



PALMERSTON NORTH CITY COUNCIL

ATTACHMENT
ARTS, CULTURE & HERITAGE
COMMITTEE
UNDER SEPARATE COVER

1PM, WEDNESDAY 17 FEBRUARY 2021

COUNCIL CHAMBER, FIRST FLOOR,
CIVIC ADMINISTRATION BUILDING,
32 THE SQUARE, PALMERSTON NORTH

ARTS, CULTURE & HERITAGE COMMITTEE MEETING

17 February 2021

UNDER SEPARATE COVER

7. Te Manawa - Six Month Report 1 July - 31 December 2020

1. Attachment 1 - Te Manawa - Six Month Performance Report 1 July -
31 December 2020

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Six Month Report

1 July 2020 to 31 December 2020

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 Dec (2019/20 Achieved: 99% against a target of >96%)	99% rating for Good to Excellent 1% rating for average 0% below average Feedback from 529 visitors received to date
Participation in learning programmes ¹	30,000	On track	11,012 as at 31 Dec. (36.7% of full year target) (2019/20 Not Achieved: 21,316 against a target of 30,000, due to COVID-19 Pandemic constraints)	Strong bookings in the second quarter brought the visit numbers up sharply, in part due to 'BUGS! Our Backyard Heroes' exhibition. Overall Learning visitation and participation is now tracking just under ytd target%. Contracted LEOTC visits are at 71% achieved for the financial year to date (2130/3000). A review of the Learning Strategy has been completed, and implementation planning is well under way. We are awaiting notification from the Ministry of Education of their intentions for the future of Learning Outside the Classroom. This is expected during May 2021.
In-person visits to Rangimarie activities	Under Development	On track	(2019/20 – Not Measured)	This was awaiting the completion of the contract with Rongomau Productions which was approved and signed on the 22 nd of December.

¹ Learning programme 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	On track	(2019/20 Not measured)	Visitor market research to start in March 2021.
In-person visits to Te Manawa	150,000	On track	75,463 as at 31 December 20 (Target 75,000 at 31 Dec) (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 on track to meet the target at this stage.
Visits to Te Manawa experiences off-site ³	50,000	At risk	10,578 at 31 Dec (2019/20 Not Achieved: 16,303 against a target of 50,000)	<p>This figure is a total visitor number to external events.</p> <p>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.</p> <p>No new touring shows because we are moving to a three-year cycle for development, fabrication and touring of new Te Manawa developed touring packages. We currently do not have the resource to develop these but recruitments over 2021 will allow us to move back into this space.</p>

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

On-line reach ⁴	500,000	On Track	297,686 (60% of annual target) (2019/20 Achieved: 664,932 against a target of 400,000)
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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)	<p>Closer working relationship with PNCC established.</p> <p>Relationship development strategy expected to commence in February.</p>
Revenue secured from sources outside of PNCC ⁶	574,154	On track	<p>\$274,625 received by 31st Dec-47.8% of annual target</p> <p>(19/ 20- \$238,546k achieved in first half (73% of first half target of \$326,760 – 34.7 % of 19/20 annual target of \$687,443)</p> <p>(2019/20 Not Achieved: \$447,179 (65%) against annual target of \$687,443)</p>	<p>Third party revenue strategy to be developed.</p> <p>Third party revenue to 31st Dec 2020:</p> <ul style="list-style-type: none"> • \$1k from FMG • \$28k anonymous donation for purchase of Andrew Drummond sculpture • MDC \$20k • \$14.8k from Science Centre Trust for Bugs exhibition cases and other costs for Bugs • PNPST \$24k for Head of John Doe Sculpture • Shop and other sales \$40k • Learning \$58k • Donations from public visiting Bugs and Santa's cave \$15.4k • Donations from Westpac, Beca and Vitae for Tamariki \$26k

				<ul style="list-style-type: none"> • Methodist Church \$13k Cost of Window extraction • Venue Hire and other activities \$20.8 • Public Events \$9.6K • Interest \$4k • 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 Q3 and a bequest of \$90k.
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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 August 12th. 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 21st of September and visitors started to return.

Other Progress/ Highlights:

Consolidation of forward exhibition programme through to December 2021, including securing two international touring exhibitions for 2021, opening a trio of exhibitions celebrating 25 years of the Toioho ki Apiti Bachelor of Maori Visual arts programme at Massey University, and completion and opening of a redeveloped Tamariki/ TM Kids experience in December 2020.

Wellbeing is a focus at Te Manawa. Chard Consultants have developed a programme for Leadership team and staff that is being implemented in February.