

Mercury 250th Anniversary Trust

TO Economic Development Committee
FROM Paul Kelly - Chairperson – Mercury 250 Anniversary Trust
DATE 5 May 2015
SUBJECT Mercury 250th Anniversary Trust

1 Purpose of Report

The purpose of this report is to inform the Economic Development Committee (EDC) of the planning being undertaken by the Mercury 250th Anniversary Trust to commemorate Captain Cook's 250th anniversary of arriving in the Mercury Bay.

This report also presents information in relation to national planning that is currently being undertaken by key national and regional agencies to also commemorate this anniversary.

2 Background

During the 2 November to 17 November 2019 it will be the 250th commemoration of Captain Cook's landing in the Mercury Bay. The Mercury 250th Anniversary Trust was established in August 2014 to recognise and commemorate this significant event.

Mercury 250th Anniversary Trust Vision:

"Recognising the Mercury Bay- Te Whanganui a Hei as the meeting place of the nation"

Trust Purpose:

The Mercury 250th Anniversary Trust was established to:

Develop events and design monuments that will be delivered and unveiled in November 2019 to commemorate the historic 250th anniversary of Captain Cook's arrival to the Mercury Bay, New Zealand.

Mercury 250th Anniversary Trust Structure

The Mercury 250th Anniversary Trust includes the following Trustees:

- Paul Kelly (Chairman)
- Joe Davis (Ngati Hei)
- Richard Gates
- John Wright
- Sir Michael Fay (Patron)

Core Themes

The Trust has identified three key themes that will be integrated into projects and events that will be developed as part of the commemorations in recognition of Cook's on-going legacy in the Mercury Bay. The themes are particularly relevant and enduring for the Mercury Bay area, and also have the ability to link in with the wider Coromandel Peninsula area and national themes.

- Navigation and Exploration – Crossing Place (Kupe to Cook)
- Discoveries of Science – Transit of Mercury
- Meeting Places – Sharing of Cultures

Initial Event and Project Concepts

The three key areas that are being developed with some initial draft concepts for events and

projects are as follows:

1. Monuments and Structures
 - Town centre upgrade
 - Ferry Landing Restoration
 - Soldiers Memorial Park
 - Endeavour
2. Events
 - Official ceremony
 - Super Yacht Race
 - Community events
 - Home coming week
 - Te Papa Cook Exhibition
3. Projects
 - Wharekaho
 - Whitby connection
 - Cook descendants
 - Mercury Island
 - TV Documentary
 - Education Projects
 - Cook Societies

Planning Timeframes

The Mercury 250th Anniversary Trust has established the following timeframes in working towards Captain Cook commemorations and celebrations in 2019:

Establish Trust and Structure	2014/15
Programme Design	2016/17
Detailed Programme Design	2018/19
Delivery	November 2 nd -17 th 2019
Ongoing	Enduring outcomes and activities

3 Issue

The potential to develop a range of events and ongoing legacies based around the Cook 250 celebrations will have a positive significant economic impact in the Thames Coromandel District region. As one of the four landing sites for Cook in New Zealand the Mercury Bay will be of high interest to national and international audiences.

From the Mercury 250th Anniversary Trust's perspective it is important that both regional (within the Coromandel Peninsula) and national coordination is undertaken in 2015 to ensure that planning for commemorations are undertaken in a collaborative and cohesive way.

Different agencies and groups are currently preparing a range of different celebrations across New Zealand. At a national level the Ministry of Culture and Heritage are seeking to work with a National Coordinating group to facilitate funding and support to key groups wishing to celebrate Cook's arrival. It is therefore particularly critical that a National Coordinating Group is formed in 2015 to ensure this collective representative group can work with government in the planning and execution of Cook commemoration events and associated legacies.

It is significant that the Mercury Bay was one of the four landing sites for Cook on his visit to

New Zealand. The Mercury 250th Anniversary Trust advocate that the Trust take the lead for commemoration planning in the Mercury Bay, and be a key member on the National Coordinating Group which will liaise directly with Government.

In order to further develop the coordination required within the Coromandel Peninsula and at a national level the Mercury 250th Anniversary Trust requires the continued in kind and financial support of the Economic Development Committee and the Thames Coromandel District Council.

4 Discussion

National Planning Hui Hosted by Te Ha Trust

On the 19 March a national hui was hosted and facilitated by the Te Ha Trust based in Gisborne. The purpose of the meeting was to discuss planning that is currently being undertaken in different regions, to establish any common ground for commemorations, and to identify any requirements for national coordination. Representatives from the Mercury 250th Anniversary Trust were invited to attend and to provide a key presentation about the Trust to the group.

The key national strategic themes that were agreed and motions that were passed at the national hui are as follows:

Agreed National Strategic Themes

- Te Hā (sharing of breath and winds that brought voyagers to NZ)
- Voyages/journeys of discovery over time (navigation, science, botany, matauranga)
- First meetings (on land and at sea)
- History, education & knowledge – sharing of stories, leading to understanding
- Reconciliation/Healing (voyages of recovery, wairua)
- Commemoration/Celebration
- Legacies (protect and conserve legacies of the past to inform the new)
- Dual Heritage – Shared Future (Te Katoa)

Motions Passed at the National Hui – Mahi Tahī

- To work together – locally, nationally and with central government
- To initiate a forum to maintain dialogue between various local interests and the Government, recognising:
 - The primary role of Endeavour landfall sites' committees and key groups
 - That some matters are best considered at a national level, others at a regional level depending on the legacy and event.

Proposed National Coordinating Group for Captain Cook Commemorations 2019

A cohesive community-led approach with support from central government and involvement from key regions will ensure that the commemorations and legacies have strong support from flax/grass-roots up, and are co-ordinated at a national level.

The proposal for the key responsibilities and representation the National Coordinating Group as discussed at the National Planning Hui is as below:

Proposed Responsibilities National Coordinating Group

The primary role of the Group would be to co-ordinate and support the delivery of a coherent and cohesive national plan for commemorations and celebrations for the 250th Anniversary of the first meetings between Māori and Europeans and for the associated national legacies. Key responsibilities would include:

- Confirmation of national values and branding to guide planning for:

- The national event in Tairāwhiti (Gisborne) and associated international relationships
- Flow-on regional events
- The generation of legacies for future generations.
- Establishment of a national budget and financial plan
- Development of a national communications strategy, including definition and communication of key messages.
- Finalising the National Plan
 - Providing overview and co-ordination of national schedule of events
 - Providing overview and co-ordination of national legacies
- Taking the lead on engaging with key stakeholders integral to the National Plan
- Identification and invitation of appropriate dignitaries
- Management of government-to-government relationships

Proposed Representation National Coordinating Group

It is anticipated that there will be representation from all the regional coordinating groups for the Endeavour landfall sites, and also from the relevant government agencies. The Endeavour 'landfall sites' regional coordinating groups are:

- Mercury Bay (Mercury 250th Anniversary Trust)
- Bay of Islands (Trust in the process of formation)
- Queen Charlotte Sound (Marlborough District Council, iwi and community groups are in the process of deciding how to coordinate regional planning)
- Tairāwhiti (Te Hā 1769 Sestercentennial Trust).

The government agencies that are proposed to be part of the National Coordinating Group are:

- Ministry for Culture and Heritage
- Ministry of Education
- Department of Conservation
- Te Puni Kokiri

Other key working relationships with other national organisations would also include:

- *Heritage New Zealand*
- *Creative New Zealand*
- *Toi Māori*
- *Museum of New Zealand Te Papa Tongarewa*
- *Botanical gardens and societies across New Zealand*

It is anticipated that these organisations will work closely with the National Coordinating Group on relevant work streams or project groups.

5 Suggested Resolution(s)

That the Economic Development Committee:

1. Receives the report.
2. Is supportive of the initiatives being undertaken by the Mercury 250th Anniversary Trust.
3. Recommends to provide in kind and financial support to the Mercury 250 Anniversary Trust.

References-Tabled/Agenda Attachments

Attachment A *Power Point Presentation – Mercury 250 Anniversary Trust (to be distributed separately to include the most recent updates)*

Attachment B *Te Ha National Plan Outcomes – From National Planning Forum March 19th 2015*

Attachment B - Te Ha National Plan Paper for National Forum Participan...