

Talking about Tohu Whenua



So, you're a staff member at a Tohu Whenua site. What next?

What exactly is Tohu Whenua?

"Being a Tohu Whenua" means that your site is part of a network of heritage places around Aotearoa New Zealand that are:

- **A chance to discover unique Kiwi heritage**
- **Places that tell a story that is significant on a local, regional and national level**
- **Suitable for families and ready to explore**

Talking points:

When talking to visitors about Tohu Whenua, here are some simple ways to explain the programme.

One liner - Tohu Whenua is a free online guide to places around the country with unique Kiwi heritage.

Extended - All Tohu Whenua sites are family friendly and are only selected if they have an excellent visitor experience. Tohu Whenua is currently operating in three regions (Otago, Te Tai Tokerau Northland and Te Tai Poutini West Coast) but it's a growing network that will include all regions in the future. In this region of XXX there are XXX number of other Tohu Whenua places that you might like - you should check them out.

Action/Invite - So if you're looking for a free guide to awesome places to go in NZ, head to their website or follow them on social media.

tohuwhenua.nz | @tohuwhenua

Don't forget, you have brochures on site too.



We'd love you to encourage visitors to find us online but don't forget there are some Tohu Whenua regional brochures available for you to give away too. This might help them to take the next step and find us online when they get home, so we'd really appreciate you taking the time to share them.

If a visitor asks...

Who "runs" Tohu Whenua?

The Tohu Whenua programme is a partnership between the Ministry for Culture and Heritage, Department of Conservation and Heritage New Zealand Pouhere Taonga.

Tohu Whenua sites may be privately and publicly owned/operated. This includes sites managed by Heritage New Zealand Pouhere Taonga, Department of Conservation, councils, trusts, tourism companies and individuals. The aim is to connect and promote all these places so they are easier to find by visitors.

What does Tohu Whenua mean?

Loosely translated, Tohu Whenua means 'landmarks' in te reo Māori.

The words Tohu Whenua acknowledge memories of the land, marking places made significant by our forebears and telling their stories.

Please note: Please always refer to the programme as 'Tohu Whenua'. If you feel English is required, you can say 'Tohu Whenua heritage places'.

Your site doesn't have Maori heritage, so why is it included?

Tohu Whenua incorporates all Aotearoa New Zealand's heritage including Māori, European and Chinese settler heritage. *Insert your site name here* tells one part of the story of our country.