

TOHU WHENUA

Landmarks that tell our stories



KEY MESSAGES

THE TOHU WHENUA STORY

Nau mai, haere mai ki te kaupapa o Tohu Whenua.

Tohu Whenua are the places that have shaped Aotearoa New Zealand. Located in stunning landscapes and rich with stories, they offer some of our best heritage experiences.

Walk in the footsteps of extraordinary and ordinary New Zealanders and hear about the deeds, struggles, triumphs and innovations that make us who we are.

With Tohu Whenua as your guide, journey to some of our most important landmarks and immerse yourself in our unique and diverse history.

Content on website, brochures & media must include the following wording:

Tohu Whenua are the places that have shaped Aotearoa New Zealand. Located in stunning landscapes and rich with stories, they offer some of our best heritage experiences.

OTHER KEY MESSAGES

Sites chosen as Tohu Whenua are places that have shaped our nation and created our defining stories. Together they form a network of Aotearoa New Zealand's best heritage experiences, to make it easy for visitors to find the places where they can connect with our past and the stories that define our identity.

There are currently 25 Tohu Whenua in three regions – Te Tai Tokerau Northland, Te Tai Poutini West Coast and Otago. (The goal is to roll out Tohu Whenua in all regions of Aotearoa New Zealand.)

For individual Tohu Whenua stories visit the [Tohu Whenua website](#) or follow us on [Facebook](#) and [Instagram](#).

Each Tohu Whenua region has a unique story to tell:

Te Tai Tokerau Northland - The birth of a bi-cultural nation Northland's Tohu Whenua, and the interweaving journeys, tell the stories of our beginnings. These are the places where both our Māori and European ancestors arrived, centuries apart, and where their identities were defined.

Te Tai Poutini West Coast - The rise of a resourceful nation The West Coast's Tohu Whenua tell the stories of the hardships endured for our country's most prized resources. A region known for its incredible beauty and rich bounty, these are places where our people's limits were tested and rewarded.

Otago - The proof of a pioneering nation Otago's Tohu Whenua are places that tell the stories of our people's pioneering spirit – some of the cornerstones of our economic and entrepreneurial livelihood.

Tohu Whenua is a partnership between Manatū Taonga Ministry for Culture & Heritage, Department of Conservation Te Papa Atawhai and Heritage New Zealand Pouhere Taonga, with support from the Ministry of Business, Innovation and Employment and Te Puni Kokiri.

TOHU WHENUA

Landmarks that tell our stories



ONE LINERS

About Tohu Whenua

[Tohu Whenua](#) are the places that have shaped Aotearoa New Zealand. Located in stunning landscapes and rich with stories, they offer some of our best heritage experiences. See the [Tohu Whenua website](#) or follow on [Facebook](#) and [Instagram](#).

Acknowledging Tohu Whenua status (please link the words Tohu Whenua to either TW's social media or website)

[This Tohu Whenua] is recognised as a [Tohu Whenua](#),
[option 1] places that capture defining moments in Aotearoa New Zealand's story.
[option 2] places that have shaped Aotearoa New Zealand.
[option 3] one of Aotearoa New Zealand's best heritage experiences.
[option 4] our nation's most treasured heritage places.

Acknowledging the owner/operator of the Tohu Whenua

[This Tohu Whenua] is proudly cared for by [e.g. [Department of Conservation Te Papa Atawhai](#)].

Acknowledging programme partners

[Tohu Whenua](#) is a partnership between Manatū Taonga Ministry for Culture & Heritage, Department of Conservation Te Papa Atawhai and Heritage New Zealand Pouhere Taonga, with support from the Ministry of Business, Innovation and Employment and Te Puni Kokiri.

To find out more about Tohu Whenua

Interested in finding out more about the places that have shaped our unique New Zealand culture? Follow Tohu Whenua on [Facebook](#), or check out the [Tohu Whenua website](#).

Interested in exploring more places that tell the stories of our unique Kiwi culture? Check out the [Tohu Whenua website](#) or follow @tohuwhenua.

Please link the words 'Tohu Whenua' to social media pages or the website

Tohu Whenua social media: @tohuwhenua

Tohu Whenua website: www.tohuwhenua.nz