Experience Wellington 2020-21

Quarter One Visitor Numbers & Highlights Report to Council

as at 30 September 2020



Visitor Numbers

| Institution | 2020-21 Target | YTD Visitor Numbers | % of Annual Target | Q1 Target | Q1 Visitor Numbers Achieved | % of Q1 Target |
|-------------------------|-------------------|------------------------|--------------------------|--------------|--------------------------------|-------------------|
| City Gallery Wellington | 56,200 | 20,451 | 36% | 11,200 | 20,415 | 183% |
| Wellington Museum | 56,000 | 22,314 | 40% | 9,000 | 22,314 | 248% |
| Capital E | 45,500 | 10,785 | 24% | 9,250 | 10,785 | 117% |
| Cable Car Museum | 79,000 | 21,954 | 28% | 17,500 | 21,954 | 125% |
| Space Place | 24,000 | 10,183 | 42% | 4,000 | 10,183 | 255% |
| Nairn Street Cottage | 1,000 | 0 | 0% | 0 | 0 | 100% |
| TOTAL | 261,700 | 85,687 | 33% | 50,950 | 85,687 | 168% |

NB. All sites, with the exception of Nairn Street Cottage, fully reopened under normal operating hours from 6 July 2020.

QUARTER ONE – JULY, AUGUST, SEPTEMBER

Commentary on variation against Target:

Our 2020-21 targets are based on our current COVID-19 operating environment of closed borders and no international visitors. Visitation across all sites has risen steadily since reopening, and we are pleased to report that we have exceeded all quarterly targets. 168% of the Q1 target (50,950) was achieved with 85,687 visits: a total of 33% of the annual target for 2020-21. This compares to Q1 of 2019-20 with 165,855 visits or 25% of the 2019-20 annual target (noting no impact from COVID-19 in Q1 of 2019-2020).

- City Gallery Wellington: started to see a slow rebound in numbers in July, which declined when Alert Level 2 was announced in August and started to return once that was lifted. Numbers are approximately half of what was seen in the previous year (however noting Q1 2019-20 was bolstered by a busy programme schedule and NZ International Film Festival).
- **Wellington Museum:** tracking well ahead of target, especially over the school holiday period with the popularity of the Mittens exhibition. Q1 numbers are similar to last year.
- Capital E: is seeing continually high visitor numbers attending PlayHQ, even during Alert Level 2. Significantly less visitors overall than the 2019-20 period which included visitors to the Hannah Playhouse.
- **Cable Car Museum:** While significantly impacted as a result of no international visitors, is still tracking ahead of our projected target for the quarter. Approximately half the number of visitors as the 2019-20 year.
- **Space Place**: Similar numbers to Q1 of 2019-20 due to continued venue hire and school group bookings. Well above what was predicted for this quarter.
- Nairn Street Cottage: seasonal closure throughout Q1 and set to reopen at the end of October.

Programme highlights:

- **Wellington Museum's** mini-exhibition *Mittens Floofy and Famous* and accompanying '*Pet Project*' saw outstanding visitor numbers, particularly during the school holidays, with merchandise selling out several times.
- **City Gallery Wellington:** Elisabeth Pointon's flyover artwork took place after being rescheduled due to COVID and adverse weather conditions. *Terminal* at City Gallery opened alongside a vibrant timetable of diverse programming.
- Capital E: Two postponed National Theatre for Children projects: Lost Letter Office and Story Studio LIVE 2020 recommenced development. The latter includes a series of workshops with schools and kura exploring young people's perspectives on the environment. Light Years opened in August in PlayHQ.

Priority Projects

• The Navigators Project script is currently being finalised with filming expected to be finished by the end of 2020. The project will then go into postproduction with the aim of completion by April 2021. A wananga was held to run through the script and Jack Thatcher is being consulted to ensure the script is accurate in the portrayal of the ancient techniques of Pacific Navigation.

Planning has also started on developing resource material to support the Navigators film and will be a mix of online content (videos, interviews) and physical material (publication, posters). This will allow us to provide more in-depth information and background knowledge, that expands on topics highlighted in the film.

- Planning for **City Gallery Wellington's** next high value international art exhibition continues, including discussions with partners and the impacts from dealing with at COVID-19 environment.
- **Staff Accommodation** will remain an ongoing challenge until we receive certainty about the funding and timing of the Museum redevelopment project. In the interim we have developed a short-term approach to managing our office accommodation issues.
- The Wellington Museum Development project was unsuccessful in receiving funds from the Government's COVID-19 Shovel Ready fund. The Chief Executive and Chair with senior representatives and Project Consultants met with Council representatives to discuss next steps in Early September. The Chair and the Director Museums Wellington (in place of the Chief Executive) met with the Chief Executive of the Ministry for Culture & Heritage to discuss potential funding opportunities for the Project. Acting Chief Executive James Unwin and the Director met with Council officer, Danny McComb to provide an update on the Project and to discuss next steps with the LTP process. Mr McComb provided advice that there was strong support within Council for the Project.
- Business Systems Review: The upgrade of the organisation's main operational, communication and data storage system is complete. This involved replacing computer hardware and the transition to the cloud-based Office 365. This significantly improved flexible and remote working and was invaluable during lockdown. We also moved to a VIOP communication system (3CX) and new internet provider, Lightwire. Our new CRM system (Salesforce) ensures we capture data for all interactions with our customers, supporters and sponsors. This project is slowly being rolled out but is also dependent on successful integration with retail systems.
- **Future E:** The Chief Executive is continuing dialogue with stakeholders, including the Wellington City Library team and Athfield Architects.

July School Holidays:

- Strong visitation over the July school holidays at Wellington Museum with the Mittens exhibition, Space Place, PlayHQ and sell out workshops in Capital E, plus Square Eyes film screenings at City Gallery and performances of Orchestra Wellington's 'Where's my Triangle?'
- Strong engagement for school holiday programmes with most sold out/fully attended across sites.

James Unwin Acting Chief Executive

Update on Progress against Targets, as at 30 September 2020 (Q1)



OUR CITY

City Residents' Awareness: The number of Wellingtonians who know about our institutions as assessed through the Annual Residents' Survey conducted by Council.

| Residents' Awareness | 2020-2021 Target | 2020-2021 Result |
|-------------------------|---------------------|---------------------|
| City Gallery Wellington | 95% | |
| Wellington Museum | 95% | |
| Capital E | 90% | |
| Cable Car Museum | 95% | |
| Space Place | 92% | |
| Nairn Street Cottage | 54% | |

OUR VISITORS

Physical Visitation: The total number of visits to institutions including general public, education and function attendees. The annual target is reviewed each year and benchmarked against the average visitation for the institution during the previous three years.

| Visitor Numbers | 2020-21 Target | 2020-21 YTD Result | Q1 Target | Q1 Result | Q2 Target | Q2 Result | Q3 Target | Q3 Result | Q4 Target | Q4 Result |
|------------------------------------|-------------------|-----------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| City Gallery Wellington | 56,200 | 20,451 | 11,200 | 20,451 | 13,400 | | 13,400 | | 18,200 | |
| Wellington Museum | 56,000 | 22,314 | 9,000 | 22,314 | 12,500 | | 20,500 | | 14,000 | |
| Capital E | 45,500 | 10,785 | 9,250 | 10,785 | 12,500 | | 9,750 | | 14,000 | |
| Cable Car Museum | 79,000 | 21,954 | 17,500 | 21,954 | 17,500 | | 25,500 | | 18,500 | |
| Space Place | 24,000 | 10,183 | 4,000 | 10,183 | 6,000 | | 8,000 | | 6,000 | |
| Nairn Street Cottage | 1,000 | 0 | 0 | 0 | 250 | | 500 | | 250 | |
| Experience Wellington Total | 261,700 | 85,768 | 50,950 | 85,678 | 62,150 | | 77,650 | | 70,950 | |

City Gallery visitation may be affected by earthquake strengthening of the Town Hall.

Targets reflect the current COVID-19 environment of closed borders and no international visitors.

Update on Progress against Targets, as at 30 September 2020 (Q1)



Virtual Visitation: The total number of unique user visits to institutional web/mobile sites.

| Virtual Visitation | 2020-21 | 2020-21 | Q1 | Q2 | Q3 | Q4 |
|-----------------------------|---------|------------|--------|--------|--------|--------|
| virtual visitation | Target | YTD Result | Result | Result | Result | Result |
| City Gallery Wellington | 78,000 | 20,115 | 20,115 | | | |
| Museums Wellington | 110,000 | 38,090 | 38,090 | | | |
| Capital E | 35,000 | 15,227 | 15,227 | | | |
| Experience Wellington Total | 223,000 | 73,432 | 73,432 | | | |

Social Media Profile: A snapshot of Facebook friends, Instagram and Twitter followers.

| Social Media Profile | 2020-21 Target | Q1 Snapshot | Q2 Snapshot | Q3 Snapshot | Q4 Snapshot |
|-----------------------------|-------------------|----------------|----------------|----------------|----------------|
| City Gallery Wellington | 41,500 | 41,744 | | | |
| Museums Wellington | 13,500 | 13,902 | | | |
| Capital E | 9,500 | 9,395 | | | |
| Space Place | 10,800 | 10,376 | | | |
| Experience Wellington Total | 75,300 | 75,966 | | | |

Repeat Visitation: the number of visitors who have visited the institution at least once in the previous twelve months.

| Repeat Visitation | Q1 Result | Q2 Result | Q3 Result | Q4 Result |
|-------------------------|--------------|--------------|--------------|--------------|
| City Gallery Wellington | 50% | | | |
| Wellington Museum | 35% | | | |
| Capital E | 80% | | | |
| Cable Car Museum | 32% | | | |
| Space Place | 31% | | | |

NOTE: This KRI is not included in the 2020-21 SOI but we will continue to monitor repeat visitation internally as a management tool.

Update on Progress against Targets, as at 30 September 2020 (Q1)



Quality of Visit: Visitor feedback based on comfort, access, experience, knowledge gained, the friendliness of staff, the length of visit and overall enjoyment.

| Quality of the Visitor Experience | 2020-21 Target | 2020-21 Result | Q1 Result | Q2 Result | Q3 Result | Q4 Result |
|-----------------------------------|-------------------|-------------------|--------------|--------------|--------------|--------------|
| City Gallery Wellington | 88% | | 83%* | | | |
| Wellington Museum | 90% | | 88% | | | |
| Capital E | 90% | | 93% | | | |
| Cable Car Museum | 80% | | 83% | | | |
| Space Place | 90% | | 88% | | | |
| Nairn Street Cottage | 90% | | N/A | | | |

*Over this quarter very little visitor data (43 surveys) was collected at City Gallery Wellington due to a combination of lower attendance and higher repeat visitation.

Children & Young People Visiting for a Learning Experience: The number of students as part of a booked group visiting institutions for learning experiences. The delivery of LEOTC is partfunded by the Ministry of Education.

| Learning Experience Visitors | 2020-21 Target | 2020-21 YTD Result | Q1 Result | Q2 Result | Q3 Result | Q4 Result |
|------------------------------|-------------------|-----------------------|--------------|--------------|--------------|--------------|
| City Gallery Wellington | 4,500 | 467 | 467 | | | |
| Museums Wellington | 3,500 | 629 | 629 | | | |
| Capital E | 10,000 | 1,664 | 1,664 | | | |
| Space Place | 3,000 | 948 | 948 | | | |
| Experience Wellington Total | 21,000 | 3,708 | 3,708 | | | |

Museums Wellington includes the Wellington Museum, Cable Car Museum and Nairn Street Cottage.

Please note that the Capital E numbers for the table Children & Young People Visiting for a Learning Experience include our education experiences (Digital offerings are funded by LEOTC, National Theatre for Children is funded by Creative New Zealand).

Update on Progress against Targets, as at 30 September 2020 (Q1)

experience Wellington wellington museums trust

OUR SUSTAINABILITY

Non-Council Revenue: The total amount of revenue generated from non-Council sources.

| Trading (\$'000) | 2020-21 | 2020-21 | Q1 | Q2 | Q3 | Q4 |
|-------------------------------|---------|---------|--------|--------|--------|--------|
| Trading (\$'000) | Target | Result | Result | Result | Result | Result |
| City Gallery Wellington | 99 | 37 | 37 | | | |
| Museums Wellington | 144 | 128 | 128 | | | |
| Capital E | 127 | 28 | 28 | | | |
| Space Place | 136 | 104 | 104 | | | |
| Sub Total | 506 | 297 | 297 | | | |
| Sub-letting, Interest & Other | 30 | 8 | 8 | | | |
| Experience Wellington Total | 536 | 305 | 305 | | | |
| Fundraising (\$'000) | 2020-21 | 2020-21 | Q1 | Q2 | Q3 | Q4 |
| rundraising (\$ 000) | Target | Result | Result | Result | Result | Result |
| City Gallery Wellington | 395 | 115 | 115 | | | |
| Museums Wellington | 100 | 45 | 45 | | | |
| Capital E | 942 | 153 | 153 | | | |
| Space Place | 485 | 26 | 26 | | | |
| Experience Wellington Total | 1921 | 339 | 339 | | | |

Museums Wellington includes the Wellington Museum, Cable Car Museum and Nairn Street Cottage.

Spend per Visitor: Visitor related revenue (admissions and sales).

| Spend per Visitor (\$) | 2020-21 Target | 2020-21 Result | Q1 Result | Q2 Result | Q3 Result | Q4 Result |
|-----------------------------|-------------------|-------------------|--------------|--------------|--------------|--------------|
| City Gallery Wellington | 1.76 | 1.83 | 1.83 | | | |
| Museums Wellington | 1.06 | 2.89 | 2.89 | | | |
| Capital E | 2.79 | 2.60 | 2.60 | | | |
| Space Place | 5.67 | 10.24 | 10.24 | | | |
| Experience Wellington Total | 1.93 | 3.48 | 3.48 | | | |

Museums Wellington includes Wellington Museum, Cable Car Museum and Nairn Street Cottage.

^{**}A number of projects scheduled for FY2019-20 were postponed due to COVID-19 restrictions and have been rolled over into FY2020-21.

Update on Progress against Targets, as at 30 September 2020 (Q1)



OUR PEOPLE

| | 2020-21 Target | 2020-21 Result |
|-------------------|-----------------------------------|----------------|
| | No preventable serious harm | |
| Health and Safety | incidents involving workers or | |
| Health and Salety | visitors as defined by the Health | |
| | and Safety at Work Act 2015. | |

| | 2020-21 Target | 2020-21 Result |
|--------------------|--|----------------|
| Staff Satisfaction | At least 77% of staff are engaged with the organisation as indicated through the annual Staff Engagement Survey. | |

OUR HERITAGE

Collection Development: Our Heritage Collections contribute to our understanding of Wellington's identity; its history, art and creativity which include visitors to some of Wellington's most important heritage sites (see visitor number KRI).

| | 2020-21 Target | 2020-21 Result |
|--------------------------|----------------|----------------|
| New to the Collection | 200 | |
| Collection Assessment | 800 | |
| Collection Accessibility | 10% | |

New to the Collection: Commissions, acquisitions or donations of an item or a collection of items that have been accessioned into the collection.

Collection Assessment: The number of items (individual or type e.g. lifebuoys) that are reviewed for retention or disposal.

Collection Accessibility: The % of the Collection that is on display, on loan, used for research purposes or accessed through other mediums such as online.

Update on Progress against Targets, as at 30 September 2020 (Q1)



COUNCIL'S SUBSIDY PER VISIT

The Council subsidy per physical visitor is calculated first by dividing the number of forecast visits into the operating grant received from Council (Table 1). Council's ownership costs such as insurance, maintenance and depreciation are then added (Table 2) to provide an estimate of the full subsidy per visit. The information regarding ownership costs is supplied by Council.

Table 1: Operating subsidy per visit

| Subsidy per Visit (\$) | 2020-21 Target | 2020-21 Result | Q1 Result | Q2 Result | Q3 Result | Q4 Result |
|-----------------------------|-------------------|-------------------|--------------|--------------|--------------|--------------|
| City Gallery Wellington | 43.34 | 28.30 | 28.30 | | | |
| Museums Wellington | 15.52 | 11.33 | 11.33 | | | |
| Capital E | 39.26 | 39.36 | 39.36 | | | |
| Space Place | 23.56 | 9.37 | 9.37 | | | |
| Experience Wellington Total | 29.47 | 22.53 | 22.53 | | | |

Subsidy per Visit forecast is based on the probable percentage of the operating grant received from Council as follows:

City Gallery Wellington – 30%

Museums Wellington (Wellington Museum, Cable Car Museum and Nairn Street Cottage) – 26%

Capital E - 22%

Space Place – 4.9% plus the cash underwrite

Central services provided through the Executive Office – 17.1%

Table 2: Full subsidy per visit inclusive of Council's ownership costs

| Full Subsidy per Visit (\$) | 2020-21 Target | 2020-21 Result |
|-----------------------------|-------------------|-------------------|
| City Gallery Wellington | 46.87 | |
| Museums Wellington | 16.79 | |
| Capital E | 42.46 | |
| Space Place | 23.56 | |
| Experience Wellington Total | 31.93 | |

Council's estimated ownership costs are supplied by Council.

Strategic Projects 2020-21

Update on Progress against Targets, as at 30 September 2020 (Q1)

Strategic Priorities have first claim on resources after the delivery of visitor experience programmes.

KEY PROJECTS UPDATE FOR Q1

| Project: | Q1 Update: |
|---|---|
| To present high profile, large scale international contemporary art exhibitions at City Gallery Wellington. | Planning for City Gallery Wellington's next high value international art exhibition continues, including discussions with partners and the impacts from dealing with the COVID-19 environment. |
| Elizabeth Caldwell, Director City Gallery | |
| To complete the development of Wellington Museum. Brett Mason, Director Museums Wellington | This project was unsuccessful in receiving funds from the Government's Shovel Ready fund. The Chief Executive and Chair, with senior representatives and Project Consultants, met with Council officers to discuss the building status and next steps in early September. A meeting between the Acting Chief Executive, Museums Wellington Director, and Council officer Danny McComb discussed the project within the context of LTP process. Indications were that there was strong support within Council for the project. The Experience Wellington Board and ELT met with the project consultants on 22 October, and an update on these discussions will be provided to Council's Chief Executive on 6 November. |
| Producing 'The Navigators' planetarium show for Space Place Brett Mason, Director Museums Wellington | The script is currently being finalised with filming to be finished by the end of 2020. The project will then go into postproduction with the aim of completion by April 2021. A wānanga was held to run through the script and Jack Thatcher is being consulted to ensure the script is accurate in the portrayal of the ancient techniques of Pacific Navigation. The film will be using animation with the protagonist being a 12-year-old Māori girl. Auditions for a young actor will take place soon. Live shots will be used in conjunction with animation. Planning has started for resource material to support the Navigators show and will be a mix of online content (videos, interviews) and physical material (publication, posters). This will provide in-depth information and background knowledge, that expands on topics highlighted in the film and shares the content gathered during the extensive consultation phase. |
| Identifying a long-term home for Capital E Nōku Te Ao Dr Sarah Rusholme, Chief Executive | Ongoing dialogue continues with key stakeholders, including the Wellington City Library Team and Athfield Architects. Future E was discussed by the Chief Executive at Council's CCO LTP session and further information was distributed. |
| To upgrade our IT equipment and systems. James Unwin, Finance Manager | ■ We are currently working with our technology partner (Gravity Lab) to build a test environment to connect our proposed new retail systems, Vend and Shopify, to our CRM (Salesforce) and our accounting system (Xero) Once built, we will need to test extensively to make sure that data is being pulled through correctly before we fully switch and go live. We are still investigating a ticketing solution and will conduct initial sessions with our team, Gravity Lab and PatronBase to investigate opportunities. |

Statement of Financial Performance

Experience Wellington For the 3 months ended 30 September 2020

| | SEPT QTR ACT | SEPT QTR BUD | YTD ACTUAL | YTD BUDGET | FULL YR BUDGET | 2019 YTD |
|--|--------------|--------------|------------|------------|----------------|-----------|
| Trading Income | | | | | | |
| Trading Income | 298,235 | 126,482 | 298,235 | 126,482 | 775,478 | 518,380 |
| WCC Operating Grant | 1,930,377 | 1,930,215 | 1,930,377 | 1,930,215 | 7,720,868 | 1,872,720 |
| WCC Rental Subsidy | 442,245 | 442,251 | 442,245 | 442,251 | 1,769,004 | 442,245 |
| Sponsorship and Donations | 21,787 | 78,499 | 21,787 | 78,499 | 276,496 | 17,087 |
| Grants Other | 316,883 | 327,243 | 316,883 | 327,243 | 1,644,737 | 327,189 |
| Investment Income | 839 | 10,720 | 839 | 10,720 | 30,000 | 5,460 |
| Other Income | 40 | 25,866 | 40 | 25,866 | 287,758 | 14,291 |
| Total Revenue | 3,010,407 | 2,941,276 | 3,010,407 | 2,941,276 | 12,504,341 | 3,197,372 |
| Cost of Sales | | | | | | |
| Cost of Sales (Trading Income) | 125,665 | 40,696 | 125,665 | 40,696 | 270,397 | 152,300 |
| Openings - Exhibitions & Programmes | 640 | 10,000 | 640 | 10,000 | 21,290 | 1,368 |
| Total Cost of Sales | 126,305 | 50,696 | 126,305 | 50,696 | 291,687 | 153,668 |
| Net Revenue | 2,884,101 | 2,890,580 | 2,884,101 | 2,890,580 | 12,212,654 | 3,043,703 |
| Operating Expenses | | | | | | |
| Employee Costs | 1,900,922 | 1,676,039 | 1,900,922 | 1,676,039 | 6,717,529 | 1,651,309 |
| Council Rent | 334,621 | 334,707 | 334,621 | 334,707 | 1,338,828 | 334,621 |
| Exhibitions & Programmes | 346,579 | 528,430 | 346,579 | 528,430 | 2,210,543 | 450,670 |
| Marketing & Promotions | 66,905 | 158,590 | 66,905 | 158,590 | 633,459 | 129,947 |
| Occupancy Costs | 292,823 | 300,370 | 292,823 | 300,370 | 1,188,918 | 299,815 |
| Communication Costs | 24,768 | 24,784 | 24,768 | 24,784 | 101,114 | 32,934 |
| Trustee Fees and Expenses | 24,000 | 23,550 | 24,000 | 23,550 | 94,200 | 22,926 |
| Technology Costs | 65,512 | 51,292 | 65,512 | 51,292 | 168,381 | 67,500 |
| Professional Fees | 16,603 | 63,737 | 16,603 | 63,737 | 254,967 | 25,777 |
| Administration Fees | 34,904 | 55,474 | 34,904 | 55,474 | 212,688 | 54,104 |
| Depreciation | 129,456 | 129,951 | 129,456 | 129,951 | 519,800 | 130,834 |
| Total Operating Expenses | 3,237,091 | 3,346,924 | 3,237,091 | 3,346,924 | 13,440,427 | 3,200,437 |
| Net Surplus/(Deficit) | (352,990) | (456,344) | (352,990) | (456,344) | (1,227,773) | (156,734) |

Statement of Financial Performance (Executive Office)

Experience Wellington For the 3 months ended 30 September 2020

Institution is 10 Trust Office.

| | QTR ACT | QTR BUD | YTD ACTUAL | YTD BUDGET | FULL YR BUDGET | YTD 2019 |
|---------------------------|-----------|-----------|------------|------------|----------------|-----------|
| Trading Income | | | | | | |
| Trading Income | 304 | - | 304 | - | - | 1,750 |
| WCC Operating Grant | 1,834,963 | 1,834,875 | 1,834,963 | 1,834,875 | 7,339,508 | 1,779,249 |
| Sponsorship and Donations | 63 | - | 63 | - | - | - |
| Grants Other | - | - | - | - | - | 10,000 |
| Investment Income | 839 | 10,720 | 839 | 10,720 | 30,000 | 5,460 |
| Other Income | (3,300) | - | (3,300) | - | - | - |
| Grants - Living Wage | - | - | - | - | - | 40,000 |
| Total Revenue | 1,832,869 | 1,845,595 | 1,832,869 | 1,845,595 | 7,369,508 | 1,836,459 |
| Cost of Sales | | | | | | |
| Cost of Sales | 222 | - | 222 | - | - | - |
| Total Cost of Sales | 222 | - | 222 | - | - | - |
| Net Revenue | 1,832,647 | 1,845,595 | 1,832,647 | 1,845,595 | 7,369,508 | 1,836,459 |
| Operating Expenses | | | | | | |
| Employee Costs | 506,388 | 468,996 | 506,388 | 468,996 | 1,875,989 | 201,395 |
| Exhibitions & Programmes | 200 | - | 200 | - | - | 325 |
| Marketing & Promotions | 38,768 | 146,724 | 38,768 | 146,724 | 586,915 | 5,812 |
| Occupancy Costs | 26,379 | 20,250 | 26,379 | 20,250 | 81,000 | 23,579 |
| Communication Costs | 4,429 | 7,200 | 4,429 | 7,200 | 28,800 | 7,118 |
| Trustee Fees and Expenses | 24,000 | 23,550 | 24,000 | 23,550 | 94,200 | 22,926 |
| Technology Costs | 60,974 | 27,750 | 60,974 | 27,750 | 111,000 | 59,164 |
| Professional Fees | 7,029 | 23,700 | 7,029 | 23,700 | 94,800 | 18,796 |
| Administration Fees | 3,796 | 3,390 | 3,796 | 3,390 | 14,510 | 3,144 |
| Depreciation | 30,656 | 27,000 | 30,656 | 27,000 | 108,000 | 27,857 |
| Total Operating Expenses | 702,618 | 748,560 | 702,618 | 748,560 | 2,995,214 | 370,116 |
| Net Surplus/(Deficit) | 1,130,028 | 1,097,035 | 1,130,028 | 1,097,035 | 4,374,294 | 1,466,343 |

Statement of Financial Performance (Museums Wellington)

Experience Wellington For the 3 months ended 30 September 2020

Institution is 20 Museum, 22 Nairn St, 21 Cable Car.

| | QTR ACT | QTR BUD | YTD ACTUAL | YTD BUDGET | FULL YR BUDGET | YTD 2019 |
|---------------------------|-----------|-----------|------------|------------|----------------|-----------|
| Trading Income | | | | | | |
| Trading Income | | | | | | |
| Admissions | 5,082 | - | 5,082 | - | - | 7,617 |
| Bar | 301 | - | 301 | - | - | 229 |
| Membership | - | - | - | - | - | 104 |
| Retail Sales | 90,513 | 36,989 | 90,513 | 36,989 | 246,599 | 110,256 |
| Venue Hire | 32,034 | 7,499 | 32,034 | 7,499 | 50,000 | 38,157 |
| Total Trading Income | 127,930 | 44,488 | 127,930 | 44,488 | 296,599 | 156,363 |
| WCC Rental Subsidy | 175,456 | 175,455 | 175,456 | 175,455 | 701,820 | 175,456 |
| Sponsorship and Donations | 7,545 | - | 7,545 | - | - | 9,986 |
| Grants | 37,376 | 25,107 | 37,376 | 25,107 | 100,432 | 39,451 |
| Other Income | 1,783 | - | 1,783 | - | - | 4,209 |
| Total Revenue | 350,090 | 245,050 | 350,090 | 245,050 | 1,098,851 | 385,465 |
| Cost of Sales | | | | | | |
| Cost of Sales | 88,948 | 15,558 | 88,948 | 15,558 | 152,962 | 66,683 |
| Total Cost of Sales | 88,948 | 15,558 | 88,948 | 15,558 | 152,962 | 66,683 |
| Net Revenue | 261,141 | 229,492 | 261,141 | 229,492 | 945,889 | 318,783 |
| Operating Expenses | | | | | | |
| Employee Costs | 488,500 | 357,865 | 488,500 | 357,865 | 1,436,510 | 432,100 |
| Council Rent | 175,456 | 175,458 | 175,456 | 175,458 | 701,832 | 175,456 |
| Exhibitions & Programmes | 17,245 | 44,032 | 17,245 | 44,032 | 206,301 | 37,357 |
| Marketing & Promotions | 5,969 | 3,469 | 5,969 | 3,469 | 17,101 | 21,414 |
| Occupancy Costs | 77,474 | 85,814 | 77,474 | 85,814 | 341,732 | 81,931 |
| Communication Costs | 14,080 | 6,354 | 14,080 | 6,354 | 26,336 | 10,886 |
| Technology Costs | 2,034 | 2,338 | 2,034 | 2,338 | 11,886 | 2,998 |
| Professional Fees | 30 | 125 | 30 | 125 | 510 | 1,151 |
| Administration Fees | 10,104 | 13,758 | 10,104 | 13,758 | 54,707 | 16,273 |
| Depreciation | 73,864 | 82,500 | 73,864 | 82,500 | 330,000 | 78,444 |
| Total Operating Expenses | 864,758 | 771,713 | 864,758 | 771,713 | 3,126,915 | 858,009 |
| Net Surplus/(Deficit) | (603,617) | (542,221) | (603,617) | (542,221) | (2,181,026) | (539,226) |

Statement of Financial Performance (Space Place)

Experience Wellington For the 3 months ended 30 September 2020

Institution is 26 Space Place.

| | QTR ACT | QTR BUD | YTD ACTUAL | YTD BUDGET | FULL YR BUDGET | YTD 2019 |
|--|---------|-----------|------------|------------|----------------|----------|
| Trading Income | | | | | | |
| Trading Income | | | | | | |
| Admissions | 70,865 | 19,998 | 70,865 | 19,998 | 99,999 | 97,223 |
| Bar | 4,553 | - | 4,553 | - | - | 2,558 |
| Membership | 1,350 | - | 1,350 | - | - | 873 |
| Retail Sales | 16,946 | 4,999 | 16,946 | 4,999 | 25,000 | 23,191 |
| Venue Hire | 10,569 | 6,000 | 10,569 | 6,000 | 30,000 | 25,638 |
| Total Trading Income | 104,283 | 30,997 | 104,283 | 30,997 | 154,999 | 149,484 |
| WCC Operating Grant | 95,414 | 95,340 | 95,414 | 95,340 | 381,360 | 93,470 |
| WCC Underwrite | - | - | - | - | - | 988 |
| Sponsorship and Donations | 58 | - | 58 | - | - | 963 |
| Grants | 26,007 | 23,178 | 26,007 | 23,178 | 484,698 | 31,209 |
| Other Income | - | - | - | - | 184,000 | - |
| Total Revenue | 225,763 | 149,515 | 225,763 | 149,515 | 1,205,057 | 276,114 |
| Cost of Sales | | | | | | |
| Cost of Sales | 16,275 | 3,799 | 16,275 | 3,799 | 19,000 | 13,516 |
| Openings - Exhibitions & Programmes | - | - | - | - | - | 55 |
| Total Cost of Sales | 16,275 | 3,799 | 16,275 | 3,799 | 19,000 | 13,571 |
| Net Revenue | 209,488 | 145,716 | 209,488 | 145,716 | 1,186,057 | 262,542 |
| Operating Expenses | | | | | | |
| Employee Costs | 124,910 | 196,153 | 124,910 | 196,153 | 784,772 | 166,613 |
| Exhibitions & Programmes | 32,989 | 26,094 | 32,989 | 26,094 | 130,756 | 17,546 |
| Marketing & Promotions | 1,386 | 15,838 | 1,386 | 15,838 | 59,703 | 18,138 |
| Occupancy Costs | 18,055 | 21,426 | 18,055 | 21,426 | 85,224 | 20,661 |
| Communication Costs | 2,877 | 2,530 | 2,877 | 2,530 | 10,322 | 2,828 |
| Technology Costs | 2,045 | 600 | 2,045 | 600 | 2,497 | 808 |
| Professional Fees | 373 | - | 373 | - | - | - |
| Administration Fees | 3,835 | 5,788 | 3,835 | 5,788 | 19,654 | 4,371 |
| Depreciation | 761 | 2,751 | 761 | 2,751 | 11,000 | 2,114 |
| Total Operating Expenses | 187,231 | 271,180 | 187,231 | 271,180 | 1,103,928 | 233,079 |
| Net Surplus/(Deficit) | 22,257 | (125,464) | 22,257 | (125,464) | 82,129 | 29,463 |

Capital E

Experience Wellington For the 3 months ended 30 September 2020

Institution is 30 Capital E.

| | QTR ACT | QTR BUDGET | YTD ACTUAL | YTD BUDGET | FULL YR BUDGET | YTD 2019 |
|--|-----------|------------|------------|------------|----------------|-----------|
| Trading Income | | | | | | |
| Trading Income | | | | | | |
| Admissions | 20,917 | 16,035 | 20,917 | 16,035 | 139,908 | 27,351 |
| Retail Sales | 2,540 | 1,038 | 2,540 | 1,038 | 6,000 | 3,614 |
| Royalty/Production/Tour fees | - | - | - | - | - | 88 |
| Venue Hire | 4,603 | 1,500 | 4,603 | 1,500 | 7,500 | 4,222 |
| Total Trading Income | 28,059 | 18,573 | 28,059 | 18,573 | 153,408 | 35,275 |
| WCC Rental Subsidy | 107,624 | - | 107,624 | - | - | 107,624 |
| Sponsorship and Donations | 2,574 | 999 | 2,574 | 999 | 3,996 | 2,639 |
| Grants | 150,000 | 233,438 | 150,000 | 233,438 | 937,526 | 167,000 |
| Other Income | 800 | 3,624 | 800 | 3,624 | 14,496 | 2,617 |
| Total Revenue | 289,058 | 256,634 | 289,058 | 256,634 | 1,109,426 | 315,155 |
| Cost of Sales | | | | | | |
| Cost of Sales | 4,243 | 3,315 | 4,243 | 3,315 | 26,891 | 13,673 |
| Openings - Exhibitions & Programmes | 282 | - | 282 | - | 1,290 | 781 |
| Total Cost of Sales | 4,525 | 3,315 | 4,525 | 3,315 | 28,181 | 14,454 |
| Net Revenue | 284,533 | 253,319 | 284,533 | 253,319 | 1,081,245 | 300,702 |
| Operating Expenses | | | | | | |
| Employee Costs | 321,549 | 283,728 | 321,549 | 283,728 | 1,140,400 | 318,370 |
| Exhibitions & Programmes | 190,708 | 237,561 | 190,708 | 237,561 | 1,010,109 | 170,067 |
| Marketing & Promotions | 6,283 | 3,558 | 6,283 | 3,558 | 15,200 | 25,104 |
| Occupancy Costs | 105,320 | 106,980 | 105,320 | 106,980 | 426,913 | 99,119 |
| Communication Costs | 607 | 2,850 | 607 | 2,850 | 12,256 | 4,316 |
| Technology Costs | (270) | 1,704 | (270) | 1,704 | 11,498 | 1,235 |
| Professional Fees | 4,099 | - | 4,099 | - | 1,000 | 2,169 |
| Administration Fees | 8,866 | 12,888 | 8,866 | 12,888 | 45,757 | 16,640 |
| Depreciation | 9,324 | 9,000 | 9,324 | 9,000 | 36,000 | 8,545 |
| Development (FMC) | 446 | - | 446 | - | - | - |
| Digital-Marketing & Communications | 6,763 | - | 6,763 | - | - | - |
| Total Operating Expenses | 653,693 | 658,269 | 653,693 | 658,269 | 2,699,133 | 645,565 |
| Net Surplus/(Deficit) | (369,160) | (404,950) | (369,160) | (404,950) | (1,617,888) | (344,863) |

Statement of Financial Performance (City Gallery)

Experience Wellington For the 3 months ended 30 September 2020

Institution is 40 City Gallery.

| | QTR ACT | QTR BUD | YTD ACTUAL | YTD BUDGET | FULL YR BUDGET | YTD 2019 |
|-------------------------------------|-----------|-----------|------------|------------|----------------|-----------|
| Trading Income | | | | | | |
| Trading Income | | | | | | |
| Admissions | 8,895 | 3,600 | 8,895 | 3,600 | 11,400 | 9,379 |
| Bar | 321 | 3,000 | 321 | 3,000 | 12,000 | 3,487 |
| Membership | 587 | 900 | 587 | 900 | 3,600 | 639 |
| Retail Sales | 22,635 | 11,124 | 22,635 | 11,124 | 76,773 | 36,787 |
| Royalty/Production/Tour fees | - | - | - | - | 11,500 | 16,569 |
| Venue Hire | 5,041 | 13,800 | 5,041 | 13,800 | 55,200 | 33,545 |
| Total Trading Income | 37,478 | 32,424 | 37,478 | 32,424 | 170,473 | 100,407 |
| WCC Rental Subsidy | 159,165 | 159,165 | 159,165 | 159,165 | 636,660 | 159,165 |
| Sponsorship and Donations | 11,547 | 77,500 | 11,547 | 77,500 | 272,500 | 2,910 |
| Grants | 103,500 | 45,520 | 103,500 | 45,520 | 122,080 | 39,529 |
| Other Income | 757 | 21,342 | 757 | 21,342 | 85,962 | 1,500 |
| Wages On-charged | - | 600 | - | 600 | 2,100 | - |
| Contractors fees On-charged | - | 300 | - | 300 | 1,200 | - |
| Total Revenue | 312,447 | 336,851 | 312,447 | 336,851 | 1,290,975 | 303,510 |
| Cost of Sales | | | | | | |
| Cost of Sales | 15,966 | 18,024 | 15,966 | 18,024 | 71,546 | 38,750 |
| Openings - Exhibitions & Programmes | 358 | 10,000 | 358 | 10,000 | 20,000 | 533 |
| Total Cost of Sales | 16,325 | 28,024 | 16,325 | 28,024 | 91,546 | 39,282 |
| Net Revenue | 296,123 | 308,827 | 296,123 | 308,827 | 1,199,429 | 264,228 |
| Operating Expenses | | | | | | |
| Employee Costs | 459,574 | 408,060 | 459,574 | 408,060 | 1,634,910 | 443,637 |
| Exhibitions & Programmes | 105,436 | 220,745 | 105,436 | 220,745 | 863,380 | 224,409 |
| Marketing & Promotions | 7,291 | 9,350 | 7,291 | 9,350 | 114,600 | 57,551 |
| Occupancy Costs | 224,760 | 225,149 | 224,760 | 225,149 | 890,746 | 218,188 |
| Communication Costs | 2,775 | 5,850 | 2,775 | 5,850 | 23,400 | 5,433 |
| Technology Costs | 729 | 18,900 | 729 | 18,900 | 31,500 | 2,839 |
| Professional Fees | 428 | 900 | 428 | 900 | 3,600 | 3,661 |
| Administration Fees | 7,948 | 19,650 | 7,948 | 19,650 | 78,060 | 11,744 |
| Depreciation | 13,571 | 8,700 | 13,571 | 8,700 | 34,800 | 13,605 |
| Total Operating Expenses | 822,512 | 917,304 | 822,512 | 917,304 | 3,674,996 | 981,067 |
| Net Surplus/(Deficit) | (526,390) | (608,477) | (526,390) | (608,477) | (2,475,567) | (716,839) |

Balance Sheet

Experience Wellington As at 30 September 2020

| · | 30 SEP 2020 | 30 JUN 2020 |
|--|----------------|---------------|
| ssets | | |
| Bank | | |
| AUD 00001 | 1,800.21 | 1,777.49 |
| Call | 210,925.36 | 210,898.77 |
| Credit Card - Brett Mason | 599.84 | |
| Credit Card - Karryn Baudet | 1,104.74 | 1,104.74 |
| Credit Card - Pat Stuart | 1,045.67 | |
| Credit Card - Sarah Rusholme | 2,253.96 | |
| Credit Card Amber Callanan | 543.74 | 161.3 |
| Main | 2,647,372.12 | 903,514.99 |
| MCH | 446,546.59 | 446,490.32 |
| WM Fundraising | 16.90 | 16.90 |
| Total Bank | 3,312,209.13 | 1,563,964.58 |
| Current Assets | | |
| Accounts Receivable | 657,636.81 | 57,395.14 |
| Cricket Museum | 7,709.00 | 9.00 |
| Inventory | 135,622.00 | 135,622.0 |
| less Provision for Doubtful Debts | (27,315.40) | (27,315.40 |
| Main bank account holding | (1,911.43) | (1,911.43 |
| Petty Cash | 7,155.90 | 7,155.90 |
| Prepayments | 2,024.27 | 32,584.93 |
| Stock Adjustment | 30,040.42 | 59,821.42 |
| Sundry debtors | 259,000.00 | 259,000.00 |
| Total Current Assets | 1,069,961.57 | 522,361.5 |
| Fixed Assets | | |
| Less Accumulated Depreciation on Building Fittings | (2,288,814.39) | (2,249,935.25 |
| Building Fittings | 2,501,087.08 | 2,501,087.08 |
| Building -WIP | 891,931.37 | 874,931.3 |
| Collections and Artefacts | 2,338,816.00 | 2,338,816.00 |
| Computer & AV Equipment | 948,071.74 | 948,288.20 |
| Exhibitions | 1,363,906.31 | 1,363,906.3 |
| Intangible Assets - Software | 280,939.66 | 280,939.6 |
| Less Accumulated Depreciation on Computer & AV Equipment | (774,451.18) | (730,466.93 |
| Less Accumulated Depreciation on Exhibitions | (649,800.70) | (615,303.09 |
| Less Accumulated Depreciation on Motor Vehicles | (23,730.00) | (23,730.00 |
| Less Accumulated Depreciation on Office Equipment | (1,478,469.80) | (1,473,866.13 |
| Less Accumulated Depreciation on Software | (224,676.15) | (217,185.24 |
| Motor Vehicles | 23,730.00 | 23,730.00 |
| Office Equipment | 1,504,090.84 | 1,501,590.84 |
| Total Fixed Assets | 4,412,630.78 | 4,522,802.88 |

| 259,528.00 259,528.00 9,054,329.48 | 259,528.00 259,528.00 |
|--|---|
| 259,528.00 | |
| | 239,328.00 |
| 9,054,329.48 | |
| | 6,868,657.02 |
| | |
| | |
| 253,616.92 | 329,338.02 |
| (405.72) | (357.52) |
| 4,498.46 | 3,852.46 |
| 46,632.11 | (175,351.02) |
| (13.50) | - |
| 5,660.57 | 5,660.57 |
| 258,105.31 | 258,105.31 |
| 59,638.00 | 59,638.00 |
| 3,939,227.73 | 1,478,602.80 |
| 10.13 | 10.00 |
| 5,528.63 | 4,903.20 |
| 386,604.57 | 442,752.69 |
| 200.00 | |
| - | 296.72 |
| (29.40) | (342.00 |
| 1,616.16 | 2,406.52 |
| 532.48 | 3,419.58 |
| - | 4,231.70 |
| 9.86 | |
| 970.02 | 874.22 |
| 884.78 | 1,923.35 |
| - | 2,274.80 |
| - | 594.46 |
| 4,963,287.11 | 2,422,833.86 |
| 4,963,287.11 | 2,422,833.86 |
| | |
| 4,091,042.37 | 4,445,823.16 |
| | |
| (5,029.33) | (3,238.17) |
| 44,630.00 | 44,630.00 |
| 2,122,961.39 | 2,122,961.39 |
| 256,261.00 | 256,261.00 |
| (352,989.63) | (47,808.38) |
| 23,895.40 | 23,895.40 |
| 1,881,047.41 | 1,928,855.79 |
| 37,266.13 | 37,266.13 |
| 83,000.00 | 83,000.00 |
| | 4,498.46 46,632.11 (13.50) 5,660.57 258,105.31 59,638.00 3,939,227.73 10.13 5,528.63 386,604.57 200.00 (29.40) 1,616.16 532.48 9.86 970.02 884.78 4,963,287.11 4,963,287.11 4,963,287.11 4,963,287.11 4,091,042.37 (5,029.33) 44,630.00 2,122,961.39 256,261.00 (352,989.63) 23,895.40 1,881,047.41 37,266.13 |

Statement of Cash Flows

Experience Wellington For the 3 months ended 30 September 2020

| | JUL-SEP 2020 | YTD |
|--|--------------|-------------|
| Operating Activities | | |
| Cash was provided from: | | |
| Receipts from customers | 2,601,962 | 2,601,962 |
| Receipts from related parties | 2,372,622 | 2,372,622 |
| Total Cash was provided from: | 4,974,584 | 4,974,584 |
| Cash was applied to: | | |
| Payments to suppliers and employees | (3,094,310) | (3,094,310) |
| Payments to related parties | (223,081) | (223,081) |
| Net GST received/(paid) | 139,171 | 139,171 |
| Total Cash was applied to: | (3,178,220) | (3,178,220) |
| Net Cash Flows from Operating Activities | 1,796,364 | 1,796,364 |
| Investing Activities | | |
| Interest received | 839 | 839 |
| Payment for property, plant and equipment | (37,247) | (37,247) |
| Net Cash Flows from Investing Activities | (36,408) | (36,408) |
| Net Cash Flows | 1,759,956 | 1,759,956 |
| Cash and Cash Equivalents | | |
| Cash and cash equivalents at beginning of period | 1,555,396 | 1,555,396 |
| Cash and cash equivalents at end of period | 3,315,352 | 3,315,352 |
| Net change in cash for period | 1,759,956 | 1,759,956 |