



Creating a place to remember

Dear friends and supporters,

After a long haul, we are now only a few months away from seeing our dream come true. Getting to this point has involved a huge amount of work and commitment from many, not least our generous donors. Without them, we would still be talking of “some time in the future” but now we have an official opening date of Wednesday 11 October 2023. We also have a name: the New Zealand Liberation Museum - Te Arawhata.

We have already seen inside the building even though we are 12,000 kilometres away. Our sneak preview, on the eve of Anzac Day, showed us work is well underway in both the mansion house and the grounds. Via the live video link, Jude Dobson and Marie-Sophie Lesne, the Mayor of Le Quesnoy were able to convey to us the excitement in that beautiful town where New Zealand will soon have a permanent home. The local people were able to get reasonably close, health and safety permitting, for their own advance viewing and it was gratifying to see the smiles on their faces. They have been watching our slow and steady progress since 2017 when the Gendarmerie moved out and the Kiwis took ownership. With global upheavals including the COVID-19 pandemic, it is amazing we have got this far. Soon, Wētā Workshop will start their seemingly magical work inside. We have seen what they produced at Te Papa, and we know they will do us proud.

I want to thank everyone - especially donors, our trustees, and our advisers, for sticking with us. The job is not yet finished. We want Te Arawhata to be world class and we need to continue to attract funds to ensure that we have all the parts in place to earn that reputation. If you have given to us already, thank you. If you can't give more, please tell a friend or two of the great pleasure that we are all experiencing from honouring the lives of those who fought in World War I (WWI) on the Western Front and providing a place for future generations to learn about both war and peace.

Join the '[Friends of Le Quesnoy](#)' so we can continue to tell the stories of New Zealand and Le Quesnoy in a uniquely Kiwi way.



*Sir Don McKinnon - Chair
New Zealand Memorial Museum Trust - Le Quesnoy*

SAVE THE DATE



As the sign shows outside the front door of the museum, the doors will officially be open on Wednesday 11 October 2023.

A programme of opening events will be known in the next couple of months but, in the meantime, if you are musing on making the trip to Le Quesnoy to see the museum, make sure it isn't before 11 October or you'll be disappointed.

The Rugby World Cup pool matches in France finish the previous weekend, with the Quarter Finals being played the following weekend of 14/15 October in Marseille and Paris. As such, we are expecting some rugby supporters to visit.

FUNDRAISING UPDATE

The trust board has now raised over \$11 million from a wonderful and committed group of generous donors.

We have been delighted to welcome a significant number of new supporters to our donor family and we thank them for their contribution - please see our current list of donors on page 8. These remarkable people are ensuring the stories of New Zealand's contribution to WWI and the extraordinary liberation of Le Quesnoy are captured and told for future generations.

With only four months until opening, we have a short timeframe to secure the final funds to help make the project a reality. We are close to achieving our goal of \$15 million and are now relying heavily on our supporters to help raise awareness of the project and our fundraising target.

Planning is well underway to ensure our donors are acknowledged at the opening events and in perpetuity within the museum. This is an opportunity to leave a legacy for future generations, for your family or for yourself.

If you are able to make a contribution, or you know anyone who may be interested in joining our family of donors by making a donation, please contact Jenni Giblin. Jenni's email is jenni@giblingroup.co.nz and her mobile is 027 630 4392.

The new museum website at nzliberationmuseum.com/donate is also easy to make a donation through, using a credit card or by bank transfer. The charitable status of the trust ensures that all New Zealand donations are tax-deductible until 31 March 2025.

We are grateful for all donations, regardless of their size. Thank you for your support.

OUR VISITOR EXPERIENCE HAS A BRAND AND A NAME



It has been a long time coming, with much thought going into the process of naming our museum. As befits a New Zealand museum located in France, there are, in fact, three names in three languages - English, Te Reo Māori, and French.

The English and French names reference the liberation of the town of Le Quesnoy by the New Zealanders in World War One.

The Māori name, Te Arawhata, means ladder which was the method used to liberate the town. It also conceptually means a pathway to higher knowledge.

Every brand and design has a story behind it, and this one is no different.

The vertical design motif is drawn from the Wētā Workshop designed ladder installation that will be centrally positioned within the visitor experience. The inspiration comes from the Māori whakarare design. Designer Sven Baker from Sven & Friends continued to work with this whakarare design for the brand work and design system.

The traditional, distinctive whakarare pattern is made up of haehae (carved grooves) with elements that cross over at intervals. The crossing pattern between the two sides of this version of the design speaks to the notion of climbing, with the pattern reflecting the rungs of a ladder.

The design also signifies strength. The whakarare design can be seen on the thighs of traditionally carved ancestral figures to portray strength.

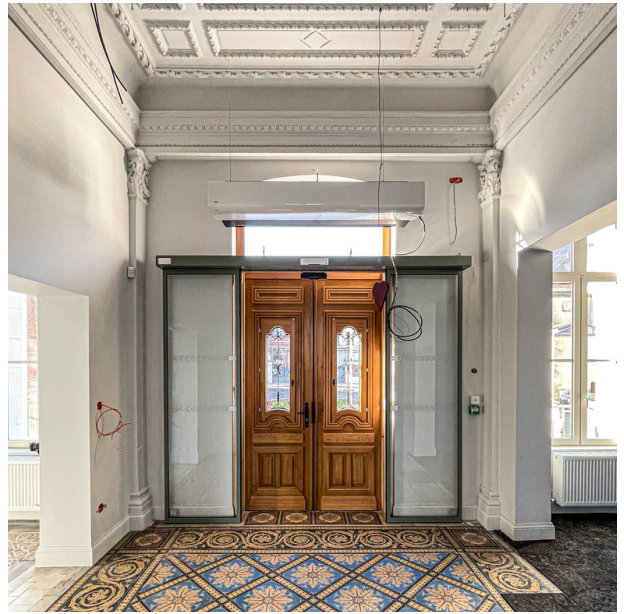
Either side of the ladder could also be construed as the two countries of New Zealand and France. The lines weaving directly into these opposite sides of the ladder, forming connections to each other, can be representative of the enduring friendships that have continued to grow between the people of Le Quesnoy and New Zealand since the 1918 liberation of the town.

The design system has both English and French versions with the dominant language for each market placed at the top.

The Mayor of Le Quesnoy, Marie-Sophie Lesne announced the names at the Anzac Day commemorations, at a special event, and they were warmly received by the hundreds of attendees.

Visit the museum's new website to stay up to date on progress: nzliberationmuseum.com

THE RENOVATION IS COMPLETE



Above, clockwise from top left: The front view of museum with the New Zealand and French flags flying in the courtyard; the ornate ceilings and tiles have been preserved in the entrance area; the original staircase with wrought ironwork getting the finishing touches; view from the first floor balcony; the back view of the museum.

Completing a building project on time and on budget is always something to be celebrated.

Add in the challenges of it being on the other side of the world in France, working with different building rules and regulations, and needing to be cognisant of currency exchange rates, and there is another layer of complexity.

Then factor in the age of the building being constructed being in the 1890s and modified some 60 years later, as well as COVID-19 to

contend with and there are even more opportunities for the project to go awry.

The good news is that the renovation of the mansion house that will be home to the visitor experience has been completed on time and on budget. Local architect Véronique Coupet and New Zealand based project manager Luke van Velthooven have worked together with the various teams involved for the past 12 months to create a handsome home for our museum, and are to be congratulated.

WHAT'S INSIDE?



Above, clockwise from top left, are artist impressions of some of the content in the New Zealand Liberation Museum: a hyper-sized figure of a New Zealand soldier at Le Quesnoy after the liberation will provide a personal connection to the events of 4 November 1918; visitors will have the opportunity to share their own reflections and in doing so create an ever changing artwork inspired by tukutuku panels; there will be spaces to sit and learn more about both the people of Le Quesnoy and New Zealand and the wider events of World War I; interactive audio-visual experiences will tell the story of the New Zealanders at Le Quesnoy and in World War I.

Publicity around Anzac Day this year saw the release of some artistic imagery from Wētā Workshop depicting the intent of some of the spaces in the visitor experience.

New Zealand media picked up on the image of the giant soldier, a globally known specialty of the creative expertise at Wētā Workshop. Our soldier will no doubt provide an intense moment of reflection for visitors, helping take them back to the emotive moments after the liberation of Le Quesnoy on 4 November 1918.

Other spaces enable a deep dive into what four years of occupation looked like on a daily basis for the inhabitants of Le Quesnoy. Visitors will find out more from the people who lived through the liberation and recorded what happened. Their first-hand accounts from over 100 years ago will come to life, not only for the current generations, but for those yet to come.

While the bottom floor of the museum provides an opportunity to learn about the factual side of the liberation and the wider events of WWI, the top floor will be more focused on exploring concepts. Joining the two floors will be an installation representative of a ladder.

There will be an opportunity to recognise all those who left New Zealand shores to fight in what they thought was 'the war to end all wars', and a database available to find relatives who fought in WWI. An outdoor WWI timeline pathway and a sculpture to honour those who lost their lives here is intended for the rear of the museum in the future, after the opening.

A key theme of the experience is the friendship between the people of Le Quesnoy and the people of New Zealand which has only ever grown over time. Appropriately, a room is dedicated to exploring the value of friendship.

ANZAC DAY COMMEMORATIONS IN LE QUESNOY



Above, left to right: after the ceremony at the memorial on the wall, the official party (photographed outside the front of the museum) led the crowds back to the museum to announce the opening date; Jude Dobson, filming the events for the trust board, with a local resident and his photograph of a WWI soldier who died at Le Quesnoy.

Every year on the Sunday before Anzac Day, the people of Le Quesnoy commemorate the New Zealanders who liberated their town on the 4th of November 1918.

Hundreds of people - locals, visiting dignitaries, New Zealanders and descendants - gathered at the town square war memorial for a ceremony before walking to the New Zealand memorial at the ramparts for a second ceremony. Instead of going back to the town hall as in previous years, the crowd instead assembled outside the NZ Liberation Museum - Te Arawhata. Here, the crowd were pleased to hear the mayor announce the names of the museum in French, English and Te Reo Māori, and the 11 October 2023 opening date. The local children's haka was also a real crowd pleaser.

This year's commemorations were attended by Nikki Reid - Deputy Head of Mission at the New Zealand Embassy in France, Colonel Rian McKinstry, MNZM - New Zealand Defence Attaché to Belgium and France, Major Nigel Gattsche - Engineer Officer New Zealand Army, Peter Taylor - Chief People Officer, Ministry of Foreign Affairs and Trade, Lieutenant Commander Benjamin Click - Deputy Naval Attaché for the Embassy of the United States of America, Lieutenant Colonel Dean Kachab - Defence Attaché for the Australian Embassy, and Group Captain Jonathan Warren - UK Air Attaché to France for the British Embassy.



Above: children place flowers on the graves of the New Zealand soldiers at the local cemetery. Below: hundreds of people were part of the parade from the town square ceremony to the one at the walls.



ANZAC DAY COMMEMORATIONS IN NEW ZEALAND



Above, left to right: Felicity Wilson, great niece of the founding partner of the project Richard Izard, CNZM, OBE; a full house at the Northern Club hear about the Anzac Day events in Le Quesnoy and project updates; Mark Averill, grandson of Leslie Averill and Vice Patron of the New Zealand Memorial Museum Trust - Le Quesnoy.

On the eve of Anzac Day, a function for donors and supporters was held at the Northern Club in Auckland on 24 April 2023. The event was MC'ed by TVNZ's Daniel Faitaua. Daniel has reported from Gallipoli as the European Foreign Correspondent in recent years, and is keen to make the journey to Le Quesnoy in the future.

Sir Don McKinnon shared the museum names, showed the branding for the New Zealand Liberation Museum - Te Arawhata, and announced the official opening date of Wednesday 11 October 2023.

Guests were shown a video showcasing the emotive events in Le Quesnoy in the preceding days. It also included a first peek inside the newly renovated museum, in readiness for the visitor experience installation. A live connection to Jude Dobson (who had been filming the commemorations) joined the key people in France with the guests in New Zealand. Jude spoke with Raymonde Dramez, the former mayor of Beaudignies, Véronique Coupet, the architect, and Marie-Sophie Lesne, the mayor of Le Quesnoy, about their reflections on getting to this important milestone of a renovated building and the excitement of what was to come.

Speakers at the event in Auckland included Andrew Thomas from Wētā Workshop who took the opportunity to show some imagery of what

was planned in the experience. Mark Averill also spoke of his reflections as a repeat visitor to Le Quesnoy, given his grandfather Leslie Averill's long-standing connection with the town.

A first-time visitor to Le Quesnoy also spoke to the assembled crowd. Felicity Wilson is the great niece of Richard Izard, CNZM, OBE - the founding partner of the project. Felicity visited Le Quesnoy last November while on her O.E and was moved by what she experienced. She spent some time at the local Commonwealth War Graves Cemeteries, noting the ages of the young men were often no older than herself. "It was also not lost on me that I got to go home, but they did not. We did a haka as a sign of respect and in that moment there was a real unity between past and present."

Felicity says having a museum at Le Quesnoy deeply resonates with her, having now been to the town. "It will give an empowering sense of pride and connection in a place where the stories of our ancestors will never fade. It will speak not only of the devastation of war but also the humanity and kindness of strangers, separated by thousands of kilometres but united in experience. It will turn memories of courage, sacrifice and camaraderie and the fight for freedom into stories that make us confront the truths that exploiting our differences in this world never allows us to prevail, but unity will."

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The charitable status of the trust ensures all donations are tax deductible until 31 March 2025.

To make a donation, go to our website: <https://nzmmmtlq.nz/donate> or bank transfer using the following instructions:

Account name: New Zealand Memorial Museum Trust - Le Quesnoy

Account number: 03 - 1509 - 0097188 - 000

Reference: Your first and last name

Charities Commission Number CC54965

To discuss a possible donation please contact Jenni Giblin: jenni@giblingroup.co.nz or [ph: +64 27 630 4392](tel:+64276304392)

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NEW ZEALAND MEMORIAL MUSEUM TRUST - LE QUESNOY

CREATING A PLACE TO REMEMBER

New Zealand Memorial Museum Trust - Le Quesnoy

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