centenary Peace and Security Scholarship which would enable a German student to undertake a Master of International Relations at Victoria University of Wellington.

The Uttermost Ends of the Earth was a large-scale outdoor performance of video projections, haka and waiata which formed part of the 2017 Battle of Passchendaele commemorations in Belgium. Attended by 5,000 people, the performance left a lasting impression of the value New Zealand places on its friendship with Belgium and a deeper local understanding of New Zealand's role in the First World War.

In her address at the Armistice Centenary National Ceremony on 11 November 2018, the Prime Minister of New Zealand, the Rt Hon Jacinda Ardern, reflected on the themes of peace and cooperation:

'In a world where conflict remains all too prevalent, we look to how we can achieve a better future. We think of our commitment as a nation to the ideals of peace, multilateralism and inclusion.'

'We will best honour our forebears by continuing to hold fast to these values as we work for the next generation and for our future.'

The results from the WW100 Final Survey suggest that a commitment to peace, global security and international cooperation is highly valued by New Zealanders. 71 percent said the centenary commemorations reinforced for them the importance of New Zealand's commitment to peace.

A WW100 digital campaign around the centenary of the Battle of Passchendaele encouraged people to remember the humanitarian efforts of New Zealanders during the First World War. The campaign was inspired by the 33 women who were awarded the Queen Elisabeth Medal by the Belgian government in honour of their outstanding services in providing aid to Belgian refugees during the First World War.



CASE STUDY

The Art of Remembrance

In a project that integrated art and architecture, supporters of St David's Memorial Church preservation project in Auckland worked with prominent New Zealand artists and community volunteers to create the Art of Remembrance. St David's—which had been closed since 2014 due to earthquake concerns—was opened in 1927 as a First World War soldiers' memorial church, in memory of those who 'for the permanent peace of the world gave their lives in the Great War'.

In April 2015, a public art installation consisting of thousands of solid brass quatrefoils designed by Max Gimblett ONZM adorned the exterior of the church. To raise funds for the building's preservation, these works of art were then sold to the public. From 2018, the Art of Remembrance has continued to fundraise selling brass pins created by art jeweller Warwick Freeman.

During the centenary period, the Art of Remembrance has raised over \$1 million towards the strengthening of this historic building.

As well as remembering those whose lives were lost or affected by the First World War, a major aim of the project was to remember the human potential for peace. This dual focus of remembrance and peace continues to be explored through recent projects including *The Sound of Peace*, a crowdsourced art soundscape which was performed on Anzac Eve 2019.



St David's Church, Auckland. Photo: Jessica Chloe

OBJECTIVE 4

Strengthen New Zealand's Bilateral Relationships with Australia and all Other Participants in the First World War

The impact of the First World War was felt across the globe. More than 30 countries share this history with New Zealand. During the centenary period many arts, education and commemorative projects have acted to strengthen these cross-cultural connections from community to diplomatic levels. They have helped create dialogue and improve understanding of the events of 100 years ago and their legacy today.

National commemorations were held overseas for seven events of significance for New Zealand, each organised in collaboration with host countries. The New Zealand Defence Force and government representatives were also involved in commemorations to acknowledge moments of significance for other countries.

New Zealand's overseas diplomatic posts worked with local partners to help realise a suite of projects to mark the centenary. More than 40 projects were supported. In Australia, 410 New Zealand flags were gifted to Returned & Services League branches across the country for use in commemorations. A stained-glass window was gifted to a church in Brockenhurst, UK, the site of a major New Zealand field hospital during the war. In Belgium, an intricately carved pou maumahara honouring both the Māori who served in the war and those who remained home, opposing conscription and the call to war, was unveiled on Anzac Day 2019.

In New Zealand, these international connections were symbolically acknowledged in Pukeahu National War Memorial Park in Wellington. Australia, Turkey, the United Kingdom, France, Belgium, and the United States of America have taken up New Zealand's invitation to install a memorial in the park, and New Zealand is developing a memorial for Pacific Island countries.

They wear their dream
As their sweethearts wear a locket.

Face offered an orchestral, vocal and visual tribute to New Zealand surgeon Harold Gillies, considered the father of plastic surgery for his pioneering work in facial reconstruction with the disfigured survivors of the First World War.

The work, by composer Ross Harris and poet Vincent O'Sullivan, was commissioned by Auckland Philharmonia Orchestra. Directly following its debut in Auckland in 2018 it was performed in London by the BBC Symphony Orchestra. *Face* shared this New Zealand story with an international audience while showcasing some of our country's creative talents. This production was supported through Creative New Zealand's WW100 Co-Commissioning Fund. Photo: Adrian Malloch



CASE STUDY

WW100 Pacific Essay Competition

The two WW100 Pacific Essay Competitions invited young people from Sāmoa, Cook Islands, Tonga and Niue to write a piece about the experiences of the Pacific soldiers in the First World War and what this history meant to them today.

Organised by the Ministry of Foreign Affairs and Trade, the competitions in 2015 and 2016 acknowledged the important contribution and sacrifice Pacific nations had made as part of the New Zealand Expeditionary Force. It gave young people a platform to tell their own stories and share them widely with their own communities.

The winners of the 2015 competition travelled to Wellington to attend the first Anzac Day Dawn and National Services at Pukeahu National War Memorial Park. The 2016 winners represented their countries at the centenary of the Battle of the Somme in Longueval, France, alongside dignitaries including His Royal Highness the Prince of Wales.

The students were able to see some of the locations where their ancestors served, as well as meet local students to learn more of these communities' wartime experiences.

'[It] helped us to understand in a way that Google cannot. As much research as we did, we could not truly understand the impact of the war on not only our country but the whole world.'

Tongan High School student Anna Jane Veā reflecting on the impact of her trip to France.

Essay competition winners Tamarua Marsters, Sariah Magaoa, Anna Jane Veā and Aunoa Uele at Longueval, France in 2016. Photo: MFAT



OBJECTIVE 5

Explore How New Zealanders' War Experiences Helped to Shape our Distinct and Evolving National Identity and Aspirations

'Somewhere between the landing at Anzac and the end of the battle of the Somme, New Zealand very definitely became a nation.'

Ormond Burton

These words from a decorated veteran of Gallipoli and the Western Front, who later became a pacifist, point to a popular and enduring view of the significance of the First World War for New Zealand. More recently the role of the war, and the extent to which it has shaped our identity, has been the subject of renewed debate and discussion—something that has been embraced by many First World War centenary projects.

This includes a suite of curriculum-linked education resources which were made available online for teachers through Ministry of Education's Te Kete Ipurangi website at the beginning of the centenary. In one of these resources, a 2011 cartoon featuring the Ormond Burton quote above was used to encourage tamariki and rangatahi to consider what New Zealand national identity represented then, what it might mean today and what they might aspire for it to be in the future.

The WW100 Final Survey found that a large majority of New Zealanders (82 percent) believe that the First World War was relevant in developing New Zealand's national identity, a sentiment that has strengthened since 2014 [see page 38].



The 130-metre tall Bulford Kiwi cuts an imposing figure. Carved into a chalk hillside in southern England, it was created in 1919 by New Zealand troops waiting at Sling Camp after the First World War. A project that began as an activity to fill time and calm unrest has become an enduring monument to the history shared by the UK and New Zealand. The British government recognised the Bulford Kiwi as a protected monument in 2017. In 2018 The New Zealand High Commission in London worked alongside the British armed forces to rechalk the Kiwi, restoring it to its former glory. Photo: MFAT

CASE STUDY

Publication Programme

Ministry for Culture and Heritage, Massey University and the New Zealand Defence Force have jointly produced a series of print histories on New Zealand and the First World War.

The publications in the centenary history programme cover the major campaigns on land, at sea and in the air, and the experiences of soldiers at the front and civilians at home. Both authoritative and accessible, they provide insights into the varying New Zealand experiences of the war, and how those experiences have shaped our culture, identity and society.

Nine volumes have been published to date, with five more to come, two in 2019.

Damien Fenton's *New Zealand and the First World War: 1914-1919* was published in 2013 with a second edition in 2014.

New Zealand

AND THE FIRST WORLD WAR

1914-1919

Damien Fenton



OBJECTIVE 6

Provide a Living Legacy of the War's Impacts and Ongoing Significance, so Current and Future Generations Are More Informed

An important measure of the success of the centenary will be its legacies. What will people look to in the future to help them understand the catastrophic impact of the First World War on New Zealand and much of the world?

Many of the centenary projects have focused on recording, collecting and safeguarding the memories and taonga that tell the stories of New Zealand at war so that they will remain accessible for future generations. Platforms like Auckland War Memorial Museum's Online Cenotaph have allowed personal accounts and photos from descendants to be paired with official records to create a richer picture of New Zealanders' experiences throughout the war. By November 2018, 96,000 pieces of content had been added to the Online Cenotaph by the community. Many more families have used this resource to research and understand their own family histories.

Digitisation projects in museums, libraries and community archives across the country have made photographs, records and stories accessible and discoverable. Lottery Grants Board funding has assisted 16 such projects (14 in New Zealand and two in France and Belgium).

There are over 500 First World War memorials in New Zealand. For almost a century they have honoured those who served and fell, and acted as focal points for collective remembrance. Many required significant restoration in order to continue to fill that role. 33 restoration projects received funding from the Lottery Grants Board, which also funded the creation of 19 new First World War memorials. Another project focused on recognising those missing from the official rolls of honour. As the result of new research, six names were added in August 2014, including that of Private David Falconer, a Gallipoli veteran who took his own life in May 1919.



Rotorua's memorial to the 35 Te Arawa men who lost their lives in the First World War underwent major restorations during the centenary. Its stone statue, which had been damaged and removed in 1936, was replicated and reinstated. Its original wooden tekoteko and pou were also replicated and cast in bronze. The memorial was rededicated in February 2019.

**Members of the New Zealand Māori Arts and Crafts Institute foundry team making moulds of the pou.
Photo: Rotorua Museum Te Whare Taonga o Te Arawa**

CASE STUDY

Pukeahu National War Memorial Park

The opening of Pukeahu National War Memorial Park in Wellington in 2015 expanded a project begun in 1919.

In the months that followed the end of the First World War, New Zealanders grappled with how to acknowledge their catastrophic loss. The government committed itself to building a National War Memorial that would be visible from throughout the city, so that future governments would never forget the sacrifice that had been made. This opened in 1932. The Hall of Memories was added 32 years later, and in 2004 New Zealand's Unknown Warrior was returned from Europe and laid to rest on the site.

The creation of a park around the National War Memorial has provided open space for people to come together on ceremonial occasions and tranquil places for personal reflection. Memorials within the park acknowledge the history New Zealand shares with other countries, while the Ngā Tapuwāe o Te Kāhui Maunga gardens tell the story of mana whenūa.

The Queen Elizabeth II Education Centre opened at Pukeahu in 2016. This historic building houses an education programme which encourages young people to deepen their knowledge of New Zealand's experience of war, build connections with the past, and debate ideas around conflict, peace and security, commemoration and identity.



3.

WW100 FINAL SURVEY: KEY FINDINGS

Introduction

Independent research company Colmar Brunton carried out three nationwide surveys for the WW100 Programme Office over the centenary period. The first survey was conducted in 2012 and provided baseline information about New Zealanders' knowledge about, and attitudes to, the First World War and the centenary commemorations. The 2016 interim survey and the final 2018 survey have measured changes against this baseline. The 2018 survey also measured overall engagement levels and the impact of the centenary on New Zealanders.

Some key findings from this research programme are presented here. The full reports of all three surveys are available at ww100.govt.nz/final-report

Survey Methodology

The 2018 survey used an approach consistent with the two previous surveys.

An online survey of 4,010 New Zealanders aged 15+ years was completed. Respondents were sampled from Colmar Brunton's online panel of over 100,000 New Zealanders, and panel partners. Quotas were used, and the data was post-weighted to ensure the sample was representative of the New Zealand population aged 15+ with regards to age, gender, region and ethnicity. The main limitation of the online survey methodology is that it excludes people who do not have access to the internet.

The fieldwork for the final survey took place from 21 November to 12 December 2018. The response rate was 31 percent and the survey has a margin of error of plus or minus 1.5 percent.

Chart Notes

Percentages in the charts may not always add to 100 percent. This is because the question allowed multiple responses, not all the response options are charted, 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.

FOLLOWING PAGE: Le Moana dance company's 1918 explored the devastating effects of the influenza pandemic in Sāmoa, which would eventually claim the lives of 22% of the population. Written and directed by Tupe Lualua, 1918 was inspired by the memories of her grandmother Avea'i Fui and the research of Dr John McLane. It toured in New Zealand and internationally and was performed in the Hall of Memories at Pukeahu National War Memorial Park in Wellington on 7 November 2018, 100 years on from the day influenza reached Sāmoa aboard the New Zealand ship *Talune*. Photo: Elias Rodriguez



Most New Zealanders Took Part

There was widespread engagement with the commemorations across the country and among key demographic groups. 93 percent of New Zealanders have engaged in at least one First World War-related activity or event since 2014. These have included commemorative ceremonies, film and television screenings, talks, exhibitions, creative or cultural performances, and research into family involvement in the First World War*. Māori (94 percent), 15-24 year olds (94 percent) and Pacific Peoples (89 percent) are just as likely to have been engaged as all New Zealanders. Rural and urban residents are equally likely to have engaged in some way.

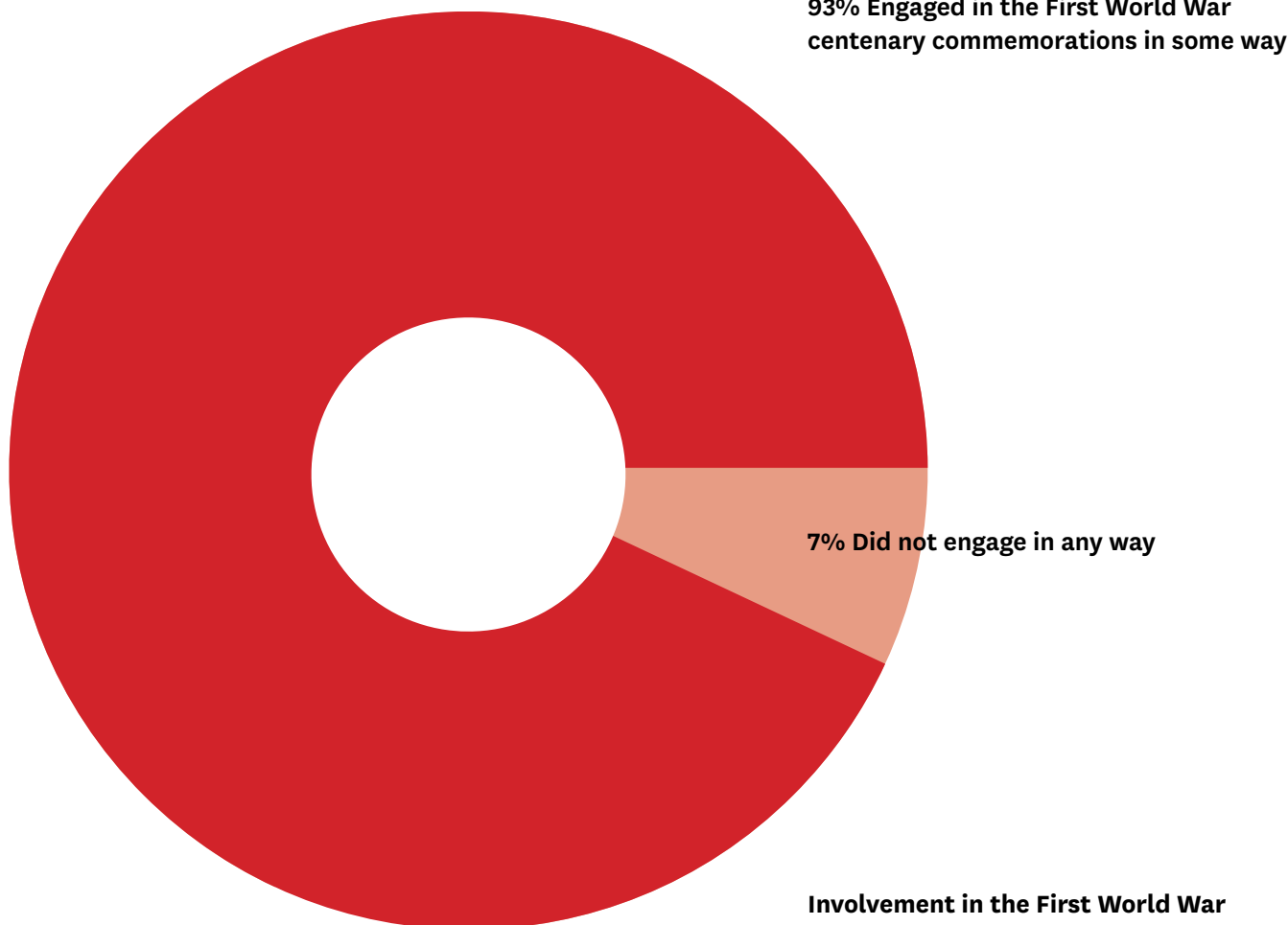
‘My school holds a ... Anzac Day service in which we commemorate old boys of the school who have died in war ... It made me wonder what it would have been like to sit in school assembly with the rector having to read out the names of my friends who have died in war.’

Findings suggest that those who didn’t engage with the commemorations were likely to have weaker personal connections to New Zealand and the First World War than those who did. They were more likely to have been born outside New Zealand, have less than a basic understanding of New Zealand’s involvement in the First World War, and have no family members who served during the First World War.

‘I’d probably feel differently if my immediate family ancestors had fought in the war but none of my grandparents fought in either world war. I hate war and the senseless destruction of life and property.’

*See the full WW100 Final Survey for further detail about all the types of activities and events which counted toward the overall engagement measure.

Engagement in the First World War Commemorations



Involvement in the First World War Commemorations by Subgroup

All	93%
Māori	94%
Pacific Peoples	89%
Young people (15-24)	94%
Rural	94%
Urban	93%



A Thames-Coromandel District Council-led centenary project saw the creation of eight forest groves on the Coromandel Peninsula as living memorials to the New Zealand soldiers who were killed in the First World War. They included this one in Cathedral Cove which was planted with 2,300 trees with the help of community volunteers in 2016. Photo: TCDC

New Zealanders Engaged in a Range of Activities

New Zealanders engaged in many different activities and events throughout the centenary. This reflects the wide range of commemorative activities organised across the country.

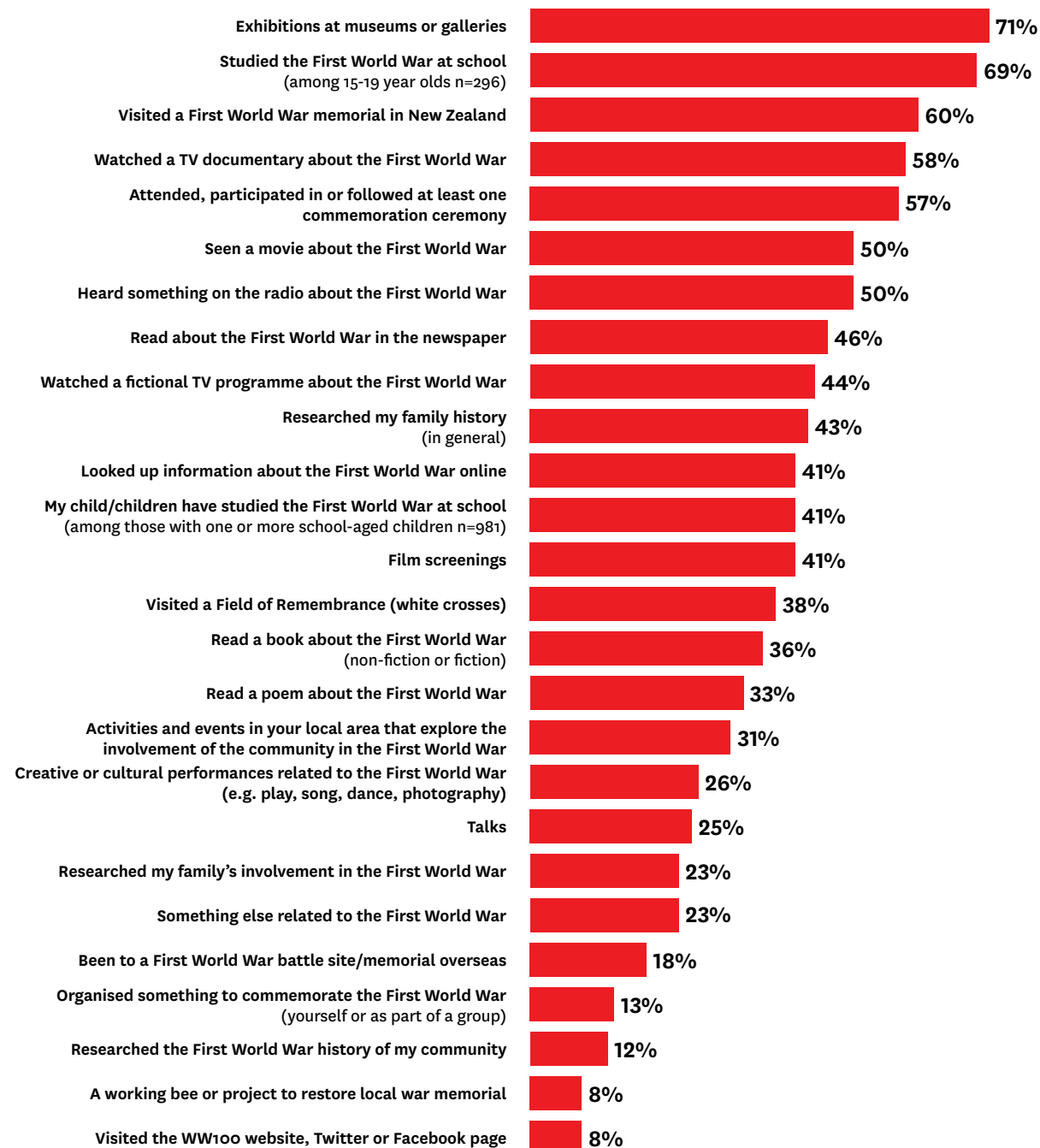
Amongst the most common activities were visiting an exhibition at a museum or gallery (71 percent did this), and visiting a First World War memorial in New Zealand (60 percent). This was followed closely by watching a TV documentary about the First World War; 58 percent of New Zealanders said they did this during the centenary period. Amongst young people aged 15-19, 69 percent said they had studied the First World War at school.

57 percent of New Zealanders have experienced at least one commemoration ceremony since 2014, either attending in person or following a broadcast or livestream of the event. Attending an Anzac Day ceremony in person was the most common experience.

Māori are relatively more likely to have experienced a commemoration ceremony, while Pacific Peoples and those aged 15-24 are less likely.

‘Dawn service at the Auckland Memorial is one of the most powerful moments of the year. I emigrated from South Africa five years ago and I have attended every single one. Brought my family too and now it’s a tradition.’

First World War-Related Commemoration Activities Attended, Participated in or Followed since 2014 (to 2018)





Puke Ariki's exhibition *Bring it Home: Taranaki and WW1* explored the catastrophic impacts of this global conflict through the stories of local people. Stories like that of Mary Hamblin, who lost four sons on the Western Front, and her husband and youngest son to the influenza epidemic of 1918. Photo: Puke Ariki

Motivations

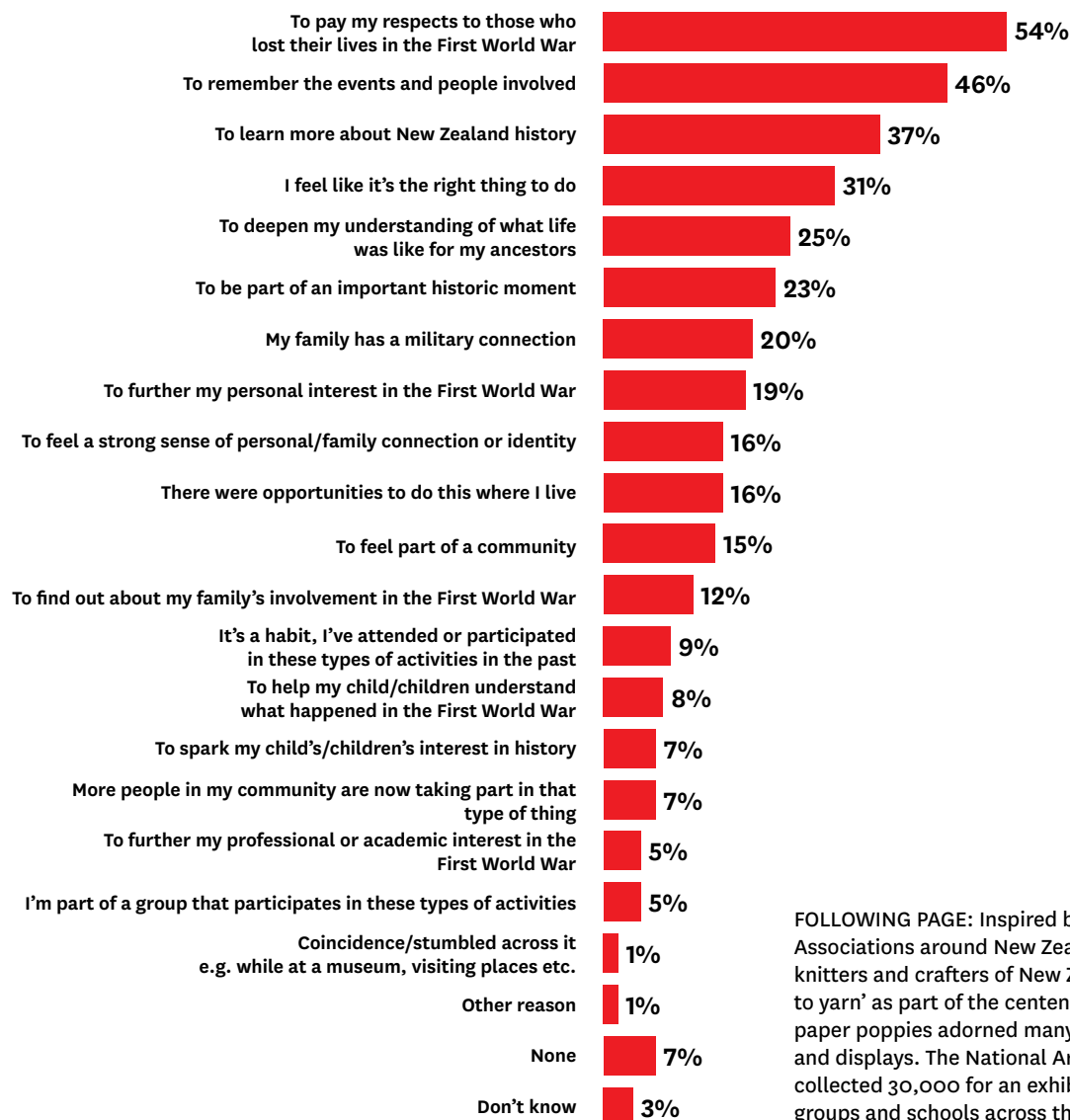
New Zealanders who watched, followed, attended or participated in First World War-related activities and events during the centenary period wanted to honour those who lost their lives in the First World War (54 percent) and to remember the events and people involved (46 percent). Other common reasons included a desire to learn more about New Zealand history (37 percent) and because they felt it was the right thing to do (31 percent).

‘I took my grandchildren to the display in Waihi at the gold mine ... and talked to them about what the war was and what it meant for those people who went and their families, so they know how important it is that this is never forgotten.’

‘For me it is the personal loss to our family. I honour my uncle who never had a chance to live his life, my uncles who were unable to live the life they had wanted.’

The main reasons for **not** engaging included lack of previous experience with attending or participating in that type of thing (26 percent), lack of personal or family connection to the First World War (21 percent) and lack of interest in the First World War (15 percent). Just 3 percent said there were no opportunities to engage in the commemorations in their area.

Reasons for Watching, Attending, Participating in First World War Centenary Commemoration Activities or Events



FOLLOWING PAGE: Inspired by the efforts of Patriotic Associations around New Zealand 100 years ago, the knitters and crafters of New Zealand answered the ‘call to yarn’ as part of the centenary. Woollen, fabric and paper poppies adorned many centenary commemorations and displays. The National Army Museum in Waiōuru collected 30,000 for an exhibition, and in 2018, community groups and schools across the Waikato joined forces to knit 6,000 poppies as part of the region’s Anzac Day commemorations.

Venessa Rice and Anne Ramsay from Ngāruawāhia Community House and Lianne van den Bemd from Waikato District Council do their bit for the region’s Anzac commemorations. Photo: Kelly Hodel/ Stuff



New Zealanders Know More About the First World War

New Zealanders' knowledge of the First World War has increased over the commemorative period. 83 percent of New Zealanders say they have **at least** a basic understanding of New Zealand's involvement in the First World War, up from 79 percent in 2012. Knowledge has also deepened. 39 percent of New Zealanders now say they have **more than** a basic understanding of New Zealand's involvement in the First World War; this is significantly higher than 2012 (31 percent).

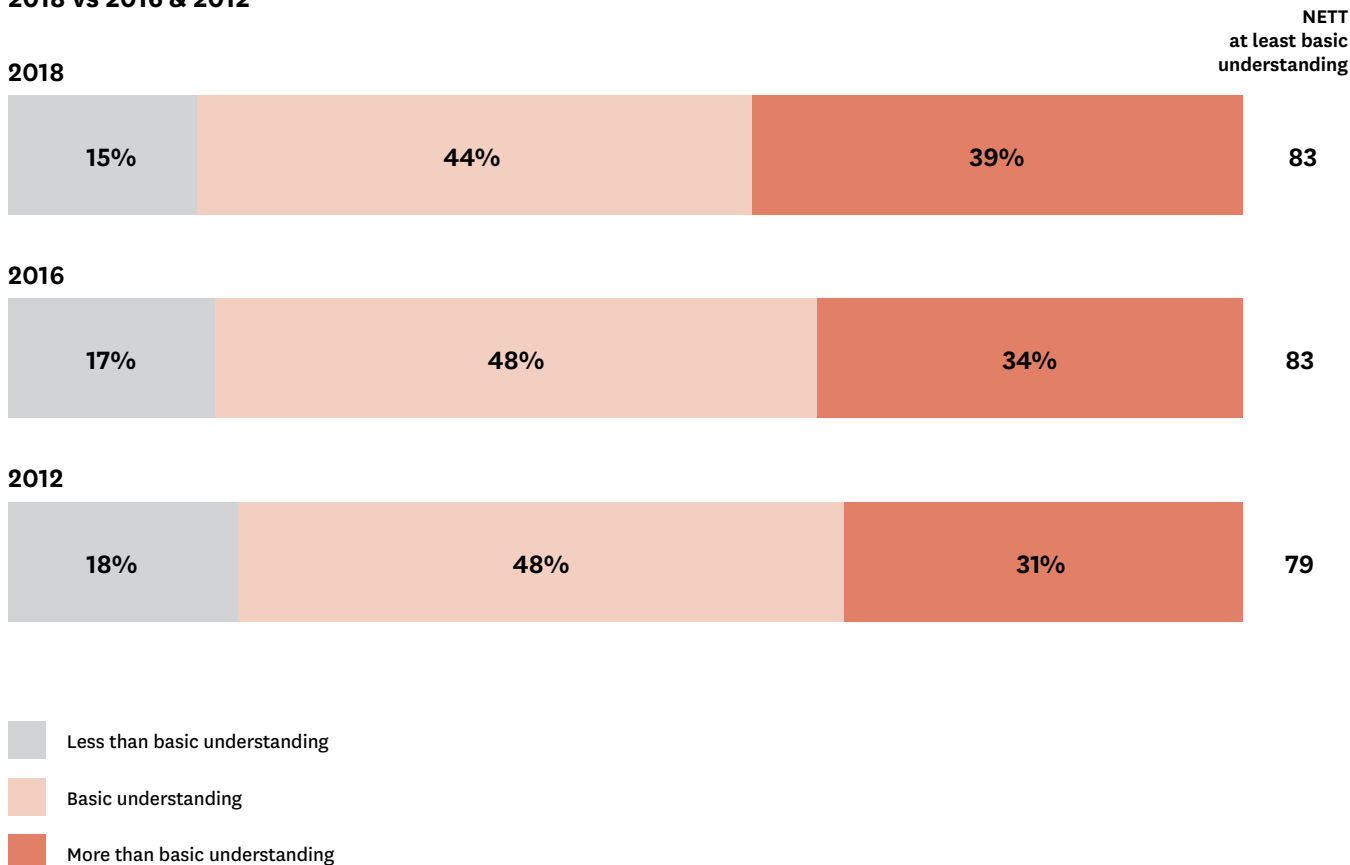
'The events and exhibitions have greatly increased my knowledge of WWI. The scale of the sacrifice made by NZ and the futile nature of some of the battles fought.'

The survey also explored people's awareness of New Zealanders' wider war experiences. Responses to an open-ended question show that over half of all New Zealanders know that New Zealand became involved in the First World War due to our allegiance to the British Empire. 87 percent of New Zealanders are aware of at least one way the First World War impacted on those who remained in New Zealand; this is significantly higher than in 2016 (81 percent). More women joining the workforce is the most well-known impact on those who remained in New Zealand (66 percent). 84 percent of New Zealanders are aware of at least one of the ways Māori and Pacific Peoples were involved in the First World War, with the Maori (Pioneer) Battalion being the most common.

However, the misconception that more New Zealanders were killed at Gallipoli than on the Western Front remains. Only 26 percent of people correctly identified that more New Zealanders were killed on the Western Front than at Gallipoli, but the proportion had risen from 17 percent in 2012.

Self-Reported Knowledge about New Zealand's Involvement in the First World War

2018 vs 2016 & 2012



FOLLOWING PAGE: *Luck of the Draw* invited eight young artists to produce work in response to film footage of the first of the conscription ballots which would ultimately force almost 20,000 New Zealanders to fight in the First World War. The artists offered their views through dance, illustration, animation, song, film and playwriting.

Etanah Lalau's *Glitch'n Ball-ot* (pictured) explored the emotional journey of those affected by conscription, including those who opposed it. Commissioned by WW100 Programme Office



New Zealanders Believe the First World War is Relevant to New Zealand's National Identity

82 percent of New Zealanders believe the First World War has been relevant in shaping our identity to some extent, an increase of 5 percentage points from 2012. The perceived relevance has also strengthened over time, with more New Zealanders rating the First World War's relevance to our national identity as five out of five (36 percent in 2018 versus 26 percent in 2012).

In the 2018 survey, those who rated the First World War's relevance to New Zealand's national identity as four or five out of five were asked an open-ended question about why they felt this. While 27 percent of responses reflected the idea that the First World War helped shape who we are as people and how we think about ourselves, an almost equal proportion (26 percent) didn't know why they believed the First World War was relevant in developing our national identity.

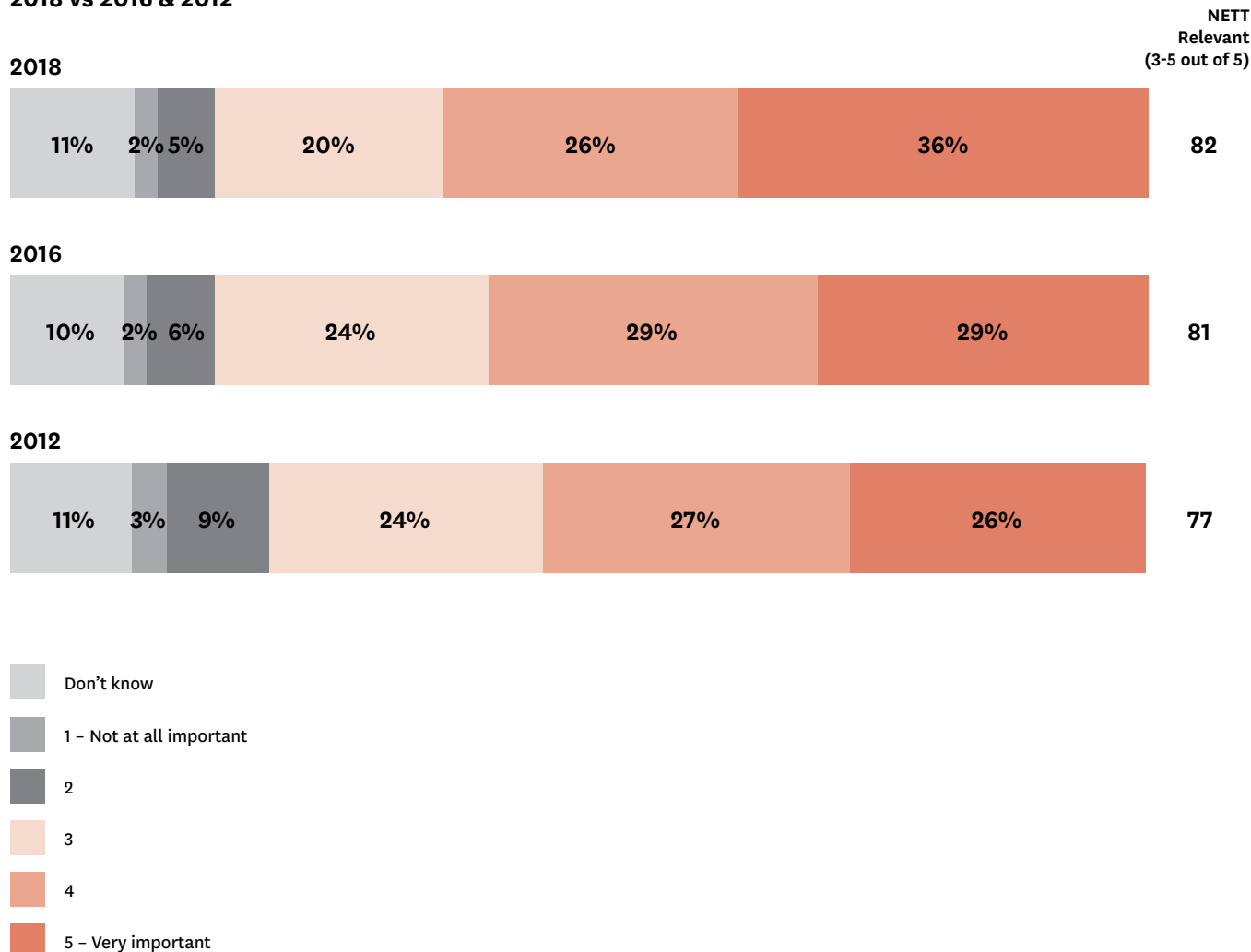
'It showed that all NZers no matter what colour or creed can work together to overcome a national threat. It also showed the world the grit, determination and resilience that the NZ men and women had.'

'It helped forge a significant bond between Australia and New Zealand which has lasted strongly until this day. NZ's reputation overseas has been impacted by stories of the armed forces efforts and sacrifices that they made.'

'I think it was important to see that both Pākehā and Māori participated—and how significant for Māori to participate especially when it was for the Crown, who had dispossessed so many of their land. I think it made NZ "count" in the eyes of the world.'

Perceived Relevance of First World War in Developing New Zealand's National Identity

2018 vs 2016 & 2012



FOLLOWING PAGE: In their November 2014 match against England at Twickenham, the All Blacks wore the WW100 symbol on their jerseys in remembrance of the 13 former All Blacks who died in the First World War. Many other sporting organisations—along with the organisers of hundreds of other centenary projects—used the WW100 symbol as a way of connecting New Zealand's diverse commemorative activities. Photo: Phil Walter/Getty Images



New Zealanders Feel it's Important that We Commemorate the First World War

Most New Zealanders feel it was important for our country to commemorate the centenary of the First World War. 89 percent of New Zealanders place some level of importance on commemorating the centenary, consistent with the proportion in 2012 (88 percent). Perceived importance has strengthened over time, with more New Zealanders believing it is very important to commemorate the centenary (56 percent, versus 48 percent in 2012).

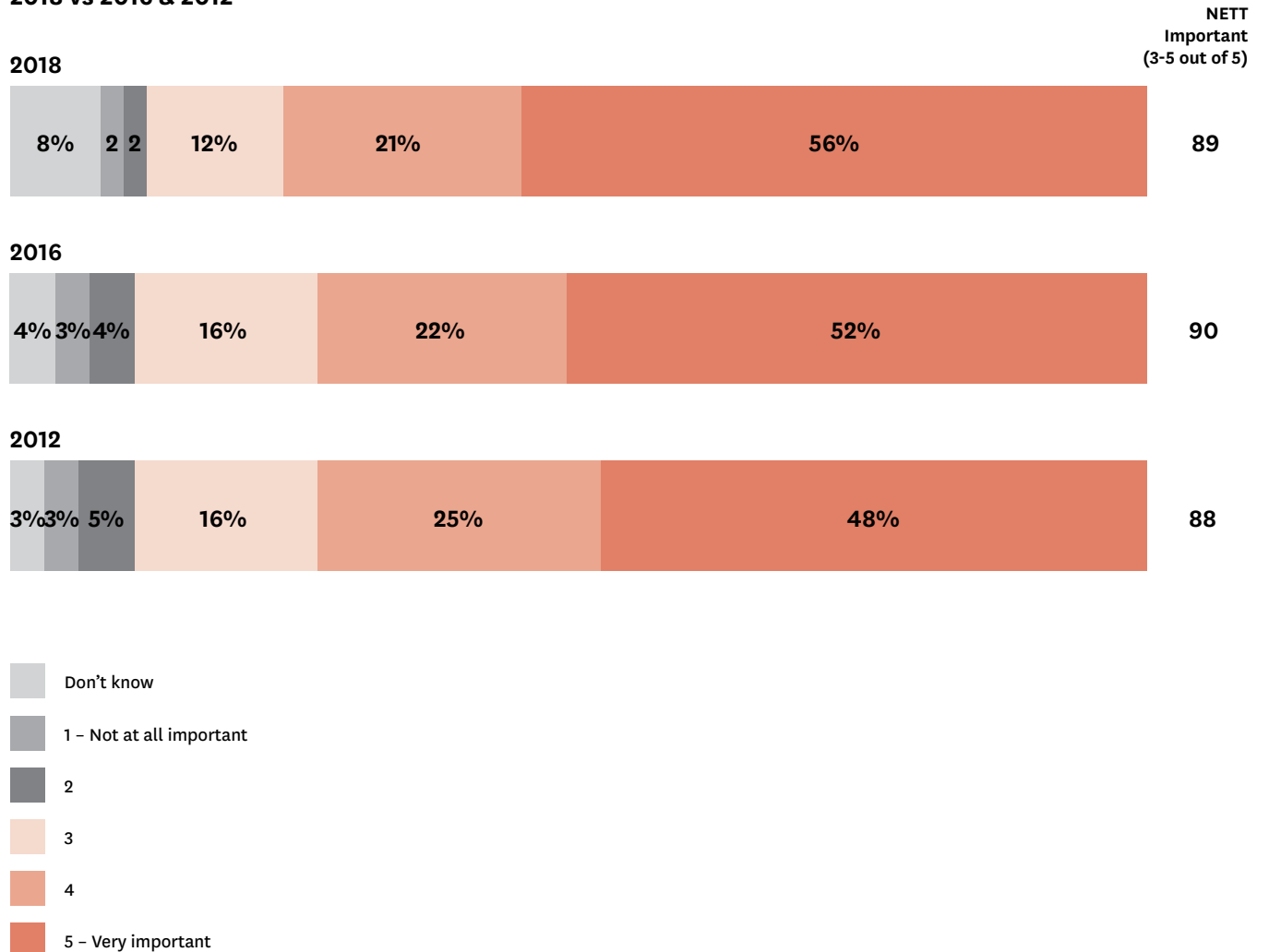
'It is vital that, in [the] wake of such a globally transformative and impactful, tragic event, we remember. We take the time to reflect on the losses suffered, and the lessons learned to allow us to avoid it happening again. Even 100 years later, it is still important that we do not forget.'

Just 3 percent of 2016 respondents rated commemorating the centenary of the First World War as 'not at all important', and only 2 percent did so in 2018. Their reasons include that it was a waste of time and money, that war should not be glorified, and that more focus should be given to contemporary issues.

'I don't have a huge amount of knowledge around the war. I think it is important to look to the future rather than dwell too much on the past.'

Perceived Importance of Commemorating the Centenary of the First World War

2018 vs 2016 & 2012





Auckland War Memorial Museum played a significant role in the Auckland region's centenary commemorations through its extensive public programme of events, educational activities, several temporary and permanent exhibitions and series of *Illuminate* light and sound shows.

In November 2018, the Fields of Remembrance Trust arranged 18,277 white crosses in the Auckland Domain beside the museum—each cross named for a New Zealander who died in the First World War. Photo: Auckland War Memorial Museum

Impact of the Centenary Commemorations for New Zealanders

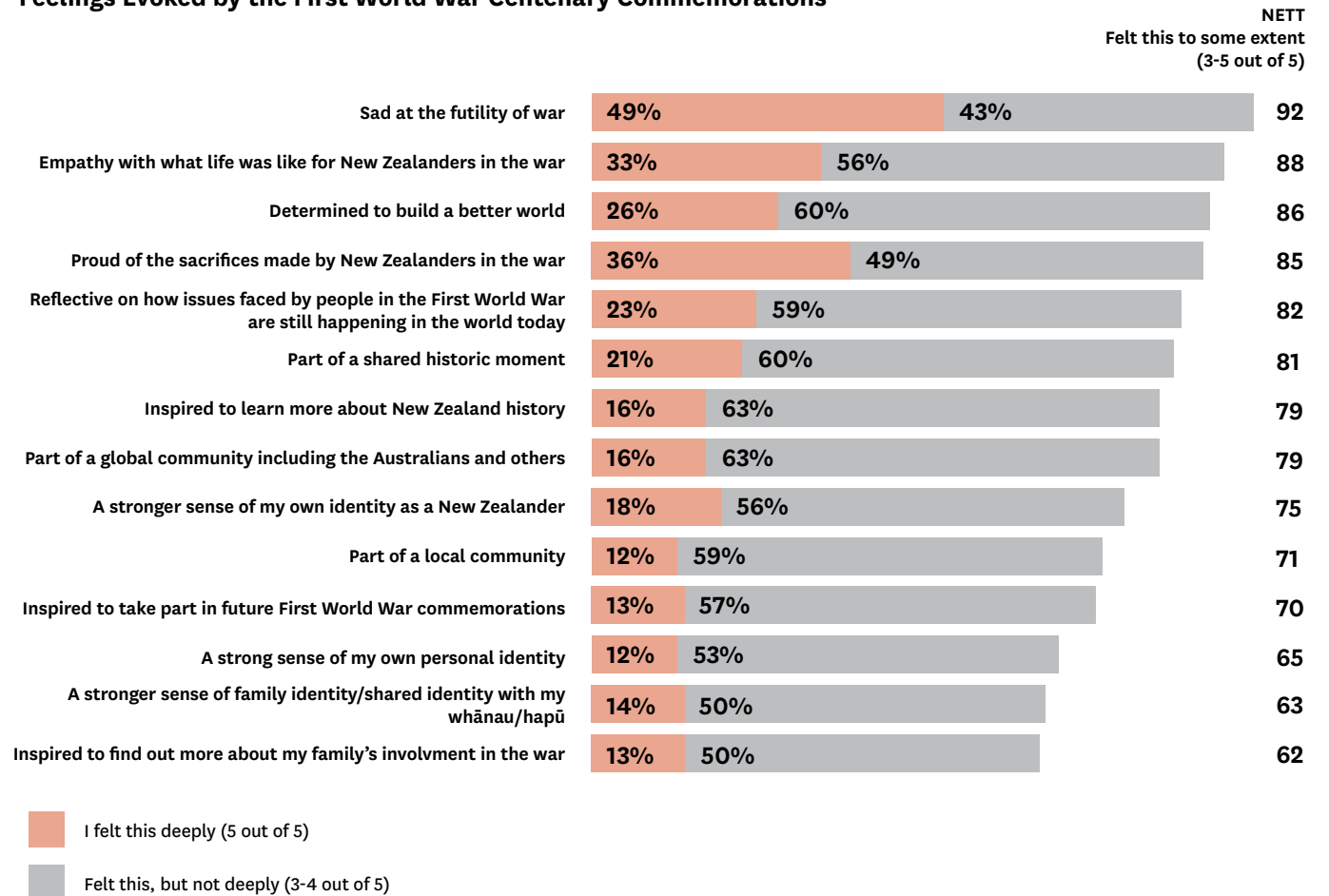
The centenary commemorations evoked a wide range of feelings for those who engaged with them, including sadness at the futility of war, empathy with what life was like for New Zealanders during the war, and determination to build a better world. People also felt pride, had a stronger sense of their identity and felt part of a local or global community.

‘It’s easy to gloss over the different world that people lived in at the start of the 20th century, but the centenary commemorations brought home the challenges faced by our society during wartime.’

‘I don’t think it’s possible to attend these events and not think about the past. To imagine what it was like for those in battle and those at home, waiting. It also made me think about conflicts happening today, and those which may happen in the future and what that could mean for the world.’

71 percent of those who engaged in the commemorations agreed that it reinforced for them the importance of New Zealand’s commitment to peace, and 54 percent were left with some kind of lasting impression, such as the suffering and sacrifice of those who experienced the First World War.

Feelings Evoked by the First World War Centenary Commemorations



FOLLOWING PAGE: On 11 November 2018, a digital beacon filled Pukeahu National War Memorial Park in Wellington with messages of peace from New Zealanders across Aotearoa and around the world. The Armistice Beacon allowed everyone to participate in the Armistice Centenary National Ceremony via the WW100 website, encouraging people to contribute their thoughts on what peace meant to them, what they were hopeful for, or to offer a note of remembrance.

Commissioned by WW100 Programme Office.
Photo: Mark Tantrum

Thank you for making the world
peaceful for us



WHAT NEW ZEALANDERS SAID

Quotes from the WW100 Final Survey

‘The Anzac Day Dawn Service ceremony in 2016 at Pukeahu was extremely moving. It wasn’t so much the ceremony, it was the coming together of a community of people to commemorate the fallen.’

‘Attending an Armistice Day parade in the small town of Porangahau was very moving as we saw the large number of names, many with the same surname, from this tiny community who died for a very distant war.’

‘They made me delve a little deeper into family connections. It also made me think about how refugees who are displaced by wars often go on to make amazing contributions to their new countries.’

‘I was a part of the Rimutaka reenactment crossing. It really opened my eyes to what our men went through before they even got to war.’

‘It was interesting to share views and opinions with others in our community.’

‘New Zealand’s identity is not based on one particular thing, it is based on a huge number of things, including participation in wars, but also many many other things like sport, culture, behaviour, politics.’

‘Anzac 2015 was a very special time and connected me more deeply with my family and its history. The Memorial Field was very thought provoking and moving and reinforces our belief that a war on this scale should never happen again. We must always strive for peace. Always.’

‘Attending an Anzac Day memorial service was very moving and gave me a new appreciation of the sacrifices everyone living in those times made, both at war and at home.’

‘I feel so sad that humanity has not learnt from the horrors of war because wars, fighting, death, destruction and the senseless loss of life still exists.’

‘The field of crosses at Auckland Museum was very moving and poignant. We have collected my great uncle’s cross from the Memorial Field. As he has no known grave at Gallipoli, it feels now as if we have a little piece of him home with us.’

‘Passing War Memorials is now more poignant.’

‘I think that glorification of the fighting ignores the stupidity of the whole process of war, and the need to learn other lessons of love and peace.’

‘New Zealand has come a long way and has managed to evolve into a country that reflects on its history.’

‘It has made me realise how fast time passes and how quickly people forget or society reverts to ignorance if awareness and education isn’t an ongoing process.’

‘I have participated in Anzac day parades over the last 75 years and I feel that I learn something new each time.’

‘We also attended another celebration at a farm in North Canterbury where we remembered the local farmhands who went to war.’

‘Made me realise just how important WW1 was. It really changed everything. I don’t know how we came back from it.’

‘The loss of so many men had an enduring impact on our society, especially in the aftermath. It also created lasting bonds with other nations and embedded us into their histories as well.’

‘With my class, we researched some of the people whose crosses we had been given. We set the crosses up on our school lawn and held a very moving Anzac ceremony.’

‘As I see the increased involvement by younger families at these ceremonies, I realise the importance of keeping our history alive through such events and that this generation understand the sacrifices made for them and their future.’

‘I think the so-called commemoration of the World Wars has been over-done & nothing to be celebrated. War is abhorrent.’

“‘We will remember them” a pledge we, as a country, have made through the years and now 100 years on we still remember them as an important part of our history.’

‘To have families split up so that soldiers go overseas and women/the unable stayed at home to work must have been very heart breaking and difficult. It makes me think of what that would look like today when society is so used to being mostly at peace and focusing on ourselves.’

‘100 years—opportunity for today’s generation to learn and acknowledge family involvement.’

‘The Great War exhibition made a lasting impression due to the use of photos being turned into colour, making it seem like the events only happened yesterday.’

‘Each year [I] have helped make posies of flowers to place on all the Anzac grave sites in Northland for Anzac Day. Enjoyed the company of others also helping.’

‘It is important to mourn not celebrate or glorify war.’

‘I can’t help but be utterly appalled at the horrors our men faced, the hardship, starvation, injuries, the deprivation, the death, the sorrow. Unimaginable terror which I hope no-one ever faces again.’

‘A theatre project I was involved in about the war and the flu pandemic left a lasting impression. I learned and was moved by much.’

The WW100 Programme Office, on behalf of the New Zealand government, would like to acknowledge all the New Zealanders who have been part of the First World War Centenary Programme.

WW100 PARTNER AGENCIES



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FRONT COVER: A visitor lays a poppy on the Tomb of the Unknown Warrior following the Anzac Day 2015 Dawn Service at Pukeahu National War Memorial Park. Photo: NZDF

BACK COVER: A member of the New Zealand Defence Force contingent at the Anzac Day 2016 service at the Commonwealth War Graves Commission cemetery, Caterpillar Valley, Longueval, France. Photo: NZDF

THEIR NAME LIVETH
FOR EVERMORE

