

## Te Manawa Quarterly Monitoring 2020/2021 - Cumulative Results

	Annual Target	Quarter 1	Quarter 2 (Six-month result)	Quarter 3	Annual Result	% of Annual Target	Officer's comment
<b>1. Enhanced Learning and Engagement</b>							
Visitor satisfaction	>96%	99%	99%	99%	99%	103%	Achieved
<i>Cumulative Target</i>		<96%	<96%	<96%	<96%		
Participation in Learning programmes	30,000	4,355	11,012	14,920	22,551	75%	Quarters 2 and 3 had the fewest participants (approx 3,900 participants each quarter), compared with 7,600 attendees during quarter 4. Two weeks of Level 2 Covid restrictions occurred in quarter 3 which would have detrimentally affected the numbers. A record number of Learning Experiences Outside the Classroom (LEOTC) helped boost the numbers with 5,493 visits being recorded. There is uncertainty around the future of LEOTC as the Ministry of Education is currently reviewing the programme.
<i>Cumulative Target</i>		7,500	15,000	22,500	30,000		
In-person visits to Rangimarie activities	Under development	No data	No data	no data	no data		Cultural tourism and learning visits are being recorded. Measure will be created for 2022.
<b>2. Innovative experiences that attract visitors</b>							
Likelihood of visitors to positively endorse Te Manawa to others	Under development	No data	No data	no data	no data		Visitor satisfaction survey being developed. Measure will be created for 2022.
In-person visits to Te Manawa	150,000	29,224	75,463	101,513	135,817	91%	Visitor numbers were impacted by Covid-19 restrictions, in particularly quarter 1 where five weeks of level 2 restrictions occurred. This made it difficult to make up during the warmer quarter 3. A covid-19 outbreak in Wellington in June also discouraged visitors.
<i>Cumulative Target</i>		37,500	75,000	112,500	150,000		
Visits to Te Manawa experiences off-site	50,000	1,373	10,578	12,517	38,715	77%	TM has not toured any existing exhibitions due to the impact of Covid-19. No new touring shows were created this financial year as TM is moving to a three year cycle
<i>Cumulative Target</i>		12,500	25,000	37,500	50,000		
Online reach (includes evisits to Te Manawa website and social media)	500,000	158,487	297,686	407,940	528,514	106%	Achieved
<b>3. A collaborative and future-focussed organisation</b>							
Strength of relationships with strategic partners	Under development	No data	No data	No data	No data		Work has progressed to identify and strengthen strategic relationships. MOU discussions are under way with Te Manawa societies. Measure will be established in 2022.
Third party revenue	\$574,154	115,117	274,625	\$326,031	\$672,709	117%	Achieved
<i>Cumulative Target</i>		\$143,539	\$287,077	\$430,616	\$574,154		

	On track/ achieved		Unlikely to achieve
	Not on track but still achievable		Unlikely to achieve for reasons outside of CCO's control