

91003R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Level 1 History, 2014

91003 Interpret sources of an historical event of significance to New Zealanders

9.30 am Thursday 13 November 2014
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for History 91003.

Check that this booklet has pages 2–5 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

MEET THE BEATLES

INTRODUCTION

For seven days in 1964, Beatlemania swept New Zealand.

SOURCE A

Revolution

The Beatles' 1964 tour occurred as New Zealand was undergoing a cultural shift. The values of younger New Zealanders seemed to be changing as one era passed and another emerged.

...

The band's records had already hooked local teenagers. "She Loves You" was their breakthrough hit in New Zealand, in 1963.

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Source: <http://www.nzhistory.net.nz/culture/beatles/setting-the-scene>

SOURCE B

'We Are Growing Up'

When the Beatles arrived in New Zealand at Wellington Airport on 21 June 1964, they were cheered on by crowds of rapturous youths. For devotees of popular music, in the mid-1960s the four Liverpoolians were simply the greatest musicians in their genre¹ anywhere in the world.

...

And all the while, the onset of mass international travel, and the advent of television and the accompanying expansion of 'world news', enabled the spread of new cultural and social ideas to occur at a rate faster than had ever been experienced, and certainly faster than New Zealand staid institutions – the government, the churches, the universities and so forth – were able to keep pace with.

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Source (adapted): Paul Moon, *New Zealand in the Twentieth Century* (Auckland: Harper Collins, 2011), pp 433–434.

SOURCE C**Don't Pass Me By**

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Crowd at Wellington Airport awaiting the arrival of the Beatles, Sunday 21 June 1964.
Photograph taken by Morrie Hill of Wellington.

Source: <http://tapuhi.natlib.govt.nz/cgi-bin/spydus/NAV/GLOBAL/OPHDR/193/189642>

SOURCE D**Good Day Sunshine**

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The Beatles at Wellington Airport during their New Zealand tour.

Source: Morris James Hill, *1929-2002: Negatives of Wellington, and national events and personalities*. Ref: 1/4-071857-F. Alexander Turnbull Library, Wellington, New Zealand. <http://natlib.govt.nz/records/23217692>

SOURCE E**'Dogs Used to Curb Beatles Fans'**

Wellington police yesterday used dogs to control screaming crowds gathered to greet the Beatles.

The quartet arrived at Wellington Airport yesterday afternoon from Australia.

More than 3 000 excited fans, mainly girls, gathered at the airport, and at least 4 000 at the Hotel St George, where the Beatles were staying.

...

Some seats still remain for the Beatles' four performances in Wellington. By contrast the Vienna Boys Choir, which is appearing later this week, are expected to be sold out.

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Source (adapted): *New Zealand Herald*, 22 June 1964.

SOURCE F**A Day in the Life**

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The Beatles on the balcony of the Hotel St George, Wellington.

Source: Morris James Hill, 1929-2002: *Negatives of Wellington, and national events and personalities*.

Ref: 1/4-071852-F. Alexander Turnbull Library, Wellington, New Zealand. <http://natlib.govt.nz/records/23228019>

SOURCE G**You Say Yes, and I Say No**

The decision of the Mayor, Mr. D. M. Robinson, to give a public welcome to the Beatles on Thursday caused some caustic¹ comments at a meeting of the Auckland City Council last night.

The matter was raised in a letter from the Society for Rating Relief, which claimed that the expense was not justified because the Beatles were touring for profit and were not of sufficient stature to warrant such an honour.

...

Sir Keith Park said that in future, civic receptions and welcomes should be restricted to very important people, in order to save public money.

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Source: *New Zealand Herald*, 23 June 1964.

SOURCE H**Roll Over Beethoven**

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Source: *Otago Daily Times*, 27 June 1964.