

MONITORING REPORT FOR PERIOD ENDED 31 MARCH 2006

1 Overview

This has been a great period for the Trust with record visitation at the City Gallery Wellington, the opening of an acclaimed exhibition by the Prime Minister at the Museum of Wellington City & Sea, a new work premiered at Capita E and successful tourism and business award nominations for the Cable Car Museum.

At the Museum of Wellington City & Sea:

- Brett Mason took over as Acting Director of the Museum of Wellington City & Sea following Paul Thompson's resignation. Brett has been with the Trust for almost five years and has held specialist roles in marketing and more recently he has undertaken the curation of the successful festival exhibition "Innocents Abroad".
- The festival exhibition "Innocents Abroad" was opened by the Prime Minister on 22 February. The exhibition that has been developed in partnership with Te Papa will tour nationally to galleries and museums and is already booked up for two years. Te Papa will manage the touring.
- The transfer of the archives to the City Archives continues with further boxes having been transferred in the last quarter.
- Reports have now been received on the Tyers Road collection store which reaffirm its unsuitability as a long-term collection store. We have set ourselves a target of three years to re-house the collection in a permanent space that can meet national and international standards. This will be undertaken in consultation with Council, who, having committed to collecting art will need to agree to a solution that will house all the city's objects, including art works. A solution that provides the same standard of care as the City Archives will be required.

At the City Gallery Wellington:

- The City Gallery Wellington has a hit on its hands with their festival exhibitions, *Patricia Piccinini – In Another Life* and *Michael Smither- The Wonder Years* which are proving incredibly popular with visitors of all ages. It is expected that the total visitors for the full year will be about 190,000 a record for the Gallery.
- The Patricia Piccinini exhibition has been supported with some innovative audio commentary. The exhibition catalogue too is proving very popular.
- The Gallery's Director, Paula Savage has been invited to become a member of the International Committee of ICOM for Museums and Collects of Modern Art (CIMAN). This is an important international connection for the Director and reflects the Gallery's and Director's international standing.
- The Gallery's education programmes are running at full capacity .

At Capital E:

- The theatre's new production of "On Our Street" has opened in Wellington before embarking on its national tour. This production is one of a quartet of early childhood works that the theatre has successfully toured.
- A further new work "Paper Shaper" opened during the festival and will be available for on-selling to festivals around the country.
- The Capital E new broad-based 2006 workshop programme has attracted a grant from the W & M Bear Trust.
- Planning is now well underway for the 2007 Capital E National Arts Festival with a massive array of creative "projects" having been submitted by individuals and companies. These have included the development of a number of new creative works. The Trust is very appreciative of the Council's support to include a "one-off" grant of \$60k in the draft LTCCP. Significant funds also need to be raised from other funding sources to enable the Festival to be presented to a similar level to 2005.
- A new term time after school and weekend workshop programme has been successfully launched in term one. The focus was, theatre, TV production, Sound production and the highly popular Circus School. The theme was continued on into the school holidays which had added the RoboCup Junior plus "The Improv Factor".

At the Cable Car Museum:

- The Cable Car Museum has been announced as a finalist in the New Zealand Tourism Awards (Cultural and Heritage Tourism) and the Wellington Region Gold Awards. These are prestigious awards and reflect well on the museum upgrade and development that took place in 2005.
- The museum successfully completed its Qualmark registration with an increased percentage score from two years ago.
- Visitation has remained over summer but visitor numbers have not achieved last year's record levels. Now having the capacity to attract increased visitor numbers the museum will now begin an active marketing campaign linked around the passengers who are actually travelling on the Cable Car and the Lambton Station. Our research has

confirmed that over 80% of our visitors come by Cable Car and of those more than 50% make the decision to visit the museum when they reach the top. We are also seeking a tidy up of the vegetation around the Kelburn Station and our building as that is currently impacting on visitors being able to see what activities are available.

- The museum celebrated its one millionth visitor on 27 April.

At the Colonial Cottage Museum:

- The museum's annual free open day was held on 26 February in conjunction with the New Zealand Cricket Museum.
- The summer hours finished at Easter. We will shortly review the hours for next season but initial thoughts to reduce them to January and February only to reflect the visitor patterns.
- School groups from our regulars that have been developed over the years are still being accommodated mid week wherever possible. However we are not now staffed mid on weekdays in the off season so this service is dependent upon getting some of the weekend staff to work.

At the Cricket Museum:

- The museum has had a steady summer although visitor numbers are less than last year.
- The museum participated in the Annual Free Family Day on Sunday 26th February with the Colonial Cottage Museum.

2. Financial Performance

(a) Operating Performance

An operating surplus of \$80,866 for the quarter to 31st March 2006 compares to a budgeted deficit of \$41,023.

For the 9 months to 31st March 2006 an operating surplus of \$43,272 was achieved and compares to a budget deficit of \$14,322.

This result reflects the majority of the operating areas of the Trust achieving budgets. The variances are mainly timing.

(b) *Balance Sheet*

The major movements in the Balance Sheet during the quarter reflects:

1. Increase in the funds on hand for the quarter reflects the funding pattern from the Wellington City Council (6 month bulk funding grant received Jan 2006)
2. Increase in Short Term Funding WCC this reflects the spread of the grant to each accounting period.

(c) *Capital Expenditure*

Replacement office equipment of \$15,000, and Cable car Museum final extension payments are reflected within the capital expenditure during the quarter.

(d) *Cash Flow Performance*

During the March 2006 quarter the major cash flows were:

1. Normal operating activities – inflow \$1,254,000
2. Payments of \$64,000 for Asset purchases.

Cash Flow Forecast

The Trust has budgeted to achieve a cash position of \$110,000 surplus by the end of the fiscal year as result of small negative cash flow of \$50,000 for the year.

3 **Contingent Liabilities**

The Trust is unaware of any contingent liabilities as at 31 March 2006

4 **Council Purchase Related KPIs**

2005 – 2006 Key Performance Indicators – Macro Measures

Measure	Frequency of measure	Target 2005/06	Target YTD	Actual YTD
<i>Non-financial</i>				
Attendance Targets				
- City Gallery	Quarterly	130,000	97,500	171,704
- Capital E	Quarterly	85,000	66,900	74,086
- City and Sea	Quarterly	85,000	66,000	65,247
- Plimmers Ark	Quarterly	100,000	73,900	76,949
- Colonial Cottage	Quarterly	4,000	2,950	2,471

- Cable Car Museum	Quarterly	220,000	177,000	151,996
- NZ Cricket Museum	Quarterly	3,000	2000	508
<i>Financial</i>				
Subsidy per Customer (a)	Quarterly	\$8.71	8.52	7.64
Average retail income per customer (b)	Quarterly	\$1.29	\$1.31	\$1.00

Explanatory notes to KPIs

- a) Subsidy per visitor includes both WCC operational and rental subsidy
b) Average retail spend per visitor includes only City Gallery, Museum of Wellington City & Sea (excluding Plimmers Ark visitors) and Cable Car Museum.

Efficiency: Financial Data

Financial Data (\$000)	Actual	Budget	Actual	Budget	Approved
Financial Performance	Q2	Q2	YTD	YTD	FY
Income	1,685	1,718	5,291	5,352	7,188
Expenditure	1,604	1,759	5,247	5,366	7,293
Surplus/(deficit)	81	(41)	43	(14)	(105)
Financial Position					
	1,430		1,430		
Current assets		-		-	386
Non Current assets	3,299	-	3,299	-	3,288
Museum Collection	2,179	-	2,179	-	2,153
Current liabilities	1,468	-	1,468	-	550
Non current liabilities	372	-	372	-	387
Equity	5,068	-	5,068	-	4,891
Current ratio	1:0.97	-	1:0.97	-	1:0.70
Cash Flows					
Operating	1,254	-	247	-	325
Investing	(65)	-	(234)	-	(230)
Financing	(17)	-	(65)	-	(50)
Net	1,172	-	(52)	-	45
Closing balance	1,054	-	110	-	47

5 Risk Management

The Trust has no known specific risks at this point in time.

Other risks remain and are linked to revenue generation through admissions or not achieving sponsorship or donation targets.

W A Brien
Chair