



HERITAGE NEW ZEALAND
POUHERE TAONGA

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MEDIA RELEASE

Hokianga's own 'bogeyman' still remembered fondly

Of all the characters that washed up on the Hokianga's shores in the early 1820s, few have enjoyed the same reputation as Jacky 'Cannibal Jack' Marmon.

Even now, stories about Marmon – or Haki Mamene as he was also known among his adopted Maori whanau – resonate in recorded history and local folklore.

"Jacky Marmon, the son of a Sydney convict, arrived in the Hokianga in 1823 after jumping ship," says the Northland Manager of Heritage New Zealand, Bill Edwards.

"He lived as a Maori, with a Maori wife and daughter, but had several children by other Maori women."

Jacky was known to have been a bit of a scrapper, and accompanied Hongi Hika into battle in 1825. He was also widely believed to have participated in practices that were not exactly vegetarian – hence his somewhat unsavoury nickname.

Marmon was a Pakeha Maori fluent in Te Reo, and was even said to have had a moko [facial tattoo]. He became an interpreter, land agent, negotiator and grog seller – and used his carpentry skills in several early houses, as well as the hotel and shipyard buildings at Horeke.

"As a Catholic, Jacky Marmon was only too happy to help Bishop Pompallier establish his mission in the Hokianga in 1838," says Bill.

"Marmon gained a certain amount of notoriety by trying to persuade Hokianga Maori not to sign the Treaty of Waitangi – though in later years he strongly supported the British forces when war broke out in 1845."

With the collapse of the timber trade in the Hokianga in the 1840s – combined with the fact that his land was neither suitable for cultivation nor raising livestock – Marmon became increasingly impoverished and isolated.

Marmon's criminal record, his close association with Maori, his somewhat combative temperament, and the widespread belief that he had been a cannibal all meant that he was never accepted by Pakeha settler society emerging in the Hokianga. Indeed, community leaders saw him as a bad influence generally. According to the *New Zealand Dictionary of Biography*, Marmon was even labelled the 'bogeyman' by parents wanting to frighten their naughty children into submission.

Maori, on the other hand, accepted him and treated him with great respect because of his close association with Hokianga rangatira.

'Cannibal Jack' died in 1880 – but his name truly lives on.

Stories about him and other colourful early New Zealanders are told in an exciting new app for Android and Apple smartphones and tablets entitled *Path to Nationhood*. Produced by Heritage New Zealand, the suite of six Northland app-based tours are available free to download, and are a must-have for visitors to Northland, as well as locals.

Written and researched by former Heritage New Zealand staff member Stuart Park, with Professor Manuka Henare and his team at the University of Auckland School of Business providing a Maori cultural and historical perspective, the tours incorporate audio using actors like Tui Ruwhiu and Michael Hurst. Sound effects also help bring the stories to life.

Once downloaded the tours can be enjoyed anywhere – irrespective of whether there is wi-fi or a cellular connection – making it the perfect virtual tour guide.

Feedback from people who have already enjoyed some of the app tours has been overwhelmingly positive according to Bill.

“The tours make this incredible period of our history come alive, and tell these stories in an engaging and accessible way. Many of the stories centre around some of our fantastic Heritage Destinations in Northland, so people can actually visit places where many of these people lived, and events took place.

“It’s fair to say that the app tours give people an opportunity to see history through new eyes,” he says.

For a free download of the *Path to Nationhood* suite of Northland tours visit **heritage.org.nz/apps** or search for Heritage Trails through your online app store.