

MONITORING REPORT FOR PERIOD ENDED 31 DECEMBER 2006

1 Overview

New exhibitions opened during the quarter at the Museum of Wellington City & Sea and the City Gallery Wellington and at Capital E a very successful pre Christmas programme was presented. At the Cable Car Museum visitation was up significantly in December with the start of what is proving to be a busy “summer tourist” season. The Colonial Cottage Museum began its extended summer hours on Boxing Day.

At the Museum of Wellington City & Sea:

- *Public Zoo* an exhibition celebrating the 100years of Wellington Zoo was opened by Mayor Kerry Prendergast in December. This is proving to a popular exhibition with children as it contains an interesting interactive area.
- The Plimmers Ark tanks continue to be a problem and advice is being received on maintenance. The doors to the exhibit area are now being left closed to enable the conservation process in the ‘suspended tank’ to be more effective. This has seen a reduction in visitors that are now visiting the exhibit. The report on the future options for the project is being updated.
- The museum has been successful in renegotiating a further three year term for its Ministry of Education contract.
- Paul Thompson has been commissioned by the Trust to conduct an evaluation of the level of interest from other museums in establishing a “regional” museum collection store. Such a store, if supported would meet the needs of the museum to relocate its collection within three years. The report is due in May.
- The museum’s limited research service has been closed to enable staff to focus on the collection’s management.

At the City Gallery Wellington:

- The Gallery opened its summer season; *Sam Taylor Wood, Tony Lane: Practical Metaphysics* and *Peter Madden: Escape from Orchid City* opened in early October. The Sam Taylor Wood exhibition is collaboration with the MCA Sydney. This was a charged admission season due to the costs associated to bring the *Sam Taylor Wood* exhibition to New Zealand. Over this period visitation is budgeted to drop significantly and this is reflected in this year's agreed Gallery annual visitor target..
- The gallery publishing programme continues with three publications produced to date featuring the works of Elizabeth Thompson, Guy Ngan and Tony Lane.
- The Gallery is touring the Elizabeth Thompson exhibition to other New Zealand venues.
- With the introduction of an admission charge for the summer season this has seen visitor numbers fall significantly although income targets have been met. The lower visitation during the summer season was budgeted for. However visitor targets are still ahead of budget.

At Capital E:

- The Theatre's production of *Hinepau*, which was first presented at the 2005 Capital E's Arts Festival, toured to Australia with highly successful seasons at the Melbourne Arts Centre and Sydney Opera House.
- The Capital E National Arts Festival programme for March 2007 was launched with an international look, including productions from Australia, North America, New Zealand and artists from New Zealand and Bali combining on a new work. The forward bookings from schools have been very strong.
- The Capital E National Arts Festival has attracted \$125,000 in donations and grants from charitable Trusts and Gaming Machine Trusts. Supporting children's events and making accessibility available to all children is a strong driver for their support.
- Christmas at Capital E proved very popular with two performance seasons during the pre Christmas period and Summer at Capital E continued with circus workshops.
- Capital E's regular school holiday, after school and weekend creative workshops were expanded in 2006 and now include a circus school,

ONTV, SoundHouse, photographic art, playwriting and improvisation. All workshops have been very well supported.

- SoundHouse and the ONTV Studio had a very busy quarter with peak periods requiring evening sessions to meet demand from out of town schools.

At the Cable Car Museum:

- The Cable Car Museum was announced as a winner of a 2006 COTMA (Council of Australasian Tramway Museums) Achievement Award for the restoration and display of Grip Car 3.
- The museum's architects, Bevin & Slessor won a local architectural award for the extension to the museum in the community and cultural category.
- Following customer interest and research the museum commissioned a short film on the "private cable cars of Wellington" a topic that our out of town visitors show much interest in. The film was launched on 5 December and is drawing very favourable feedback from visitors.
- Visitor numbers have continued to rebound over the previous year and are now close to the 2004/05 record season. Retail sales have also improved during the period.
- The museum's customer surveying has indicated that there was an increased number of locals visiting the museum in the pre Christmas period and significant repeat visitation.
- The Cable Car Museum is taking a pro-active role with developing the combined summer marketing opportunities for the precinct.

At the Colonial Cottage Museum:

- The cottage's summer hours of 10am to 4pm daily began on 26 December and continued through to Sunday 26 February 2007. This is shorter summer season than previous years but it better reflects the visitor patterns of the last couple of years. However is likely that the season will be further reduced next summer to finish at the end of January.
- The museum continues to attract strong support group of schools and colleges. Without any full time or permanent staff we endeavour to meet these needs with a small group of casual staff.

- The Cottage was recently used by a film company for some of the indoor scenes in a TV film on the life of Katherine Mansfield.

At the Cricket Museum:

- The museum's curator has recently upgraded the collection storage reflecting best practice in managing this important national collection.
- The museum has opened daily during the cricket season.

2. Financial Performance

(a) Operating Performance

An operating deficit of \$73,904 for the quarter to 31 December 2006 compares to a budgeted surplus of \$2,754.

The six months year to date shows an operating deficit of \$29,743 and compares to a budgeted deficit of \$13,251.

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

(c) Capital Expenditure

Replacement office equipment of \$43,000 is reflected within the capital expenditure during the quarter.

(d) Cash Flow Performance

During the December 2006 quarter the major cash flows were:

1. Normal operating activities – outflow \$910,000
2. Payments of \$43,000 for Asset purchases.
3. Principal repayment of term loan - \$19,000

Cash Flow Forecast

The Trust has budgeted to achieve a cash position of \$10,000 surplus by the end of the fiscal year as result of small negative cash flow of \$72,000 for the year.

3 Contingent Liabilities

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

4 Council Purchase Related KPIs

2006 – 2007 Key Performance Indicators – Macro Measures

Measure	Frequency of measure	Target 2006/07	Target YTD	Actual YTD
<i>Non-financial</i>				
Attendance Targets				
- City Gallery	Quarterly	150,000	75,000	88,668
- Capital E	Quarterly	85,000	58,480	55,668
- City and Sea	Quarterly	85,000	37,300	38,759
- Plimmers Ark	Quarterly	80,000	40,000	45,263
- Colonial Cottage	Quarterly	2,700	950	1,123
- Cable Car Museum	Quarterly	200,000	95,000	95,133
- NZ Cricket Museum	Quarterly	3,000	970	727
<i>Financial</i>				
Subsidy per Customer (a)	Quarterly	\$9.01	\$9.30	\$8.65
Average retail income per customer (b)	Quarterly	\$1.15	\$1.59	\$1.59

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	1,887	1,860	3,798	3,763	7,686
Expenditure	1,961	1858	3,828	3,776	7,888
Surplus/(deficit)	(74)	2	(30)	(13)	(201)
Financial Position					
Current assets	(623)	(898)	732	448	341
Non Current assets	(61)	(84)	3,000	3,091	3,138
Museum Collection	-	-	2,333	2,179	2,177
Current liabilities	(588)	(840)	926	1,522	615
Non current liabilities	(19)	(17)	243	321	323
Equity	(79)	(125)	4,896	4,669	4,717
Current ratio	1:0.8	1:0.3	1:0.8	1:0.3	1:0.55
Cash Flows					
Operating	(910)	(916)	27	71	146
Investing	(43)	(20)	(65)	(100)	(150)
Financing	(19)	(17)	(36)	(34)	(50)
Net	(941)	(953)	(75)	(63)	46
Closing balance	(37)	(52)	(37)	(52)	(19)

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