

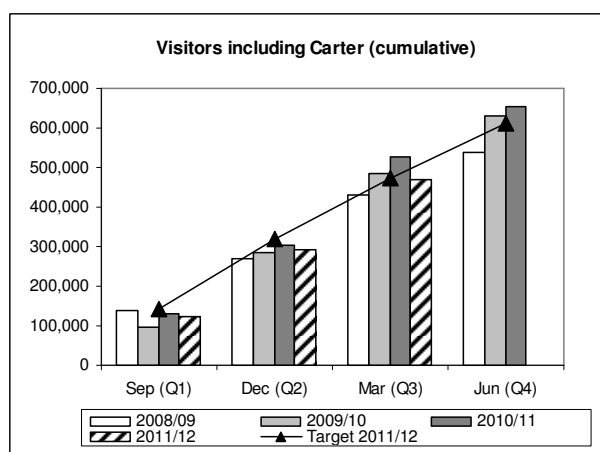
## Quarterly Review – Wellington Museums Trust

Wellington Museums Trust has presented its report for the quarter ended 31 March 2012 for review. A summary of key findings is presented below and the report is attached.

### Highlights /Summary

- Overall, visitor numbers for the Trust in Q3 (including Carter) were 173,844, 12% better than budget of 154,540. City Gallery performed significantly better than in Q1 and Q2; Museum of Wellington, Cable Car Museum, Colonial Cottage and Cricket museum all performed better than forecast. Capital E achieved only 50% of its visitor target; however management forecast that total visitor numbers for the full year should be close to the budgeted level.
- A good number of visitors attended the opening weekend of City Gallery's contribution to the NZ International Arts Festival *The Obsolete Object, Bitch in Slippers and Te Ahua Nei: form and content*, which have also attracted favourable reviews.
- Museum Wellington's exhibition *Death & Diversity* was selected as a finalist in the 2012 Museums Aotearoa Awards
- Carter Observatory welcomed more than 5,600 visitors in January, exceeding the monthly target by more than 1,200. Carter Observatory's venue hire team has also exceeded its annual target, with repeat daytime bookings from high profile clients BNZ and HRINZ in the calendar for 2012.

### Performance



### Macro Key Performance Indicators

The following KPIs have been agreed as part of the Statement of Intent:

Measure	Annual Target	Q3 Target	Q3 Actual
Attendance Targets			
- City Gallery	143,000	38,500	38,136
- Museum of Wellington	92,700	23,000	29,806
- Capital E	93,500	17,500	8,904
- Cable Car Museum	226,888	60,000	84,013
- Carter Observatory	52,300	13,140	11,332
- Colonial Cottage	2,081	450	1,283
- Cricket Museum	2,081	450	967
Subsidy Per Visitor (excl Carter)	\$13.81		\$13.41
Subsidy Per Visitor (Carter)	\$5.74		\$6.38
Non-Council revenue (excl Carter)**	23%		25%
Non-Council revenue (Carter)**	70%		69%

\*\* excl occupancy grants

### Activities during the quarter

- The Capital E's *Anniversary Weekend Family Scavenger Hunt* attracted over 1900 visitors, this in spite of inclement weather. Capital E has also been busy with Festival shows, hosting rehearsals for *Masi* and showing *White*, the only offering of the Festival for early childhood audiences.
- Museums Wellington's *Black in Fashion* exhibition, run alongside the NZIAF, was well received with favourable reviews and good audience figures. A number of events and a competition were also successfully run alongside the exhibition.
- Educators from Capital E, City Gallery, Museums Wellington and Carter Observatory trialled and refined the education programme *Capital Connections*, which sees visitors undertaking a day-long journey through the four institutions. It was positively received, with many schools interested in attending when the programme launches officially later in the year.
- Plans are being developed for a permanent retail proposition at City gallery
- The Trust's fundraising strategy has been agreed.

### Financial Commentary

- The Trust (excluding Carter) recorded lower than budget revenue in Q3 (\$21 unfavourable) and lower than budget expenses (\$394k favourable) resulting in a \$349k surplus (against budgeted \$24k deficit). This result was attributable mainly to reduced expenditure in operating expenses relating to the collection store, planned for Q3, but happening in Q4.
- Carter Observatory recorded an operating deficit of (\$18k) against a budgeted surplus of \$13k, due mainly to slightly lower than budgeted trading revenue (\$26k lower than budget).

### Statement of Financial Performance (inc. Carter)

For the quarter ended 31 March 2012

\$'000	Q3		YTD		FY Budget
	Actual	Budget	Actual	Budget	
Income	2,724	2,771	8,385	8,308	11,048
Expenditure	2,393	2,782	7,970	8,346	11,126
Operating surplus	331	(11)	415	(38)	(78)
Operating Margin	12.2%	(0.4%)	5.0%	(0.5%)	(0.7%)

### Statement of Financial Position (inc. Carter)

As at 31 march 2012

\$'000	2011/12		2010/11 YE
	YTD Actual	FY Budget	
Current assets	691	545	1,016
Non-current assets	4,335	4,459	4,495
Current liabilities	2,482	918	1,621
Non-current liabilities	0	132	118
Equity	4,487	3,954	4,071
Current ratio	0.28	0.39	0.63
Equity ratio	64%	79%	70%

### Statement of Cash Flows (inc. Carter)

For the quarter ended 31 March 2012

\$'000	2011/12		2010/11 YE
	YTD Actual	FY Budget	
Operating	1,805	161	175
Investing	(209)	(100)	(191)
Financing	-	-	-
Net	1,596	61	240
Closing balance	1,934	202	338

Note: FY Budgets are largely as approved in the Business Plan, but do differ from seasonalised management budgets.

Contact officer:

Natasha Petkovic-Jeremic

## Profile – Wellington Museums Trust

Wellington Museums Trust institutions are:

**City Gallery Wellington**, located in the Civic Square, creates a focus for contemporary visual arts, architecture and design in Wellington through local, national and international exhibitions including international exchanges and joint ventures with other art museums.



**Capital E** for children is a creative technology and performance facility in the Civic Square. It provides professional theatre for young people through Capital E's National Theatre for Children, hands-on creative technology learning experiences through its ONTV Studio and SoundHouse New Zealand, and stimulating holiday programmes and events

**Museum of Wellington City & Sea** is located in the historic Bond Store building on Queen's Wharf. The Museum strives to preserve, present and promote Wellington's social history and maritime heritage.

**Wellington Cable Car Museum** preserves and promotes Wellington's early cable car system, recognising its special contribution to the city's heritage. The Museum is located in the historic Winding House at the top of the cable car route.

**Colonial Cottage Museum** in Nairn Street was built in 1858 and is central Wellington's oldest identified building. It has been preserved and furnished to provide visitors with an experience of mid 19<sup>th</sup> century living.

**Plimmer's Ark Galleries** includes the conservation project of recovered timbers at Queens Wharf and in situ at the Old Bank Arcade.

**New Zealand Cricket Museum** is managed under an agreement with the New Zealand Cricket Museum Trust. Located in the historic stand at the Basin Reserve, this museum provides a special insight into the history of cricket in New Zealand.

**Carter Observatory** is New Zealand's longest-serving national observatory. With funding from the New Zealand Government, Wellington City Council, New Zealand Lotteries Grant, and the Pelorus Trust among others, a revitalised Carter opened its doors on 27 March 2010.

### Entity Data

Established	1995	
Board		<i>Term expires:</i>
	Quentin Hay (Chair)	31 Dec 13
	Philip Shewell	31 Dec 11
	Peter Cullen	Resigned August 2011
	Alick Shaw	30 June 12
	Ray Ahipene-Mercer	Oct 2013
	Jo Bransgrove	30 June 14
	Jackie Lloyd	30 June 14
CEO	Pat Stuart	
Balance date	30 June	
Number of FTE staff	75	
Website	<a href="http://www.wellingtonmuseumstrust.org.nz">www.wellingtonmuseumstrust.org.nz</a>	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$4.3m equity	
Type of interest	Ownership of land & buildings; Council grant	