

# Post Campaign Review

---

#Capital150

July 2015

**Absolutely Positively**  
**Wellington City Council**

Me Heke Ki Pōneke

# Marketing and communications strategy and overview

---

## Objectives

- Ensure high attendance at the events
- Celebrate our role as the Capital of NZ
- Increase pride in our city and in our role as the Capital
- National exposure via NZ media
- Build valuable visitor experiences based on our inherent strengths
- Enhance Wellington City Council's reputation as a council that provides vibrant events for the local community and on a national scale
- Promote Wellington's unique status as New Zealand's capital city
- Enhance Wellington's brand as the events and cultural capital of NZ

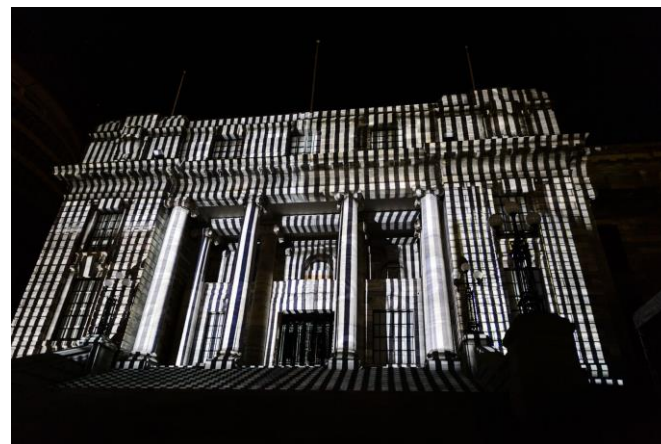
## KPI's

### Attendance at events

- Target 15,000 over two days for Open House
- Target 8,000 for Big Birthday Party

### Media coverage

### Social media engagement



# Activation - Creative

A distinctive #Capital150 brand, including illustrations of each building featured in Open House was developed in house by the WCC External Relations team – this was applied to all materials and shared with all participants.

The branding received overwhelmingly positive feedback, including an approach from Design Assembly to profile the project.

**Design Assembly NZ** @DsgnAssemblyNZ · Jul 23  
@WgtnCC Hi. Loving the illustrations for the #Capital150 campaign, who is the illustrator? ^LK

**Wgtn City Council** @WgtnCC · Jul 23  
@DsgnAssemblyNZ Hey, thanks for the feedback! They were done by one of our talented in-house Creative Services team members!

1:38 PM - 23 Jul 2015 · Details

Reply to @DsgnAssemblyNZ

**Design Assembly NZ** @DsgnAssemblyNZ · Jul 23  
@WgtnCC Nice one! I'd love to profile the project on DA? email louse@designassembly.org.nz :)

**noted goodwitch** @ColeyTangerina · Jul 22  
The illustrations of iconic Wellington buildings over on the @WgtnCC page are rather awesome!

**Adam** @aweiderman · Jul 25  
How good are the @WgtnCC #Capital150 images.

View photo

**Sue Tyler** i love all of these illustrations  
Like · Reply · 22 July at 14:55

**Wgtn City Council** retweeted

**Emma Jolliff** @emtvnews · Jul 24  
Great little pocket guide for Wgtn's 150th birthday @WgtnCC So much choice, so little time!  
[wellington.govt.nz/~media/events...](http://wellington.govt.nz/~media/events...)

# Activation

## Print

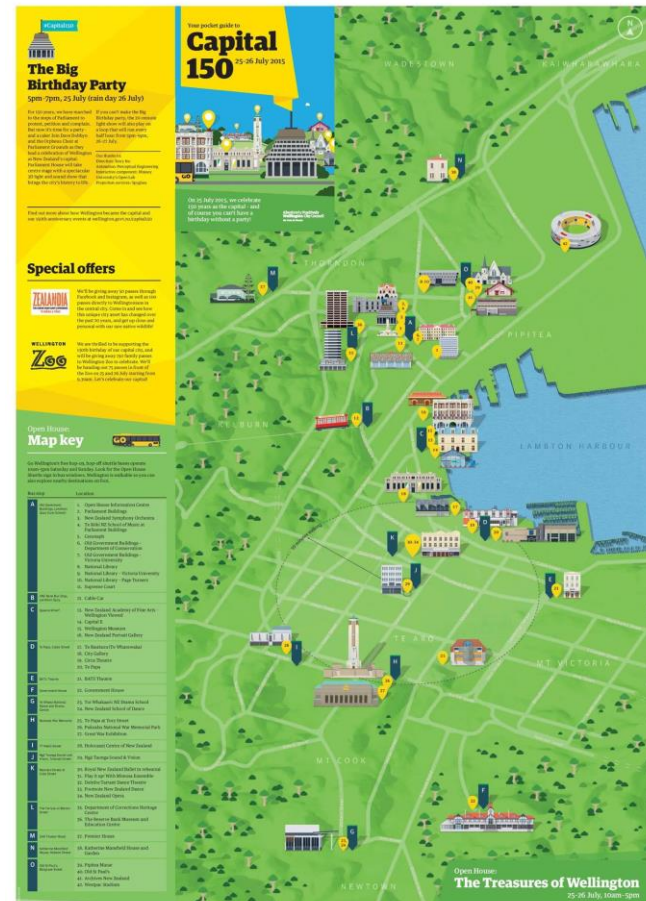
- 100,000 copies of Our Wellington winter edition distributed to Wellington households in mid-June. Cover story and two page feature.
- 60,000 A2 fold out maps distributed to households in Wellington and the Hutt Valley in mid July
- 20,000 A2 fold out maps distributed through participating sites, council facilities and supermarkets in mid July in specially rebranded brochure stands
- 20,000 A4 programmes distributed through participating sites, council facilities and supermarkets
- Events section of July Kia Ora Magazine (readership 321,000)



# Activation

## Print continued

- Half page advertisement in The Wellingtonian (readership 82,000)
- Half page advertisement in Kapi Mana News (readership 40,000)
- Half page advertisement in Wairarapa Times Age (readership 23,000)
- Half page advertisement in Wairarapa News (readership 24,000)
- Half page advertisement in Hutt News (readership 80,000)



# Activation

---

## *Radio*

- 7-26 July
- The Breeze, MoreFM, RadioLive, TheEdge, MaiFM, The Sound, Magic
- Wellington, Wairarapa, Horowhenua, Kapiti
- 3 x daily giveaways in the week leading up with Wgtn trivia
- Live coverage on 25/26 by the Breeze, including staff exploring the sites on the bus route and reporting back, and promo staff on site at The Big Birthday

*“Broadcasting from Capital 150 @ Parliament was unbelievable! I had the time of my life – Dave Dobbyn live with the Orpheus Choir and the front of Parliament coming alive with the light and sound show. Makes me proud to be a Wellingtonian. Best.Event.Ever.”*

- Feedback from Stu Smith, The Breeze announcer





# Activation

## Digital

- All events listed on eventfinder – syndicated to wellington.govt.nz, wellingtonnz.com, NZHerald.co.nz, yahoo.co.nz
- Inclusion in Eventfinder, Wellington City Council, PWT eNewsletters
- Paid and unpaid social on WCC, PWT and The Breeze social channels #Capital150 – including a call for birthday messages
- Creative supplied to all participants for social use



# Results – Eventfinder

- Results on Eventfinder were phenomenal with a total of more than **1.5 million views** across all events. This blows our previous record of 661,000 for Anzac week events out of the water
- Capital 150 was the featured event in the July 2 Eventfinder eNewsletter which has 295,000 subscribers
- Capital 150 events made up 7 of the top 10 events in Wellington on eventfinder, and 4 of the top 10 events in NZ

## The Big Birthday Party - Capital 150

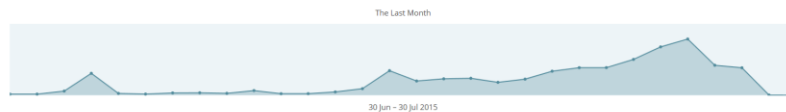
The Beehive & Parliament Buildings, 1 Moleworth St, Thorndon, Wellington  
Saturday 25 July, 5:00pm – Monday 27 July, 9:00pm [Subscribe](#)

[View on Eventfinder](#)

[Preview](#) [Traffic](#) [Facebook Comments](#)

### Traffic Statistics

265,534 views



## New Zealand Symphony Orchestra Open House - Capital 150

The Beehive & Parliament Buildings, 1 Moleworth St, Thorndon, Wellington

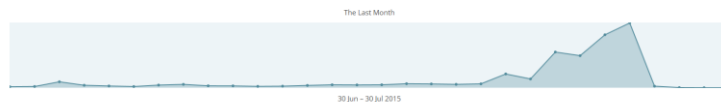
Saturday 25 July, 11:05am – 3:30pm [Subscribe](#)

[View on Eventfinder](#)

[Preview](#) [Traffic](#) [Facebook Comments](#)

### Traffic Statistics

103,982 views



### Most Popular Events



The Big Birthday Party - Capital 1...  
The Beehive & Parliament Buildings, Wellington  
Sat 25 Jul 5:00pm and more



Royal New Zealand Ballet Open...  
The Opera House, Wellington  
Sat 25 Jul 9:30am



Westpac Stadium Birthday Open...  
Westpac Stadium, Wellington  
Sat 25 Jul 10:00am



Lord of the Dance: Dangerous G...  
St James Theatre, Wellington  
Tue 25 Aug 6:30pm and more



The Nutcracker Open House - Ca...  
The Opera House, Wellington  
Sat 25 Jul 4:00pm



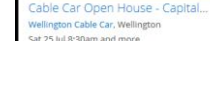
Government House Open House...  
Government House, Wellington  
Sat 25 Jul 10:00am and more



Ja Rule and Ashanti  
The Grand, Wellington  
Today 8:00pm



New Zealand Symphony Orchest...  
The Beehive & Parliament Buildings, Wellington  
Sat 25 Jul 11:05am



Cable Car Open House - Capital...  
Wellington Cable Car, Wellington  
Car 24 Jul 9:00am and more



# Results – social media

## Facebook

Total posts: 37


Total cumulative reach; 190,022



## Facebook event


Over 26,000 reach

2,700+ people viewed the event

936 people engaged with the event.

 **Sadie Coe** Thanks to all the organisers and volunteers. It was fabulous. Particularly the chance to see (and talk to) the rarely seen most precious treasures that Te Papa has; their people. The objects alone are interesting, but the experts on hand really brought them alive with their passion and knowledge. That's a real museum experience!  
Unlike · Reply ·  1 · 15 hrs



 **Lorraine Moleta** Thank you  
Unlike · Reply ·  1 · 15 hrs



 **Matthew Marsh** Incredibly well organised event - totally seamless, which usually means a huge amount of planning behind the scenes. Well done 😊  
Unlike · Reply ·  1 · 14 hrs

 **Joanne Henderson** This whole weekend has been amazing...we loved it all!! Well done Wellington City Council...and everyone involved!!  
Unlike · Reply ·  1 · 26 July at 20:39


 **Nancy Hayden** Looks amazing and you did well for the people of Wellington. Credit to you Wellington City Council.  
Unlike · Reply ·  1 · 26 July at 23:59 · Edited

 **Abdullahi Hassan Mohamed** Congratulations to Wellington City Council and Wellingtonians. Happy Birthday to Wellington, my favourite and my beautiful city, on the occasion of its 150th birthday.  
Unlike · Reply ·  2 · 23 July at 20:42

 **Debbie Talbert Prestidge** Loved every moment of this Weekend!( was a volunteer at the Archives on Saturday:) Such a buzz in the City and met so many cool Wellyrites at various locations:) So many treasures to explore! Fantastic being at the Concert last Night and Dave was amazing as always! Happy 150th Wellington! You rock!  
Unlike · Reply ·  1 · 26 July at 18:10




 **Wellington City Council**  
Published by Wellington City Council · 27 July at 17:58 · 

For 150 years, Wellington, the place of the possible, has been the proud capital of New Zealand. In true Wellington style, we celebrated this important milestone with a party - complete with a truly spectacular light and sound projection mapping show, Dave Dobbyn, the Orpheus Choir of Wellington, and of course, a cake. Check out this video with the highlights from the night. Thank you to all who came along, we hope you enjoyed it!



#Capital150 - Big Birthday Party  
11:35

240 Likes · 34 Comments · 261 Shares

 Like  Comment  Share

49.6K People Reached · 999+% Above average · 4.8K Post Clicks

[View Insights](#) [Boost Post](#)

## Results – social media cont.

### Twitter

Total tweets by WgtnCC: 111

Total tweets using #Capital150; 1,787

Of the Top 20 tweets by WgtnCC over the last 28 days, 9 were relating to Capital150 (in context, we also had bad weather, the Hurricanes and Marshall Court).

Of those 9 tweets only – we had a total reach of 31,722 and engagements of 910.

We estimate 100,000 reach for Capital150 twitter content.

### Instagram

We posted 30 photos/videos to Instagram relating to Capital 150

We received 676 Favourites on that media, with 31 Comments.

Overall, there were 628 photos/videos posted using #Capital150



# Results – social media cont

## Birthday messages

We had a great response to our call for birthday messages, most notably with a widely shared message from Prime Minister John Key.

Other messages included Hon Peter Dunne, Mayor Celia Wade-Brown and Deputy Mayor Justin Lester, and students from the New Zealand School of Music.

**Wellington City Council**  
Published by Wellington City Council [?] · 22 July at 09:23 · Edited ·

A fabulous birthday message for our wonderful capital, from the talented jazz vocalists at NZSM Te Kōki New Zealand School of Music at Victoria University of Wellington. You can see them performing at Parliament at 12pm on Sunday as part of the #Capital150 celebrations: <http://wgtn.cc/11daFQF>



Victoria University, School of Music, wishes Wellington a Happ...

44 Likes · 19 Shares

Like · Comment · Share

20.6K People Reached · 374% Above average · 1.8K Post Clicks

**Wellington City Council**  
Published by Wellington City Council [?] · 25 July at 09:30 ·

Congratulations Wellington!! This weekend, Wellington has officially been New Zealand's capital city for 150 years. Here's a birthday wish to the city from our Mayor, Celia Wade-Brown. Make sure you check out all the fun things on around Wellington today, and join us for a party tonight at Parliament grounds! [www.wgtn.cc/capital150](http://www.wgtn.cc/capital150)




Wellington's Mayor wishes the city a

23 Likes · 3 Shares

**John Key**  
25 July at 10:00 ·

Wishing Wellington – the coolest little capital in the world – a very happy 150th birthday."



57k Views

Like · Comment · Share

2,334 people like this. Most Relevant ▾

324 shares

Write a comment...

**Janine Scott** Happy birthday to wowmantic Wellington ..gorgeous city!  
Like · Reply · 5 · 25 July at 12:13

**Nicole Wallace** Happy Birthday Wellington!! Love this place ❤️  
Like · Reply · 3 · 25 July at 18:29

**Sylvain Rouvès** Happy birthday Wellington. ... miss ya !  
Like · Reply · 2 · 25 July at 21:42

**Phee Boon Jin** Happy Birthday Wellington, I'm coming back soon. Cheers!  
Like · Reply · 25 July at 18:30

**Nifo Tauiliiii** Love Wellington, lovely place to work at. HAPPY BIRTHDAY to an awesome little Capital. ❤️  
Like · Reply · 26 July at 13:51

# Results – social media cont

**Pitesh Mistry** @PiteshMistry · Jul 26  
.@WgtnCC Light show was incredible! So many people trying to get the best view possible! #Capital150 #Wellington #NZ



6 13

View photo

**TheAdventureLibrary** @adventuribrary · Jul 26  
Happy 150th #Wellington! You sure are looking good for your age! #NewZealand #Capital150 @WgtnCC @PureNewZealand



2

View photo

**Victoria** @VictorianPurple · 18h  
This was tremendous last night, you should go tonight!

**Wgtn City Council** @WgtnCC  
Don't Forget!! The final showing of the #Capital150 light & sound show is on at Parliament from 5.30-9pm tonight!!



← ↻ ★ ↻ 📧 ⋮

**Elizabeth Parsons** @LAParsons47 · Jul 25  
.@WgtnCC @davidjobbyn @orpheuschoir our family so pleased joined birthday celebrations on a magical winter evening.Dave &choir,magnificent.

1

View conversation

**Talia Shadwell** @TaliaShadwell · Jul 25  
@candylecoque @WgtnCC I went to both the @nzballet and the Te Papa backroom collection today. Both were fabulous- WCC put on a great wknd!

1 2

View conversation


**Welly ED** @Welly\_ED · Jul 25  
.@WgtnCC Go #WellyED - the committed, connected educators of the capital! #Capital150

3 2

View conversation

**Linda Sasse** @Linda\_Sasse · Jul 25  
That's how you connect #socialmedia and #culture

**Wgtn City Council** @WgtnCC  
Tweet using #Capital150 and see your words on the walls of Parliament!



← ↻ 3 ★ 9 ↻ 📧 ⋮



# Results – social media cont

**catho\_nz** 4d  
New Zealand Parliament Buildings

**lizelledesigns** 3d

**wellington\_newzealand** 5d

**newzealandtransition** 2d

**beldarren** 4d

**stephaniemarija** 4d

**makeupartistjesse** 5d  
Parliament of New Zealand

**flax\_01** 5d  
Parliament of New Zealand

♥ christeen89, skymino  
beldarren The throne #capital150

♥ beautybylizy, ya\_thibodeaux, katie\_\_nz, irihanata\_nz, chloe\_niv

♥ gretchen\_guerra, platinumpixienz, s\_mackey\_, nelpports, crystaljones626, shamsirock, skydiveauckland  
flax\_01 Great job Wellington!

♥ 115 likes

# Results – Media coverage

- There were more than **120** stories about Capital 150
- We achieved extensive national and local coverage mentioning WCC across virtually every outlet including (but not limited to):
  - TVNZ News
  - TV3 News
  - NZ Herald
  - Dominion Post – front page
  - Radio NZ
  - Radio Live
  - Newstalk ZB
  - The Press (Christchurch)
  - Otago Daily Times
  - Waikato Times
  - Manawatu Standard
  - The Wireless (Radio NZ youth project)
  - Sunday Star Times
  - Horowhenua Mail
  - Hutt News
  - The Wellingtonian

## THE DOMINION POST

### The capital has plenty to be proud of

WELLINGTON celebrates its 150th birthday this weekend, and it has a lot to be proud of. The best of those years have been the last 30 or so. In that time, Wellington has transformed itself from a drab city into a genuinely vibrant one. No town in New Zealand has undergone such a metamorphosis.

A generation ago nobody would have called Wellington the coolest little capital in the world. Nobody would have dared to use a slogan like Absolutely Positively Wellington. Wellington was a byword for bureaucracy and stodge, a bleak and windswept accident.

The new slogans, unlike most PR labels, reflect a genuine change. A generation ago the waterfront was a mess. It has been rebuilt and is now one of the glories of the city. Courtenay Place was a wilderness of secondhand shops; now it is a busy entertainment centre that thrives late into the night. A real stadium replaced the decaying mess of Athletic Park. Te Papa, a world-class museum, attracts huge crowds throughout the year.

The cafe society is now a reality in this city; we have more restaurants per head than New York. Its reputation as the cultural capital has only strengthened. This is not just because of Sir Peter Jackson and Wollywood; creative and high industries are an important part of the local economy. These new trends build on the strengths of old and splendid institutions: the symphony orchestra, the ballet, our vibrant theatres.

We're not saying Wellington is paradise. It has serious challenges. It continues to lose businesses to Auckland. Economic growth here is unspectacular. The city has always had a terrible climate; the wind is an abiding curse. Let's admit the capital was put in the wrong place. Pictou or Nelson would have made much sunnier and more pleasant cities. The danger of a massive and lethal earthquake here

remains undeniable.

The upside is that wild Wellington demands a certain energy and determination from its people. Foot Lewis's Edmond's lines, engraved on stone on the waterfront, are maybe too familiar, but they still contain an important truth: "You have to do and be, not simply watch or even describe. / This is the city of action, the world headquarters of the verb."

The physical transformation of Wellington is obvious and has helped make it a popular visitors' destination instead of a kind of tourism joke. But the psychological transformation has also been huge. Wellington no longer thinks of itself as dull and grey. It discovered an energy and a creativity just beneath its surface.

The end of nine years of oppressive and socially reactionary Muldoonism in 1984 had a similar effect in many other parts of New Zealand. The brutal little man who had dammed up social and generational change in so many areas of our society finally departed – and New Zealand got a new lease of life. That remains so even when we acknowledge the serious costs of Labour's free-market revolution.

In Wellington, always an intimate city where you could walk easily anywhere in the downtown area, the explosion had the most dramatic effect – the bomb went off in a small space. And we are still reaping the benefits.





# Results – Media coverage cont

## 150 years of pollie talk in Wellington

Wellingtonians are known for their liking of a bit of political chit-chat.

Next month Wellington will celebrate 150 years of being the capital city of New Zealand.

To celebrate, Wellington

City Council are organising Capital 150, which will include a tea party in the grounds of Parliament, a light show and a chance to view the nation's treasures.

The first sitting of Parliament in Wellington was on

July 26, 1865. Mayor Celia Wade-Brown says Wellington is the home of government, our national collections and institutions.

"We are celebrating our identity as a Capital city – our place, which is open for all New Zealanders," she says.

Capital 150 is being organised by Wellingtonian, Grant Stevenson, who says it is a chance to showcase the city.

"These celebrations are a reminder that we are one of the world's most representative democracies," he says.

"We were the first country in the world to give women the vote and our capital is where it all happened."

Speaker of the House of Representatives, David Carter, says people have been drawn to Parliament over the past 150 years to hear the announcements of war and peace, to protest, to celebrate.

"People come to participate in our democracy, to visit and learn, sometimes just to enjoy the grounds.

"This accessible precinct has contributed to the development of a vibrant, diverse and culturally rich city."

On July 25 and 26 more than 30 Wellington-based national institutions will be opening their doors free of charge, including the Supreme Court and Reserve Bank of New Zealand.

A free hop-on, hop-off bus service, sponsored by Go Wellington, will take visitors to the various institutions.

On July 25, between 5pm

and 7pm, Dave Dobbyn and the Orpheus Choir will perform in Parliament Grounds.

A 3D light show will showcase the city's history, running in 20 minutes loops between 5.30pm and 8pm, on July 26 and 27.

■ For more information about Capital 150 go to [wellington.govt.nz/capital150](http://wellington.govt.nz/capital150)



**BIRTHDAY TIME:** Government House, where the Beehive now stands, was the location of Parliament's first Wellington meeting in 1865.

## YW RECOMMENDS

### Capital 150 prize

Wellington's celebrating its 150th birthday as the capital city on July 25-26. The Big Birthday Party, starting at 5pm, will be a two-hour celebration with music icon and top Kiwi biker Dave Dobbyn performing alongside the Orpheus Choir, followed by an exciting video-mapping experience, as projectors play with the architecture of Parliament House while telling the Wellington story.

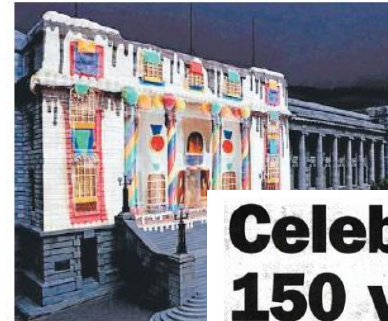
On July 25 and 26, more than 30 national institutions are opening their doors to the public, free of charge, offering a rare glimpse of some of the country's most important treasures. A free hop-on hop-off bus will take visitors around the Open House circuit.

Your *Weekend and Positively Wellington* Tourism are offering a spectacular prize package to a lucky reader, including:

■ Return flights for two to Wellington from your nearest Air New Zealand airport within New Zealand on July 24 (please note, Wellington-based winners will not receive the equivalent portion of this part of the prize).

■ Two nights' accommodation (Friday July 24 and Saturday July 25) in a twin share room at James Cook Hotel Grand Chancellor, including full buffet breakfast for two at Whilby's Restaurant, valet parking and late checkout (1pm).

■ \$150 Charley Noble voucher



A 3D light show, part of the Capital

- \$100 Dragonfly voucher
  - \$100 Ti Kouka voucher
  - \$100 Mojo voucher
- To enter, visit: [www.Wellington.govt.nz/capital150](http://www.Wellington.govt.nz/capital150)  
Winner drawn July 16.

## Celebrating 150 years as NZ's capital Beehive will be birthday cake

WELLINGTON — Wellingtonians are preparing for a party this weekend, as the city gears up to celebrate 150 years as the capital of New Zealand.

This weekend, Wellington will open its doors to more than 30 national institutions, and host a birthday party on Parliament grounds on Saturday night.

As part of the celebrations, the Wellington City Council are opening the doors to

more than 30 places to the public for free.

This will allow Wellingtonians to get an up-close view of some of the city's most valued treasures, including Katherine Mansfield House, Te Papa's off-site storage facility, Government House and Premier House.

On Saturday night, a 'Big Birthday Party' will be held at Parliament grounds.

The party will be made up of a light and sound show, and will be accompanied by performances by Dave Dobbyn and the Orpheus Choir.

There will also be giant candles surrounding the Beehive that the crowd will be asked to blow out.

Story Inc. director James McLean, who helped design this weekend's light show, said Parliament and the Beehive had columns, windows, slabs of stone and

curved walls. "We'll be playing with the architecture and these buildings will be our canvas," Mr McLean said.

"There'll be tumbling walls of words, machinery churning, and the base of the Beehive will be transformed into a birthday cake... these buildings will move. People will be viewing Parliament as they've never seen it before."

In preparation for this weekend's events the council was warning motorists of possible disruptions to traffic at 'hotspots' around the central city.

Motorists were encouraged to avoid driving along Tinakori Rd, around the Basin Reserve and upper Tory Street, where events would be held.

Those heading to the airport were encouraged to leave 30 minutes to an hour earlier than usual in case traffic became heavy.

Those attending events on Saturday and Sunday are encouraged to walk or take public transport.

Free hop-on, hop-off shuttle buses will be operated by Go Wellington between 10am and 5pm on both days, and will run a circuit of the CBD and drop passengers outside, or as near as possible, to venues participating in celebrations. — NZME

# Results – Media coverage cont

## City throws open its doors to help celebrate 150 years

OLIVIA WANNAN

**PINT-SIZED FOOTBALL** fans Remy and Liam Townsley got to emulate their sporting heroes on the hallowed turf of Wellington's Westpac Stadium yesterday.

The stadium was one of 42 museums, government buildings, schools and theatres which opened their doors for free and put on public events as part of commemorations for Wellington's 150 years as the capital.

The Lower Hutt-based Townsley family with Remy, 9, and 7-year-old Liam attended open events around the city on Saturday.

But being Wellington Phoenix supporters, the stadium was a highlight. "It's different to being in the stands," Remy said.

At Westpac Stadium and a number of other venues, it was a rare chance to experience something new.

Anyone who wanted to know what the professionals felt scoring a goal or a try on the grounds could take their chance.

The changing rooms were also open to see where Wellington's and New Zealand's sporting greats prepared to take the field.

Also getting a behind-the-scenes glimpse were people attending the Supreme Court, Cenotaph and Circa Theatre.

A still and sunny day saw Wellingtonians turn out to the events in their thousands with long queues forming at Parliament, Premier House and Government House.

Te Papa's off-site storage facility was another a popular choice, with queues forming to wander through its collections of beetles, animal

skeletons and historical objects. The museum's autopsy area, for its scientists to examine the "big, wet and smelly" creatures brought in, was also on display.

Extra hop-on, hop-off buses travelling around the open institutions had to be put on to meet demand.

Some bus riders were treated to the roving costumed improvisers re-enacting figures both for and against the historic legislation giving women the vote in 1893.

**stuff.co.nz**

Go to [stuff.co.nz](http://stuff.co.nz) to watch footage from last night's Big Birthday Party.



Liam Townsley, 7, saves a goal at the open-to-the-public grounds of Westpac Stadium. Photo: Martin Hill/Fairfax NZ

## Capital puts on a show for 150th

OLIVIA WANNAN

**Q**ueen Victoria's capital may have just turned 150, but if her birthday party was anything to go by then there is plenty of life left in her yet.

Wellingtonians in their tens of thousands turned out over the weekend to celebrate 150 years since the first sitting of Parliament in the city.

Over 100,000 people attended 42 open-days and events hosted by museums, government buildings, universities, theatres and schools across the city.

So still was the weather for Saturday night's Big Birthday Party at Parliament that the birthday candles projected on the Beehive were in no danger of being blown out by Wellington's charismatic wind.

Kiwi music legend Dave Dobbyn headlined a concert at Parliament's grounds, playing his hit songs *Loyal and Sincere* to a crowd of about 15,000.

The night also featured a spectacular light show, revisiting some of the historic legislation passed in the past 150 years as well as the character of the capital city.

Mayor Gella Wade-Brown said the crowd was in a "really absolutely positively happy mood".

Many of the crowd had spent the day getting a behind-the-scenes glimpse of some of the capital's institutions.

Aime Swain and Heather Barton, of Normandale, took a tour of the governor-general's estate. "It was fantastic. It did have a good Kiwi feel as well as being very royal," Swain said.

The Carny-Powdrell family also had a peek into Government House, after stopping by Capital E's open day yesterday morning.

Ruth Giran Powdrell, 5, was also "immersed" by the Royal

New Zealand Ballet rehearsal of *A Midsummer Night's Dream* at the Opera House on Saturday. The performance drew a crowd of 3000.

Premier House also had many visitors, as did Te Papa's off-site storage facility. An estimated 2000 people queued to get a rare view of the national museum's collections of insects, marine life and skeletons.

Nirmala Mulloji, an Oxford University student, said: "The people there were all really passionate, you can see a lot of care and devotion and also innovation goes into preserving and restoring all of the artefacts."



Nirmala Mulloji and Natalie Renschup examine the skeletons in Te Papa's off-site storage facility as its doors were opened for the celebrations.



Dave Dobbyn and the Orpheus Choir add sparkle to the night. Photo: MARJEN HOLL/FAIRFAX NZ

## Wellywood the best little capital

Andrea Vance has 10 reasons why Wellington should remain the seat of Government.

HAPPY 150TH birthday, Wellington!

**1. It used to be Russell. And Sydney.**

Everyone knows the capital of New Zealand used to be Russell. That means the seat of Government would have been named after British Prime Minister Lord John Russell. A 5ft 4in man largely responsible for starving to death one million Irish in the potato famine.

It could have been worse. More than 200 years ago, New Zealand was part of New South Wales, with Sydney as the administrative centre. Which means the capital would have been in Australia.

**2. House prices**

Real estate is considerably cheaper in Wellington than Auckland. That keeps costs down for MPs struggling to make ends meet on their \$150,000 wage. A \$42,000 a year housing allowance doesn't buy you much these days.

**3. The weather**

As a rule, politicians fear sunlight on most of their activities – which makes Wellington's dank climate eminently suitable. Weekly heart-attack inducing flights into the windy city's coastal airport also keep the odds of a by-election high. Politicking, polling and punting are seasonal industries.

**4. The location**

It's slap-barg in the centre. Convenient, because parties are always trying to "connect" with middle New Zealand. Plus the city lies on five major fault lines, so there's always the chance the Beehive and its occupants will get

swallowed in an earthquake.

**5. Caffe culture**

Wellington runs on caffeine and most political business is conducted over flat whites. This keeps (most of) the MPs (and political journalists) sober – and their expense accounts down. And sorry Auckland, but your coffee is dreadful.

**6. We'd have to find a new use for the Beehive**

Property is hard enough to shift in Wellington. Imagine trying to find tenants for a circular office block once dubbed the world's third-tallest building.

Nevertheless, the Yeats would be quick to offload the half-finished Old Parliament House as affordable accommodation.

**7. Backbencher pub's famous new home**

And would the political panel show really be the same without the Backbencher pub's famous satirical dummies – and, of course, the puppets (just kidding, Wallace and Damian)? Profits would dry up at the Green Parrot, and Winston's favourite haunt may have to close.

**8. Think of the traffic**

If you think the jams in Auckland are bad now, wait until the motorways crawl with crown limos. And come Thursday, your Keru lounge will be drained dry of pianist noir during the unseemly exodus of MPs to their electorates.

**9. Where would you put it?**

Be serious Aucklanders. With house prices climbing, is there really spare land for a Parliament

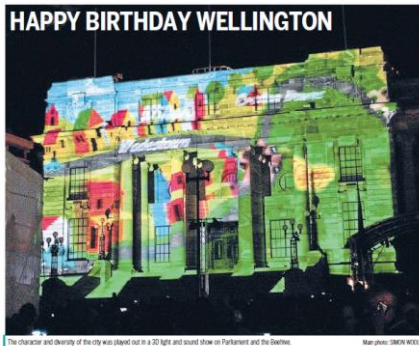
building – and an MP's swimming pool? If you think Chinese buyers are flooding your auctions, just wait for the over-paid consultants and their public service redundancy cash. Try finding a builder in Christchurch.

**10. Sporting pride**

Parliament's Rugby Team are vying to hold onto the political World Cup. Remaining in Wellington ensures MPs can get training tips from New Zealand's greatest team – the Hurricanes!



# Results – Media coverage cont



## Wellington's big weekend out

**Y**ou can't beat Wellington on a good day and next weekend will definitely provide Wellingtonians with three wonderful days — of celebration regardless of the wet weather forecast to hit the capital city.

The Capital 150 weekend commemorates the 150th anniversary of Wellington becoming our country's capital city. As Auckland's "little brother" prepares to pop the champagne corks, here are the *Herald* on *Sunday's* best picks to mark the occasion.

### Rocking Parliament

Parliament grounds will host The Big Birthday Party on Saturday. The event will feature a concert by Kiwi chart-topper Dave Dobbyn, accompanied by the Orpheus Choir.

Parliament House will be centre stage with a spectacular 3D light and sound show bringing the city's rich history to life.

### Field of dreams

Westpac Stadium, which is celebrating its 15th birthday, will open its gates on Saturday from 10am-3pm.

Fans can test their sporting skills on the playing arena and visit the ground's dressing rooms.

### Laugh out loud

7 Days team leader Paul Ego will headline a night of laughter at VK's Comedy & Blues Bar on Saturday night. Later, the venue will host Cards Against Humanity, in which comedians and improvisers will rely on audience interaction in outrageous skits.

The Fringe Bar will host Raw Meat Monday, where all-comers are wel-

come to unleash their comic gold on stage.

### Te Papa's open home

Over the weekend our national museum will treat visitors to free behind-the-scenes guided tours. These will feature a host of Maori and

Pacific Island treasures, its vast art collection, items from James Cook's first visit to NZ, rare objects from Wellington's past, and a range of costumes and needlecraft, from the drama of Versace to the gowns of drag queen Carmen.

### Go to a gig

Kiwi rockers I Am Giant play at

Rodega on Saturday night fresh from the chart success of their latest single *Kiss From a Ghost*.

Also on Saturday, Myele Manzanza & The Eclectic will unleash their popular African-fusion music at The Rogue and Vagabond, and the Valhalla venue will host the Shadowplay Winter 15 event, featuring Joy Division cover band, Permanence, plus other bands and DJs.

For those wanting music that's a bit more low-key, Upper Hunt's Cosmopolitan Club will be transformed into "country central" next Sunday, when 20 acts will play at the venue from 2pm.

### Free for all

The doors to more than 30 national institutions — including Capital E, City Gallery, Government House, Katherine Mansfield House and Garden, Pakahu National War Memorial Park and The Dominion Museum Building's Great War Exhibition Open House — will be open for free visits next Saturday and Sunday. Painters can also ride Wellington's cable car for a gold coin donation on Saturday and Sunday.

### Happy feet

Dance lovers are in for a special, and free, weekend with the Royal New Zealand Ballet and the New Zealand School of Dance offering performances and behind-the-scenes visits over the weekend.

RNZB visitors will have the opportunity to watch the full company in class and rehearsals for the premiere of its upcoming *A Midsummer Night's Dream* production.

Full times, locations and details: [eventindex.co.nz/](http://eventindex.co.nz/)



# Results – Media coverage cont

3 NEWS 12° 6° Auckland Shows Send It

HOME VIDEO NZ NEWS WORLD ENTERTAINMENT SPORT BUSINESS WEATHER

Video: Wellington's 150th celebration light and sound show

Friday 24 Jul 2015 5:00 a.m.

1 Comment



Video help

Like (1.2k) 5

Share 0 +1 1

EMAIL PRINT

Related

→ 'Rude' guards break up Pike River vigil

→ Video: 'Buster' the penguin ready for the wild

→ Aninō Arāhura on the

By 3 News online staff

Wellington is set to celebrate its 150th year as the capital this weekend with the city's institutions and museums having an open house and the Beehive transformed into the cake.

A free 20-minute long, specially-created 3D light and sound show has been designed to project onto the front of Parliament House from Saturday until Monday.

NEW ZEALAND  
**one news now**

## Here's proof - Wellington is the coolest little capital Statistics Minister says

Sat, Jul 25

Share

Source: **one news**

A new infographic shows Wellington really is the coolest little capital, Statistics Minister Craig Foss says.

The infographic celebrates 150 years since Wellington became the capital and shows how far the city has come, Mr Foss says.



The coolest little capital celebrates landmark day

Daniel Faitaau gets a Wellington history lesson as the windy city celebrates 150 years as our capital city. Source: ONE News

"Wellington was chosen as the capital city by three Australians 150 years ago. A lot has changed since then and Statistics NZ has been able to track that change through the data it collects," the minister says.

Wellington was "seriously little" with a population of just over 7000 people, he says.

# Results – Media coverage cont

## The coolest little capital celebrates landmark day

Thu, Jul 23 Share

Daniel Faltaua  
ONE News Reporter



**RADIO NEW ZEALAND NEWS** LISTEN LIVE NATIONAL CONCERT IN

HOME NEWS NATIONAL CONCERT PACIFIC

NATIONAL | REGIONAL | POLITICAL | SPORT | WORLD | TE MANU KORIHI | BUSINESS

## RIP Capital City Auckland, 1841 - 1865

Updated at 10:30 pm on 26 July 2015



Todd Niall, Auckland Correspondent - [todd.niall@radioz.co.nz](mailto:todd.niall@radioz.co.nz)

While Wellingtonians have been celebrating 150 years since becoming the capital, many Aucklanders are unaware of the status torn from them in 1865.



Auckland's Sky Tower in the CBD

Photo: RNZ / Diego Opatowski



# Audiences

---

## *Open House visits*

Target: 15,000    Actual: 80,000

## *Big Birthday Party audience*

Target: 8,000    Actual: 15,000

