

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 TWO

NEW ZEALAND IDENTITY: PART TWO

Contents:

THE PIONEERS – SPORT & WAR (Duration 19:39)

THE PIONEERING PAST

CENTENNIAL EXHIBITION FILM 1940 One Hundred Crowded Years (extract)
BARRY & SCOTTIE Toyota Hi-lux : Barry & Scottie

SPORT

CRADLE TO GRAVE Weekly Review 263 (extracts)
THE PERFECT WOMAN Weekly Review 174
THE ALL BLACKS Steinlager Advertising: Stand By Me

WAR

COUNTRY LADS (1941) Country Lads (extract)
THE DESERT (1943) Weekly Review 75 (extracts)
ANZAC DAY (2000) One Network News: 25/04/00 (extract)

PEOPLE & EVENTS (Duration 20:25)

SUFFRAGE Votes For The Girls (extract)
BERLIN (1936) The Years Back: The Thirties
SIR EDMUND HILLARY Magic Kiwis: Sir Edmund Hillary (extracts)
WAHINE DAY (1969) Wahine Day (extract)
THE UN (1984) 6:30 News 26/09/1984

ECONOMIC IDENTITY (Duration 28:55)

OFF THE SHEEP'S BACK

FOOTROT FLATS Footrot Flats: Slice of Heaven
FRED DAGG Beyond a Joke (extracts)

NO. 8 WIRE

KIWI AS Kiwiana Kiwi As (extract)
CLEAN SHEEP Pacific Magazine 4 (extract)
BILL HAMILTON Pictorial Parade 35 (extracts)

THE NEW BREED

WETA DIGITAL The Edge Series 2 Programme 7 (extract)
NEW INVENTORS Assignment: The Charge of the Bright Brigade
GETTING TECHNICAL 1984 VERSION 1 Apple Computers: Rebate
GETTING TECHNICAL 1984 VERSION 2 Apple Computers: Corporate
PIED PIPER (2004) Telecom T3G: Pied Piper
FAST EDDIE (2004) Telecom T3G: Fast Eddie

MEMORY & REALITY (Duration 06:51)

DIYNZ Mitre 10: Billy T. James
PURE & NATURAL New Zealand Butter: Ellie Smith
MEALMATES Griffins Mealmates
KIWIBURGER Kiwiburger : McDonalds
THE QUATER ACRE PARADISE (1997) Lotto Commercial
TRUSTBANK (1994) Trustbank Commercial

THE PIONEERS, SPORT AND WAR

THE PIONEERING PAST/PRESENT

CENTENNIAL EXHIBITION FILM 1940

One Hundred Crowded Years (extract)

National Film Unit 1940. Duration: 2:30

This film played continuously at the 1940 Centenary celebrations in Wellington. Pioneering family resting from their labours only to be interrupted by the pesky locals.

BARRY AND SCOTTIE

Toyota Hi-lux : Barry & Scottie

Colenso Advertising 1985. Duration: 1:06

Toyota jump on the NZ Image bandwagon with the idea of 'Tough Land' and 'Tough Pioneering People' as Barry Crump and Lloyd Scott drive rough through the bush and river-beds.

SPORT

CRADLE TO GRAVE

Weekly Review 263 (extracts)

National Film Unit 1946. Duration: 1:54

SPORT ... RUGBY IN NEW ZEALAND : "Rugby is with us from the cradle to the grave", boys play rugby at a country primary school where "even from a woman teacher, you can still learn to pass". A secondary school match with a huge crowd rounds off this extract. One common theme from the pre-professional and pre-TV days of rugby was the large crowd size, even at school, club and provincial levels.

THE PERFECT WOMAN

Weekly Review 174

National Film Unit 1944. Duration: 1:27

DISPLAY BY WELLINGTON EAST GIRLS' COLLEGE : The students perform exercises and formations in the school grounds. Watch out for the precision and grace of movement, mirroring the expectations of later roles in society.

However note the underlying identity theme of good–healthy–place equals good–healthy–stock even if they can't be All Blacks.

THE ALL BLACKS

Steinlager Advertising: Stand By Me

Mackay King 1987. Duration 1:08

The immortal All Blacks do the brotherly thing, the idea of New Zealanders winning as a team against the odds (tough country, tough people and mates through thick and thin).

WAR

COUNTRY LADS 1941

Country Lads (extract)

National Film Unit 1941. Duration 3:41

Troops march through Wellington city, in and around Parliament grounds and along Waterloo Quay before embarking to WWII action in North Africa. The commentary sheds light on the tremendous effect the two World Wars had on generations of New Zealanders. The Anzac and New Zealand's part in international conflict have a special place in our collective identity.

THE DESERT 1943

Weekly Review 75 (extracts)

National Film Unit 1943. Duration: 3:10

ON TO TRIPOLI... New Zealand soldiers return to camp, west of El Alamein, after a night of fighting. Tanks and weapons are maintained and on a Friday afternoon troops are entertained before leaving for another night of fighting. New Zealand's casualty rate per capita was the highest in the Commonwealth in World War II, twice that of Australia's, and significantly higher than Britain itself.

ANZAC DAY 2000

One Network News: 25/04/00 (extract)

Television New Zealand 2000. Duration 3:43

An extract from the sixteen minute Lead news item on 'ANZAC Memories'. Some emotional footage, from Helen Clark's visit to Gallipoli, featuring some young people who had travelled with the Prime Minister and their opinions.

PEOPLE & EVENTS

DOING THE RIGHT THING AND FIRST: SUFFRAGE

Votes For The Girls (extract)

Chrysalis Television 1994. Duration 2:44

In 1887 Kate Wilson Sheppard became national superintendent of the Women's Christian Temperance Movement. She made sure every branch of the union had a member responsible for the campaign for women's right to vote. In 1892 Women's Franchise leagues were formed throughout the country. The Women's Franchise Bill met stern opposition from parliamentary and public sources, first introduced to parliament in 1877, and finally passed into law on September 9, 1893. New Zealand was the first country to enfranchise women.

PUNCHING ABOVE YOUR WEIGHT: BERLIN 1936

The Years Back: The Thirties (extract)

National Film Unit 1973. Duration 2:53

The actual footage of Jack Lovelock's gold medal effort at the 1936 Berlin Olympics. The idea of New Zealanders as winners, small country in a big world, David against Goliath... great images of Nazi Salutes during the victory anthem, which just happens to be 'God Save the King' rather than our own!

BEING WORLD FAMOUS AND HUMBLE: SIR EDMUND HILLARY

Magic Kiwis : Sir Edmund Hillary (extracts)

Communicado 1991. Duration 4:54

Short clips of one of our most famous citizens, from his most famous feat: the conquest of the world's highest mountain, to his tireless efforts on behalf of the people of Nepal. Sir Ed was our youngest ever Knight, and Ambassador to India & Nepal on behalf of the New Zealand government (his first and only desk-job!).

BEING CONNECTED IN CRISIS: WAHINE DAY 1969

Wahine Day (extract)

National Film Unit 1973. Duration 6:29

On 10 April 1968 the 9,000 ton inter-island ferry Wahine sank just inside Wellington Harbour during a ferocious storm, resulting in the loss of 51 lives. The modern ferry, 20 months in service and of latest design, carried 735 passengers and crew. Events like the Wahine disaster, the Erebus crash, the

New Zealand Identity: Part Two

Brunner Mine disaster, have a collective pull on New Zealand society. Our relative smallness increases our inter-connectedness.

BEING INDEPENDENT EVEN WHEN IT MIGHT HURT: THE UN 1984 **6:30 NEWS 26/09/1984**

TVNZ 1984. Duration 2:35

David Lange addresses the United Nations, directing a small country broadside at the nuclear super-powers. There was little doubt at the time that at least some economic damage might come our way with such a stand, not to mention the political fallout.

ECONOMIC IDENTITY

OFF THE SHEEP'S BACK

FOOTROT FLATS

Footrot Flats: Slice of Heaven

Magpie Productions 1987. Duration: 4:21

Animated images of the New Zealand farmer, sheep, dogs and cattle filter through a musical background from Dave Dobbyn and the Herbs. The agricultural emphasis of New Zealand's developing economy is an essential part of our collective identity.

FRED DAGG

Beyond a Joke (extracts)

Bryan Bruce Productions 1995. Duration: 2:37

Actual footage and commentary from one of our most famous comic artists John Clarke, alias Fred Dagg. Real New Zealand humour – when Clarke tried his routine in Australia, they didn't get it!

NO. 8 WIRE

KIWI AS

Kiwiana - Kiwi As (extract)

Point of View Productions 1998. Duration 1:26

Number eight wire – a fencing competition somewhere in New Zealand in 1998. Is this part of New Zealand myth or does it represent a permanent truth about the attitude of ordinary New Zealanders to the challenges of everyday life?

CLEAN SHEEP

Pacific Magazine 4 (extract)

Pacific Films 1954. Duration 2:43

FARMING: ANNUAL BAA ... TH: An item on sheep-dipping methods – the old versus the new. The old method of sheep being dipped in troughs is shown, the farmer poking sheep with a stick to immerse them. The introduction of showers which disinfect the sheep “two-dozen at a time, while the farmer has a quiet smoke” is advocated. Sheep showers it should be noted predated the time when human kiwis had showers installed in their own bathrooms.

BILL HAMILTON

Pictorial Parade 35 (extracts)

National Film Unit 1955. Duration 3:51

IDEAS FOR ENGINEERS – AN INVENTOR IN THE MACKENZIE COUNTRY: Sheep station owner Bill Hamilton launches and demonstrates another one of his inventions, the jet propelled speedboat. Bill Hamilton demonstrates that part of the kiwi image which is capable and inventive.

THE NEW BREED

WETA DIGITAL 1994

The Edge Series 2 Programme 7 (extract)

Gibson Group 1994. Duration 4:27

Details the rise and rise of aspiring local expertise which led to the formation of Weta Digital (Wingnut Effects and Technical [A]llusions). Features Peter Jackson, George Port and Richard Taylor.

NEW INVENTORS

Assignment: The Charge of the Bright Brigade (extracts)

TVNZ 2001. Duration 7:02

Professor Peter Gluckman, (Director of the Liggins Institute) on medical inventiveness; John Errington (CEO of Blue Marble Polymers) and environmentally sound packaging; and the fast selling motorised loo... the

modern economy and niche marketing. New Zealand's patent per capita international ranking was 19th in 2002.

GETTING TECHNICAL 1984 VERSION 1

Apple Computers: Rebate

Colenso 1984. Duration 1:11

Farmers 'ooh-ah' over the latest gizmo from Silicon Valley.

GETTING TECHNICAL 1984 VERSION 2

Apple Computers: Corporate

Colenso 1984. Duration 1:07

The cool dude with the paper free office

PIED PIPER 2003

Telecom T3G: Pied Piper

Saatchi & Saatchi 2003. Duration 1:07

Using kids to sell the product.

FAST EDDIE 2004

Telecom T3G: Fast Eddie

Saatchi & Saatchi 2004. Duration 1:06

Mover and shaker in short pants.

MEMORY AND REALITY

D.I.Y.N.Z.

Mitre 10: Billy T. James

Charles Haines 198-. Duration 1:41

An 1980s version of the Kiwi do-it-yourself image. Has it changed? In the 1990s are we more likely to have a laptop, drink cappuccino, and get someone else to do it?

PURE & NATURAL

New Zealand Butter : Ellie Smith

New Zealand Identity: Part Two

NZ Dairy Board / Lee Tamahori 198- . Duration 1:06

Ellie Smith plays the New Zealand Mum, ultra capable round the kitchen, but with that clean, green and natural feel about making the kids lunches! Identity feelings change over time, but traditional images of the New Zealand mum are hard to shake.

MEALMATES

Griffins Mealmates

Lintas 199- . Duration 0:36

The mateship of New Zealand history: has it survived or is it outdated in the 1990s?

KIWIBURGER

Kiwiburger : McDonalds

First light 199- . Duration 0:54

Recent advertising campaign from McDonalds, a very American company trying to use Kiwi images to maximise sales. Everything from mud-pools to Buzzy Bees, sporting icons to national symbols.

THE QUATER ACRE PARADISE 1997

Lotto Commercial

Saatchi & Saatchi 1997. Duration 1:35

A guy and his lawnmower... humour aside, the quarter acre paradise idea, where most New Zealanders desire a patch of earth to own and play around on... still survives.

TRUSTBANK 1994

Trustbank Commercial

Evidence of New Zealand identity as a commercial winner: the agricultural idyll, the Game , the multi-cultural paradise, the definitive kiwi-joker lingo, brotherly love...