

# THE FILM ARCHIVE

Ngā Kaitiaki O Ngā Taonga Whitiāhua The New Zealand Film Archive

ON DISK

*A MOVING IMAGE RESOURCE FOR  
NEW ZEALAND CLASSROOMS*

NEW ZEALAND IDENTITY  
PART ONE

# NEW ZEALAND IDENTITY: PART ONE

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# PLACE AND ENVIRONMENT

## **THE BEACH (1912)**

### **Scenes at the East End Picnic, New Plymouth (extracts)**

Empire Theatre 1912. Duration: 0.45

Family fun activities at a seaside picnic: includes children in togs paddling, a lolly scramble and greasy pole contests. Early evidence of the beach, the water, the sun as part of New Zealand's identity, a close-to-nature, feet on the earth, healthy self image. Note, however, the absence of female swimmers in 1912, or ankles for that matter!

## **THE SCENIC WONDERLAND (1910)**

### **Coasts of New Zealand (extract)**

Pathé Frères 1910. Duration: 3.43

Tourists on a ferry in the South Island, and traveling the West Coast by horse-drawn carriage. The idea of a scenic wonderland; Bush, Mountains, Rivers and Lakes, has been deeply ingrained on New Zealander's self-image. A high percentage of early films were travelogues advertising Beautiful New Zealand to the world.

## **NATURE IS GROOVY (1973)**

### **TV Commercial: Tourist & Publicity Department**

Colenso 1973. Duration: 1.04

Craig Scott walks along beach with a large number of young people in glorious 70s style. "... We're in God's own country, we gotta take the tiiiime..."

## **THE BACKYARD PARADISE (1947)**

### **Weekly Review 329 (extract)**

National Film Unit 1947. Duration: 4.17

CHILDREN AT HOME ... KEEPING THE PEACE: A number of troublesome antics children get up to during the holidays and the various activities they can do to keep themselves occupied and out of mischief. NZ kids in the NZ backyard, complete with mud pies, homemade rifles and ways to recycle Rinso boxes... The backyard of the Quarter Acre Paradise will always be with us!

## **THE LAND MARCH (1975)**

### **Te Matakite O Aotearoa / The Maori Land March (extracts)**

Seehear Ltd 1975. Duration: 3.11

The Maori Land March began on Sunday 13 September 1975 from Kapo Wairua (Spirits Bay in the far north) and from Te Hapua Marae, New Zealand's northern most marae. It ended at Parliament Buildings in Wellington. The march protested the continuing alienation of land and explains the spiritual significance of land to the Maori. There is little doubt that Maori attitude to land has influenced New Zealand's communal sense of place as a whole.

## CULTURE AND IDENTITY

### TANGATA WHENUA

#### **OHINEMUTU 1906**

##### **Sights in New Zealand (extract)**

[1906] Duration: 3.22

A group of Maori men and elders at a hui at Tamatekapua Marae, Ohinemutu, Rotorua. A group of Maori women perform on marae. As late as the 1961 census, the New Zealand Maori and New Zealand British stock made up close to 99% of the total population. Multiculturalism is a very recent phenomenon.

#### **THE MAORI BATTALION**

##### **Fighting Fury: Maoris Ready to Reinforce Famous Battalion**

Fox Movietone 1943. Duration: 2.01

Reinforcements for the Maori Battalion training in New Zealand. The men on parade, at bayonet practice, marching and singing the "Maori Battalion" song. The song became the New Zealand army song regardless of race, such was the reputation of the Battalion as a fighting force. Used continuously in front line, often hand-to-hand situations the casualty rate for the Battalion during WWII was 6 out of 10 killed or wounded, nearly three times the overall New Zealand casualty rate.

#### **LANGUAGE 1983**

##### **Koha : Kohanga Reo Units (extract)**

TVNZ 1983. Duration: 3.57

Dr Pita Sharples, the overall supervisor at Hoani Waititi Marae, explains the concept of their Kohanga Reo. Mrs Aroha Sharples, Supervisor of Kohanga Reo, Hoani Waititi Marae, speaks of the whanau atmosphere.

## **THE BOX OFFICE 2002**

### **Whale Rider (trailer)**

South Pacific Productions/ Niki Caro 2002. Duration: 2.00

Hitting the Cultural Mainstream: Whereas ground-breaker films like Ngati may have been seen by many pakeha as 'Maori movies', the reaction to Whale Rider was one of a shared sense of identity.

## **BI-CULTURALISM**

### **1990 TREATY CELEBRATIONS: VERSION 1**

#### **TV Advertising 1990: Version 1**

[1990] Duration: 1.05

After 150 years the Paul Reeves version evokes our bicultural past and future.

### **1990 TREATY CELEBRATIONS: VERSION 2**

#### **TV Advertising 1990: Version 2**

[1990] Duration: 1.05

The Maori Queen, Te Arikinui Te Atairangikaahu seeing the treaty as an emblem of unity for our many cultured reality.

## **MANY CULTURES**

### **IMMIGRANT NATION**

#### **Kiwi Futures (extracts)**

TVNZ 1990. Duration: 5.36

Historian Jamie Belich tackles the Immigration theme with reference to his own Dalmatian family history and explores the human and social reasons for moving to New Zealand, before World War Two.

### **ADVERTISING 1970**

#### **Greggs Coffee Advertisement : Different Faces**

Pacific Films 1970. Duration: 0.57

The first multicultural advertisement on New Zealand television. Most previous advertisements feature beautiful Caucasians with wonderful white teeth!

## **URBAN PASIFIKA**

### **Urban Pasifika: One**

Joe Lonie 1999. Duration: 3.21

The music video for One by Urban Pasifika; New York and LA via South Auckland. Phil Fuemana of Urban Pasifika Records states the manifesto of the label – “The criticism has been that we’ve been pretty American, but we stopped apologising for that ... we’re not really islanders, we were born here, (New Zealand) in the city, we relate to the music here. The trick is to make the music sound like it is from here (so) someone from New York hears it (and thinks) ‘wow, that must be from the pacific islands’ but still have that contemporary Hip–Hop R&B feel.”

## **REFUGEES 2005**

### **TV3 News 08/04/05 (extract)**

TV3 Network 2005. Duration: 2.15

A happy moment for 76 Afghan refugees from the container ship The Tampa today become New Zealand citizens. Compare Australia’s treatment of the same and the electoral advantage procured by Howard.

## **BEING A NEW ZEALANDER 2006**

### **Campbell Live 06/02/2006 (extract)**

TV3 Network 2006. Duration: 8.09

A search for what it means to be a New Zealander in 2006. Is the conclusion that there is no conclusion? A good look at the diverse cultures, the growing demographic trends, the regional aspects to identity questions.....

# **SOCIETY – CONTINUITY AND CHANGE**

## **THE SMALL TOWN**

### **Their Town**

National Film Unit 1956. Duration: 9.08

Rural Town New Zealand (Ohakune) in 1956. Brilliant!

## **THE BIG SMOKE**

### **Pictorial Parade 154 (extract)**

National Film Unit 1964. Duration: 1.48

AUCKLAND HALF MILLION... Auckland celebrates its growing population which has now reached 50,000 and is expected to reach one million in the next 22 years. More houses are being built in the suburbs. The 'Half Million' celebrations include a parade with the 'Queen of Auckland', women on a blossom float, go-karts and a £1,000 fireworks display.

## **ADVERTISING**

### **Lemon & Paeroa - World Famous in New Zealand**

Saatchi & Saatchi 199- . Duration: 0.50

Paeroa: "It ain't famous for its fashion boutiques... but it is famous!"

### **Absolutely Positively Wellington Commercial**

Saatchi & Saatchi 1991. Duration: 1.05

Modern Wellington images are just a tad more up-market than the 50s / 60s versions! Apparently the capital's just the swingingest place nowadays.