



*new ways of seeing arts, culture, heritage & Wellington*

## **2008/09 Statement of Intent**

**Progress Report  
at 31 December 2008**

## **Collection and Knowledge Management**

<b>1</b>	<b>Measures 2008/09</b>	<b>Progress at 31.12.08</b>	<b>Comment</b>
1.1	Collection Policy approved by 31 December 2008. Collection managed and developed in accordance with policy.	A draft policy has been considered by the Board on 5 Nov 08 and 3 Dec 08 meetings.	Subject to a further review, the Policy is likely to be approved at the 4 Feb 08 Board meeting.
1.2	A minimum of 2,000 collection items are fully catalogued.	1,967 items have been fully catalogued; 98% of annual target.	Collections held at the Wellington Cable Car Museum have been listed in preparation for cataloguing.
1.3	Collection relocated to new store.	Project has been scoped and approved by Board. In process of extending the current lease while awaiting Council decision on funding. Peer review of Project to be undertaken in January 09.	
1.4	Digitisation strategy developed and approved.	Will be completed by 30 June 09	

## Visitor Experiences

2	Measures 2008/09	Progress at 31.12.08	Comment
2.1	Develop a benchmark measure for the Trust's vision.	Staff survey completed to assess awareness of vision.	Survey highlighted areas for development.
2.2	Develop and implement a tracking measure for Trust publicity.	Media Monitors have been engaged to provide monitoring services for all Trust institutions.	
2.3	A minimum of 500,000 visits is achieved to Trust institutions.	270,373 achieved compared to 291,480 for the same period in 2007/08. However, institutions are on target to achieve the 08/09 target.	The early closure of the Gallery on 19 October is the main reason for the difference between the two financial years.
2.4	20% of visitors to City Gallery Wellington, Museum of Wellington and the Cable Car Museum are repeat visitors.	Cable Car: 21% Museum: 16% Gallery: 79% of visitors during the <i>Fiona Hall Force Field</i> exhibition had previously visited the Gallery.	
2.5	95% of visitors to all Trust Institutions rate their experience as good or very good.	Annual Measure	
2.6	85% of residents (ratepayers) surveyed in the annual Council awareness survey are aware of City Gallery Wellington; Museum of Wellington; Capital E and the Cable Car Museum.	Annual measure.	
2.7	A minimum of 12 new temporary exhibitions presented. **	On track to achieve 24. See appendix.	
2.8	A minimum of 3 segmental changes will be achieved.	Planning stage for children's interactive and maritime union segments and addition to Wahine Gallery. To be completed by June 2009.	
2.9	A minimum of 80 events will be presented. **	Achieved, 142 achieved. See appendix.	This measure is being reviewed for 09/10. Management considers it preferable to measure attendance rather than number of events.
2.10	A minimum of 15 articles, catalogues and newsletters are published.**	Achieved. See appendix.	

2.11	A minimum of 29,000 students attend curriculum aligned education programmes.	Cable Car Museum = 945 Colonial Cottage = 2,911 Capital E = 12,757 Gallery = 2665 Museum = 750 Total = 20,028	The Gallery's LEOTC's contract has been suspended by mutual agreement and will start again on 1 August 09.
2.12	A minimum of 4 theatre productions are presented.	On track to achieve target Hinepau Public Season Kiwi Moon Public Season	
2.13	A minimum of 10 products are toured nationally and internationally	On track to achieve target Hinepau National Tour Kiwi Moon National Tour Gallery touring exhibition: <i>Laurence Aberhart</i> (ChCh) <i>Fiona Hall: Force Field</i> (ChCh)	

\* See page 22 for breakdown of visitor projections by institution.

\*\* The achievement of these targets may be affected by the completion of the City Gallery Wellington redevelopment.

<b>Visits by Institution as at 31 December 2008</b>			
<b>Institution</b>	<b>Annual Target</b>	<b>As at 31.12.08</b>	<b>As at 31.12.07</b>
City Gallery Wellington	75,000*1	67,719	90,687
Museum of Wellington	90,000	41,615	38,913
Capital E	113,000*2	53,749	62,550
Cable Car Museum	220,000	106,986	98,104
Colonial Cottage Museum	2,000	1,071	1,226
<b>Total</b>	<b>500,000</b>	<b>270,373</b>	<b>291,480</b>

\*1 Achieving or exceeding this target is dependent on the impact of the redevelopment of the building on City Gallery Wellington functioning.

\*2 Increased visitation owing to the Capital E National Arts Festival for Children.

<b>Visits by Institution as at 31 December 2008</b>			
<b>Institution</b>	<b>Annual Target</b>	<b>As at 31.12.08</b>	<b>As at 31.12.07</b>
New Zealand Cricket Museum		709	762

## **Funding**

<b>3</b>	<b>Measures</b>	<b>Progress to 31.12.08</b>	<b>Comment</b>
3.1	A minimum of \$2.2 million of non Council revenue is achieved each year.	\$1.2m Achieved to date and on track to achieve \$2.2 million.	
3.2	The Council subsidy per visit does not exceed \$12.00.	Current subsidy is \$11.10.	

\*1 Subject to review in 2009/10 following the completion of the Trust's funding strategy.

\*2 Averaged across all Trust institutions and subject to visitor numbers achieved.

## ***Relationships***

<b>4</b>	<b>Measures</b>	<b>Progress to 31.12.08</b>	<b>Comment</b>
4.1	Relationship health benchmark developed.	No progress.	
4.2	Two new long-term partnership agreements established each year.	No progress.	
4.3	Membership of Trust institutions is 800.	Gallery Friends = 272 Museum Foundation Club = 465	

## ***Organisation***

<b>5</b>	<b>Measures</b>	<b>Progress at 31.12.08</b>	<b>Comment</b>
5.1	Develop benchmark measure for employee engagement.	Broad outline produced for discussion with staff	
5.2	85% staff retention	Achieved to date.	
5.3	Personnel costs do not exceed 40% of total operating expenditure.	On track currently 39%.	
5.4	90% of all waste is recycled.	Achieved.	

## Appendix

### Item Detail

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- 2.7 Capital E: Christmas at Capital E, Summer at Capital E.
- Capital E (Art Case): Tairangi school, Paremata school, Jigsaw, Goethe Institute's "Of Faeries, Monsters, Ghosts and Creatures" Childrens' book illustration exhibit, Muka Youth Art Print Gallery and Digital Illustration Exhibition.
- Gallery: *Fiona Hall: Force Field*, plus 3 at Michael Hirschfeld, 6 at Squared, *One Day Sculpture* project, 'Give us a Sign' off-site exhibition at Courtenay Place Light Boxes.
- Museum: *Treaty 2 U*, *Welcome: Oye Latino*, *Welcome: ZCO Tonga*, *Telling Tales Digital*.
- 2.9 Capital E: Medieval Madness Launch, Tanya Batt, Interactive Tales, Baggage Stories, The King Who Can't Laugh, Science Roadshow Public Season, Paremata School Exhibition, Tairangi School Exhibition, Jigsaw Fathers' Event, Circo Weekends, Games Design Workshop, Acting for the Screen, Film Stars & Action Heroes Stunt Workshops, Digital Illustration Days, Jewellery Making Workshops, OnTV Public Programme Day, Boogie in Kiwi's Burrow, Playground Crafts, Connell-Wagner Bridgebuilding competition, Rockshop Drum Clinic, Yoga Global Mala, Hinepau VIP Presentation, Halloween, Diwali, Strike -Big Beat, Strike –Masterclass, Kiwi's Burrow, Our World, Our Stories, Acting for Screen Workshop.
- Gallery: 17 Public Programme events and 6 community tours.
- Museum: 5 *Treaty 2 U* – performances/debates/discussion; 6 *Memory - an intangible map* performances; 16 Winter concert season; 6 *Welcome* – live broadcasts; 11 *Welcome* – Oye Latino performances/workshops/poetry readings; 1 Captain Cook's Birthday; 3 *Welcome* – ZCO Tonga performances/workshops; 24 tours; 6 Coffee Club talks; 4 Maritime Friends talks; 4 WHESA talks; 4 MANNZ talks
- 2.10 Gallery:
- *Fiona Hall: Force Field*: 1 catalogue publication, 3 brochures, 20 articles & reviews, 7 radio interviews, 1 TV3 news item, 20+ press & web listings.
  - Michael Hirschfeld: 3x brochures, 9 x articles& reviews, 3 x radio interviews, 10+ press & web listings.
  - One Day Sculpture: 1 x brochure, 1x article, 1x TVNZ news item, 2x radio interviews, 5+ press & web listings, 20 x e-newsletters (approximately 1 per week – including exhibitions, Education, and Public Programmes)
  - Amy Howden-Chapman's *The Flood, My Chanting*, part of One Day Sculpture: 1 x brochure, 1x article, 1x TVNZ news item, 2x radio interviews, 5+ press & web listings, 2 x e-newsletters (approximately 1 per week – including exhibitions, Education, and Public Programmes)
  - *Give us a Sign* at Courtenay Place Light Boxes: 1 x downloadable pdf with interpretive text and artists' biographical detail, 1 x radio interview, 3 articles, 5 listings, 2 e-newsletters.

Museum:

- *General:* (8) Museum brochure July 2008; Exhibition flyer; Education newsletter September 2008; Museum News newsletter November 2008; Museum brochure November 2008; 2 Exhibition flyers; Education newsletter December 2008
- *Articles:* (6) Foreword in New Zealand – New Caledonia: Neighbours, Friends, Partners, VUW Press, October 2008; Article, Pacific Connections, Sept 2008 issue; Article, Museums Aotearoa Quarterly, September 2008 issue; Article, NZ Memories, November 2008 issue; Article, HeritageLink, December 2008 issue; Article, Museums Aotearoa Quarterly, December 2008 issue
- *Media:* (27) 3 international press; 1 international review; 5 national press; 1 Maori TV news item; 10 local press; 5 radio interviews