

MEMORANDUM

TO: Friday Compendium (Items Circulated for Information)

MEETING DATE: 1 October 2021

TITLE: Te Manawa Museums Trust - Nine Month Performance Report 2020/21

PRESENTED BY: Hannah White, Democracy & Governance Manager

APPROVED BY: Sheryl Bryant, Assistant Chief Executive

1. ISSUE

Attached is Te Manawa Museums Trust's (Te Manawa) Nine Month Performance Report (July 2020- March 2021).

In addition to the performance reports, Te Manawa has also highlighted their work here: [Te Manawa Museums Trust 2020_21_Nine Month highlights.](#)

Quarterly reporting provides the Trust with a forum to discuss proposed new initiatives with the Committee. Te Manawa Museums Trust's Statement of Expectation requires the Trust to report to the Arts, Culture & Heritage Committee on a quarterly basis and for the third quarter report to be delivered to Council officers by 31 May.

The full year report is due to Council officers by 30 September and will be presented to the Arts Culture and Heritage Committee in November 2021.

ATTACHMENTS

1. Te Manawa - Nine Month Performance Report [↓](#) 
2. Te Manawa - Nine Month Financial Report [↓](#) 



Nine Month Report

1 July 2020 - 31 March 2021

Te Manawa Museums Trust

Goals:

- Te Manawa's profile as a place with which to engage is maintained and enhanced
- Te Manawa's relationship with Rangitāne is a priority
- Third party revenue generation and excellent visitor feedback statistics are a priority
- Te Manawa is focussed on developing for the future
- Prioritise staff development

1. Enhanced learning and engagement

| Performance Measures | 2020/2021 Target | Status | Result | Comments |
|---|-------------------|-------------------|---|---|
| Visitor satisfaction (good/very good/excellent) | >96% | On track | 99% as at 31 March (2019/20 Achieved: 99% against a target of >96%) | 99% rating for Good to Excellent 1% rating for average 0% below average Feedback from 771 visitors received at 31 March |
| Participation in learning programmes ¹ | 30,000 | On track | 14, 920 as at 31 March. (66% of full year target) | Strong bookings in the second and third quarters brought the visit numbers up sharply, in part due to 'BUGS! Our Backyard Heroes' exhibition. Overall learning visitation and participation is now tracking at 66% at 31 March. Contracted LEOTC visits are at 103% achieved for the financial year to date (3091/3000). A review of the Learning Strategy has been completed, and implementation is well under way. We are awaiting notification from the Ministry of Education about intentions for the future of Learning Outside the Classroom. This is expected during May 2021. |
| In-person visits to Rangimarie activities | Under Development | Under Development | (2019/20 Not Achieved: 21,316 against a target of 30,000, due to COVID-19 Pandemic constraints) | Jan-Mar - systems for Rangimarie programmes being embedded before activities will be counted within this measure. Performance against this measure was contingent upon the settling of service arrangements, which were not finalised till December 2020. |

¹ Learning programmes participation in accordance with Te Rangahau Curiosity Centre. Includes LEOTC visits of 3,000 (10%) per annum

2. Innovative experiences that attract visitors

| Performance Measures | 2020/2021 Target | Status | Result | Comments |
|---|-------------------|-------------------|---|--|
| Likelihood of visitors to positively endorse Te Manawa to others ² | Under development | Under development | (2019/20 Not measured) | Visitor market research brief has been approved by the Board. Implementation is due to start late May 2021. A survey to measure economic impact of the World Wildlife Photographer of the Year exhibition is under way. Visitors are being asked to rate their likelihood of positively recommending Te Manawa as a place to visit. |
| In-person visits to Te Manawa | 150,000 | At risk | 101,513 as at 31 March 21 (Target 112,500 at 31 March) (2019/20 Not Achieved: 100,599 at fye against a target of 170,000 due to COVID-19 Pandemic constraints) | In person visitor numbers are slightly down due to Level 2 Restrictions in February and March. |
| Visits to Te Manawa experiences off-site ³ | 50,000 | At risk | 12,517 at 31 March (2019/20 Not Achieved: 16,303 against a target of 50,000) | This figure is a total visitor numbers to off-site events and exhibitions. The target of 50,000 includes out-touring exhibition visitors. We have not toured any of our existing exhibitions due to the impact of COVID-19 with reduced numbers of interested participating venues. There are no new touring shows in development at this point. We are moving to a three-year cycle for development, fabrication and touring of new Te Manawa developed touring packages. |
| On-line reach ⁴ | 500,000 | On Track | 407,940 (2019/20 Achieved: 664,932 against a target of 400,000) | |

² As measured by Net Promoter Score (NPS). Target will be set once baseline established.

³ Includes both touring exhibitions and people participating in Te Manawa activities at events.

⁴ Includes both unique e-visits to Te Manawa website and online reach of social media

3. A collaborative and future-focussed organisation

| Performance Measures | 2020/2021 Target | Status | Result | Comments |
|--|-------------------|----------|---|--|
| Strength of relationships with strategic partners ⁵ | Under development | On track | (2019/20 Not Measured) | Solid working relationship with PNCC established. Strategy commenced in February with the drafting of an overall Strategic Framework. Fundraising and Relationship Strategy are both being developed now. |
| Revenue secured from sources other than PNCC ⁶ | 574,154 | On track | \$326,031 received by 31 March-56.8% of annual target (19/ 20- \$300,086k achieved by 31 March (61% of 9 month's target of \$492,026 – 44.9 % of 19/20 annual target of \$667,443) | Third party revenue to 31 March 2021: <ul style="list-style-type: none"> • \$1.0k from FMG • \$28.0k anonymous donation for purchase of Andrew Drummond sculpture • \$20.0k MDC • \$14.8k from Science Centre Trust for Bugs exhibition cases and other costs for Bugs • \$24.0k from PNPST for Head of John Doe Sculpture • \$50.4k Shop and other sales • \$77.6k Learning • \$17.4k Donations from public visiting Bugs and Santa Cave • \$26.0k Donations from Westpac, Beca and Vitae for Tamariki • \$13.0k Methodist Church Cost of Window extraction • \$26.6k Venue Hire and other activities • \$19.0k Public Events • \$3.0k from YORB • \$5.5k interest • Received notification from CET that we are to receive \$172,500k for exhibition lighting upgrade on purchase of the lighting before FYE. Notification has also been received of tagged grants amounting to @102,500 from Clevely Trust and Lotteries, to be received during Q4, and a bequest of \$90k. • Received notification from Department of Internal Affairs of approval of \$30,000 for the Poutama project. Only \$7,500 relates to this financial year. |

⁵ Measure to be developed. Target will be set once baseline established.

⁶ Includes private and corporate sponsorship, grants, event and shop proceeds, and Ministry of Education contracts

COVID-19 Statement

Te Manawa was closed to the public at Alert levels 3 and 4.

Te Manawa moved to operate under COVID-19 level 2 on 12 August. The July school holidays were busy, but numbers slowed down in August and rose again in September. Te Manawa moved to Alert level 1 on the 21 September and visitors started to return.

Te Manawa moved to operate under Level 2 from 28 February – 6 March 2021 which impacted visitor numbers for that week (est. 4,000)

Other Progress/ Highlights:

Implementation of planning for two international touring exhibitions for 2021- International Photographer of the Year and Curious Contraptions.

The Children's Holocaust Memorial exhibition opening at the beginning of March. Massey University contributed in a major way to the Children's Holocaust Memorial through the involvement of designer, Mathijs Sijjee, (School of Design, Massey University) and his work with the Holocaust Centre New Zealand to bring this Memorial to life as a touring exhibition. Numerous secondary school teachers attended as well. A learning programme as part of this exhibition experience is currently being taught to secondary schools across the region and has already engaged more than 163 students as at end of March.

Wellbeing plan is being implemented, with the latest initiative focussed on improving organisational communication. Our staff intranet launched on the 20 March 2021. Leadership and Managers are undertaking a programme endorsed by Chard Consultants and developed by Spirited Leadership to incorporate Te Ao Māori.

The ground-breaking NZ film, Rūrangi, was shown at Te Manawa as a first for the Manawatū region. During his visit, the Co-Director of the film, Max Currie, visited his previous schools Palmerston North Boys High and Awatapu College, as well as Palmerston North Girls High, to talk about his work in the film industry and in the rainbow community.

Dementia Friendly certification presented. First museum in New Zealand to be certified.

PN150

Initiation of programme of events and activities to celebrate the 150th Anniversary of Palmerston North City. "Who We are?" is a project which is a Manawatū performing artists collaboration with the Globe Theatre and Te Manawa. Happening on Saturday, 21 August, it will feature a trail of performances through the museum or art gallery with participation from multiple groups.

With the launch of our brand-new website (the most significant upgrade in more than six years) we've added a number of interactive puzzles under the PN150 umbrella.

With the aim of engaging more people with our collection items and images digitally, this first handful of jigsaws features photographs from the City centenary in 1971. The Museum in a Box programme covering the history of 'The Square' was reformatted and delivered to more than 200 Freyberg Year 10 students at school.