<u>Appendix 6</u>

Carter Observatory

Objectives

Visitor Experience

Outputs	2010-11	2011-12	2012-13
General Attendance	Total visits of 48,000	Total visits of 77,740	Total visits of 79,950
	are achieved.	are achieved.	are achieved.
Events	4 key events used to	Carter is the focal point	Carter is the focal point
	boost school holiday	of the Trust's Matariki	of the Trust's Matariki
	attendance.	celebration.	celebration, and seen as
		4 key events used to	a highlight of
		boost school holiday	Wellington's Matariki
		attendance.	celebrations by TNZ
			and PWT. 4 key events
			used to boost school
			holiday attendance.
Education	At least 3,500 students	At least 3,500 students	At least 3,500 students
	attend curriculum-	attend curriculum-	attend curriculum-
	aligned education	aligned education	aligned education
	programmes. Teachers	programmes. Teachers	programmes. Teachers
	engage in termly famils	engage in termly famils	engage in termly famils
	and CPD opportunities.	and CPD opportunities.	and CPD opportunities.
Venue Hire	46 daytime, 6 evening	58 daytime, 6 evening	70 daytime, 12 evening
	bookings made.	bookings made.	bookings made.
Quality of visit	An average of 95% of	Qualmark status	An average of 95% of
	visitors rate the quality	achieved. An average	visitors rate the quality
	of their experience as	of 95% of visitors rate	of their experience as
	good or very good.	the quality of their	good or very good.
		experience as good or	
		very good.	
Repeat visitation	N/a	An average of 10%	An average of 12%
		repeat visitation is	repeat visitation is
		achieved.	achieved.
Temporary Exhibitions	The Pickering Room	The Pickering Room	The Pickering Room
	hosts 2 temporary	hosts 2 temporary	hosts 2 temporary
GI. D. II.	exhibitions.	exhibitions.	exhibitions.
City Residents'	An average of 87% of	An average of 90% of	An average of 92% of
Awareness	residents are aware of	residents are aware of	residents are aware of
D	Trust institutions.	Trust institutions.	Trust institutions.
Permanent Exhibition	N/a	N/a	N/a
Changes			

Heritage Collections

Outputs	2010-11	2011-12	2012-13
Care and Management	Artefacts catalogued	50% of books	50% of books
of Collections	and condition reported.	catalogued and	catalogued and
		condition reported.	condition reported.
Accessioning and	All items acquired	All items acquired	All items acquired
cataloguing new items	during the year are	during the year are	during the year are
	accessioned and	accessioned and	accessioned and
	appropriately	appropriately	appropriately
	catalogued.	catalogued.	catalogued.
Access to information	Information on	Information on	Information on
about collections.	collection items is	collection items is	collection items is

av	ailable online via	available online via	available online via
eh	ive. Artefacts are	ehive. Artefacts are	ehive. Artefacts are
ac	tively incorporated	actively incorporated	actively incorporated
int	to education and	into education and	into education and
pu	ıblic programming.	public programming.	public programming.

Organisation Effectiveness

Outputs	2010-11	2011-12	2012-13
Budget	Budget is achieved.	Budget is achieved.	Budget is achieved.
Non Council Revenue	At least 70% of total	At least 75% of total	At least 80% of total
	revenue is from non	revenue is from non	revenue is from non
	Council sources.	Council sources.	Council sources.
Council subsidy per	Council funding does	Council funding does	Council funding does
visit	not exceed \$7 per visit.	not exceed \$5 per visit.	not exceed \$4 per visit.
Product Additions	Carter's 5 year	Fundraising strategy is	Fundraising targets
	strategic development	completed and launch	according to strategy
	plan completed. Trust	with ownership by	are met.
	is reconstituted. New	Trustees.	
Г 1	trustees are in place.	A.1 0.70/ C	A (1 () 000/
Employee engagement	At least 80% of	At least 85% of	At least 90% of
with the Trust	permanent staff agree that the Trust's vision	permanent staff agree that the Trust's vision	permanent staff agree that the Trust's vision
	underpins their work.	underpins their work.	underpins their work.
Waste reduction and	95% of all office waste	98% of all office waste	98% of all office waste
recycling	is recycled or reused.	is recycled or reused.	is recycled or reused.
Season card holders	280 season cards are	500 season cards are	450 season cards are
Season cara notaers	bought.	bought/ renewed.	bought/ renewed.
Media profile and	Carter-related space	Carter-related space	Carter-related space
credibility	stories are released	stories are released	stories are released
	monthly, with pick up	monthly, with pick up	monthly, with pick up
	by a range of media.	by a range of media.	by a range of media.
	Carter proactively	Carter is approached	Carter is seen by the
	provides media	regularly to provide	media as NZ's
	'experts' on NZ space	media 'experts' on NZ	foremost source of
	matters.	space matters.	information on space.
Pan- Trust	Carter identifies any/	Carter works	Carter works
effectiveness	all opportunities to	cooperatively with	cooperatively with
	share best practice and	other Trust	other Trust
	leverage off Trust	organisations to realise	organisations to realise
	efficiencies. Carter	joint initiatives and	joint initiatives and
	staff integrate fully into	programming	programming
Commissionable	the wider Trust team. Carter joins PWT IMG	opportunities. Carter actively markets	opportunities. Carter actively markets
Products	and trials 1 premium	a premium	a premium
Troducts	commissionable	commissionable	commissionable
	product with inbound	product with inbound	product with inbound
	tour operators.	tour operators. Package	tour operators. Package
	tour operators.	uptake by at least 2	uptake by at least 4
		tour operators.	operators. International
		International visitor	visitor targets met.
		targets met.	
Employee retention	Carter's employee	Carter's employee	Carter's employee
	retention rate matches	retention rate matches	retention rate matches
	the rest of WMT.	the rest of WMT.	the rest of WMT.