



new ways of seeing arts, culture, heritage & Wellington

2008/09 Statement of Intent

**Progress Report
at 30 September 2008**

Collection and Knowledge Management

1	Measures 2008/09	Progress at 30.09.08	Comment
1.1	Collection Policy approved by 31 December 2008. Collection managed and developed in accordance with policy.	A draft policy will be presented to the Board at its meeting on 5 November.	
1.2	A minimum of 2,000 collection items are fully catalogued.	1127 items have been fully catalogued; 56% of annual target.	Collections held at the Wellington Cab Car Museum have been listed in preparation for cataloguing.
1.2	Collection relocated to new store.	Project has been scoped and approved by Board. Search for new premises is underway.	
1.4	Digitisation strategy developed and approved.	No progress to date.	

Visitor Experiences

2	Measures 2008/09	Progress at 30.09.08	Comment
2.1	Develop a benchmark measure for the Trust's vision.	Staff survey completed to assess awareness of vision.	
2.2	Develop and implement a tracking measure for Trust publicity.	Trial underway using Media Monitors.	
2.3	A minimum of 500,000 visits is achieved to Trust institutions.	137,258 achieved compared to 131,777 for the same period in 2007/08.	
2.4	20% of visitors to City Gallery Wellington, Museum of Wellington and the Cable Car Museum are repeat visitors.	Cable Car: 28% Museum: 25% Gallery: Fiona Hall surveys not completed/ processed at this time.	
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 18. 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. **	On track, 71 achieved. See appendix.	
2.10	A minimum of 15 articles, catalogues and newsletters are published.**	Achieved at Gallery and Museum. See appendix.	
2.11	A minimum of 29,000 students attend curriculum aligned education programmes.	Cable Car Museum = 316 Colonial Cottage = 156 Capital E: OnTV = 1906 SoundHouse = 1915 Science Roadshow Schools = 1101 Gallery Education: LEOTC total = 1,362 General Education = 536 Museum = 750	
2.12	A minimum of 4 theatre productions are presented.	Hinepau Public Season Kiwi Moon Public Season	
2.13	A minimum of 10 products are toured nationally and internationally	Hinepau National Tour Kiwi Moon National Tour Gallery touring exhibition: Laurence Aberhart (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.

Visits by Institution as at 30 September 2008			
Institution	Annual Target	As at 30.09.08	As at 30.09.07
City Gallery Wellington	75,000*1	51,750	44,180
Museum of Wellington	90,000	18,363	18,236
Capital E	113,000*2	26,907	29,066
Cable Car Museum	220,000	40,354	39,660
Colonial Cottage Museum	2,000	423	635
Total	500,000	137,258	131,777

*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.

Funding

3	Measures	Progress to 30.09.08	Comment
3.1	A minimum of \$2.2 million of non Council revenue is achieved each year.	\$547,000 Achieved.	
3.2	The Council subsidy per visit does not exceed \$12.00.	\$10.93.	

*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

4	Measures	Progress to 30.09.08	Comment
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 = 259 Museum Foundation Club = 480	

Organisation

5	Measures	Progress at 30.09.08	Comment
5.1	Develop benchmark measure for employee engagement.	No Progress	
5.2	85% staff retention	Achieved.	
5.3	Personnel costs do not exceed 40% of total operating expenditure.	On track.	
5.4	90% of all waste is recycled.	Achieved.	

Appendix

Item	Detail
2.7	<p>Capital E (Art Case): Tairangi school, Paremata school, Jigsaw. Gallery: 9 incl. <i>Fiona Hall: Force Field</i>, plus 3 at Michael Hirschfeld, 4 at Squared, and the <i>One Day Sculpture</i> exhibition. Museum: <i>Treaty 2 U</i>.</p>
2.9	<p>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.</p> <p>Gallery: 11 Public Programme events and additional community tours.</p> <p>Museum: 38 public programmes.</p>
2.10	<p>Gallery:</p> <ul style="list-style-type: none">▪ <i>Fiona Hall: Force Field</i>: 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) <p>Museum: (3) Foreword in New Zealand – New Caledonia: Neighbours, Friends, Partners, VUW Press, 2008-10-08; Article, Pacific Connections, Sept 2008 issue; Education newsletter Sept 2008.</p>