
GISBORNE MUSEUM OF ART &
HISTORY TRUST

2022 - 2023
ANNUAL
PLAN



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TE WHARE TAONGA O TE TAIRĀWHITI

TAIRĀWHITI MUSEUM & ART GALLERY

This Annual Plan sets out the key objectives of the Gisborne Museum of Art and History Trust (trading as Tairāwhiti Museum) for the period 1 July 2022 – 30 June 2023 and the significant projects it intends to complete within the period.

This plan also includes Performance Targets and a budget projection.

This plan does not report on the past performance of the Museum. This information can be found in the Annual Report published each year by 30 October.

This Annual Plan is based on the Business Plan 2018 - 2022 published in July 2018, and is designed to be read in conjunction with that document.

The Business Plan provides a detailed explanation of the background and objectives of the Trust, Contracts for Service with Gisborne District Council and the Ministry of Education.

A new Business Plan for the period July 2022 – June 2027 is being prepared.

The 2018 - 2022 Business Plan details eight Key Business Objectives (see page 2) which guide Tairāwhiti Museum in the development of its Annual Plan.

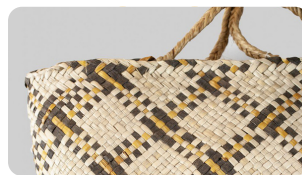


Tairāwhiti Museum is the major public institution for arts, culture and heritage activities for the Tairāwhiti region.

Our mission is to be a waharoa (gateway) and resource for our communities and to stimulate appreciation, understanding, enjoyment, and involvement in the arts, culture and heritage of Tairāwhiti.

MUSEUM OBJECTIVES 2022 - 2023

These objectives are intended to guide the Trust in developing Tairāwhiti Museum's role as a regional and community museum, and to assist in effectively responding to the needs and aspirations of the people of the Tairāwhiti in the provision of museum services.



Supporting
significant
collections



Engaging our
communities



Celebrating
Tairāwhiti
arts, culture
and history



Delivering
excellence in
education



Maintaining
positive
partnerships



Increasing
revenue
generation



Sustaining
high visitor
satisfaction



Maintaining
a high quality
facility

MUSEUM PRIORITIES & PROJECTS 2022 - 2023



Sustaining high visitor satisfaction

Tairāwhiti Museum will continue to be rated by residents as one of the highest-rated community facilities in Gisborne.

Success will be measured by:

1. Achieving the **target of a 90% community satisfaction** rating in the Gisborne Annual Residents Survey



Engaging our communities

Tairāwhiti Museum will be an institution visited regularly by Tairāwhiti residents, and a key year-round tourism facility in the region.

Success will be measured by:

1. Achieving the **target of 45,000*** physical museum users per annum

* The annual visitation target has been kept at 45,000 despite the expected ongoing impact of Covid-19 on museum visitation.



Celebrating Tairāwhiti arts, culture and history

Tairāwhiti Museum will deliver a diverse and high-quality programme of temporary exhibitions and public programmes celebrating and sharing the stories of our region and its people.

Success will be measured by delivering:

1. a **diverse programme of temporary exhibitions annually***
2. at least **five exhibitions focusing on Tairāwhiti art and history**
3. at least **five exhibitions which include museum collections**
4. at least **10 public programmes**

CURRENTLY SCHEDULED EXHIBITIONS FOR 2022/23 INCLUDE:

TAIRĀWHITI HISTORY - TEMPORARY

Posing not Posing
Places and Faces
Mudge's Murals
 Sarah and Edward Featon
 Pride Tairāwhiti

TAIRĀWHITI ARTISTS - GROUP

Pick and Mix Allsorts Group
 Annual show Artists, Potters & Photographers
 Annual show Toihoukura

TAIRĀWHITI ARTISTS - SOLO

Salt Phil Yeo
Beginnings Peter Ireland
 Tish Scott
 Graeme Nicoll
 Erena Koopu
 Maria Gobbie
 Zoe Alford
 Heremaia Barlow

NATIONAL - TOURING

Anne Frank Holocaust Centre
Tatau Te Papa Tongarewa

NATIONAL ART - SOLO

Human Zoo Le Tatau Lindah Lepou
 Tink and David Roil

LONG TERM EXHIBITIONS

Watersheds Nga Waipupu
Te Moana
 Wyllie Cottage
 Star of Canada
 Jack C Richards Gallery

*There may be ongoing adjustments to the exhibition programme due to the impact of Covid-19.



Delivering excellence in education

Tairāwhiti Museum will continue to be assessed by the Ministry of Education as a high-quality ELC (Enriched Learning Curriculum) provider.

Success will be measured by:

1. Service promotion to 100% of schools in the region
2. 8,600 students participating in programmes annually
3. Meeting quality assurance and reporting requirements



Supporting significant collections

Tairāwhiti Museum will continue to improve standards of care, to develop and to provide access to its collections according to its policies.

Key projects* for 2022/23 include:

- Completion of kākahu (cloak) rehousing project
- Commencement of Sled House conservation project

Success will be measured by:

1. developing the collection according to museum policies
2. 80% of new acquisitions by gift, donation or bequest
3. no preventable damage or loss to museum collections
4. research enquiries are responded to within 10 working days

*Special projects listed above are contingent on successful receipt of external grants/sponsorship.



Maintaining a high quality facility

Tairāwhiti Museum acknowledges that delivering these business objectives is contingent on maintaining a high quality facility, and that the trust and Gisborne District Council have specific obligations.

The museum trust will continue to deliver a programme of improvements and upgrades to the facility as per the museum's Facilities Development and Maintenance Plan.

In 2022/23 the Museum will commence a Master Planning* exercise to ensure that museum developments are progressed in a manner that is fit for purpose for the museum in the long term.

Success will be measured by:

- 1.Meeting Lease obligations
- 2.Delivery against the Facilities Development and Maintenance Plan
- 3.Progress toward meeting international museum facilities standards



Increasing revenue generation

Tairāwhiti Museum will focus on continuing to provide museum services within a sustainable financial model with a particular focus on increasing earned income and actively seek grants, sponsorship and partnerships to undertake and support special activities.

Success will be measured by:

- 1.Demonstrating a steady level of income generated through museum activities**
- 2.Demonstrating an active and successful grants, sponsorship and partnership funding programme to deliver special projects and exhibitions
- 3.Delivering an Annual Report which demonstrates that museum services are being delivered sustainably

*Special projects listed above are contingent on successful receipt of external grants/sponsorship.

**The impact of Covid-19 on visitation, and therefore on admissions and retail income streams is likely to mean that the museum maybe unable to achieve its usual aim of year-to-year growth for 2022/23. However, we are hoping to achieve a steady level of income with previous years.



Maintaining positive partnerships

Tairāwhiti Museum works in partnership with many other organisations across the region, New Zealand and the world to support activities that relate to its purpose, and those organisations with shared aims. Some of the key partnerships identified for the 2022/2023 year include:

Gisborne District Council

- Meet the provisions of the contract for services
- Sustain positive communications with councillors and council staff
- Provide support to council activities
- Collaborate with HB Williams Memorial Library and Gisborne District Council Archives

Ministry of Education

- Meet the provisions of the contract for services

Iwi Organisations

- Continuance of strong relationships at governance level with Te Aitanga a Māhaki, Ngāti Porou, Te Aitanga a Hauiti, Rongowhakaata and Ngai Tāmanuhuri, through their iwi appointed representatives to the museum trust board.
- Strong relationships at operational level with iwi, hapū and whānau to advance and support museum-led and iwi-led projects, as well as collaborations and partnerships.

Other key organisations we will partner with in 2022/23

The Friends of the Museum of te Tairāwhiti Inc
Gisborne Museum of Art and History Endowment Trust
Exhibit Café

Ngā Taonga a Ngā Tama Toa Trust

Gisborne Artists' Society

Gisborne Pottery Group

Gisborne Camera Club

Eastern Institute of Technology

Te Wānanga o Aotearoa

Te Runanga o Tūranganui-a-Kiwa

Historic Places Tairāwhiti

Te Tairāwhiti Arts Festival

Eastwood Hill Arboretum

The Gisborne Herald

Gisborne i-SITE

Gisborne Chamber of Commerce

Wairoa Museum

Tairāwhiti Rainbow Collective

Trust Tairāwhiti

Ministry for Culture and Heritage

Creative New Zealand

Museums Aotearoa

Te Papa Tongarewa Museum of New Zealand

Success will be measured by:

1. Meeting the obligations of the Contracts for Service with Gisborne District Council and the Ministry of Education
2. Meeting the obligations of ongoing formal partnerships and project agreements with other community organisations and individuals

Key success measures	Supports Trust Objectives (as per Business Plan)	Target 2022/23
Engaging our Communities Number of visitors to museum facilities per annum	A, C, D, E, G	45,000
Sustaining High Visitor Satisfaction Satisfaction of GDC residents	A, G, I	90%
Delivering Excellence in Education Meet Ministry of Education targets and requirements as per ELC contract	C, E, F, G, H, I, J	Y/ N
Supporting Significant Collections Collection research enquiries responded to within 10 working days Collections are cared for to museum standards (no preventable theft/loss or damage) Collection is developed according to policies Level of collection acquisition via gift, donation and bequest	A, B, C, D, E, F, G, H	Y/N Y/N Y/N 80%
Celebrating Tairāwhiti's Art, Culture and History Deliver a diverse range of temporary exhibitions annually Deliver exhibitions focusing on Tairāwhiti artists and Tairāwhiti History Deliver exhibitions utilising museum collections Public programmes delivered	A, C, D, E, I, J	Y/N 5 5 10
Increasing Revenue-Generation Demonstrate a steady level of museum-generated revenue Deliver Annual financial report demonstrating financial sustainability Successfully receiving grant, sponsorship and partnership funding to enable special projects	H, I	Y/N Y/N Y/N
Maintaining a High Quality Facility Meet obligations of Lease Agreement with Gisborne District Council Delivery against the Facilities Development and Maintenance Plan Progress toward meeting international museum facilities standards	A, G	Y/N
Maintaining Positive Partnerships Meet obligations of Contract for Service with Gisborne District Council Meet obligations of other regional, national and international partnership agreements	H, I, J	Y/N Y/N

INCOME	2022/23	2021/22	OPERATING EXPENSES	2022/23	2021/22
Admissions	\$28,000.00	\$28,000.00	Collection	\$8,000.00	\$15,000
Koha	\$1,000.00	\$1,000.00	Exhibitions	\$21,000.00	\$40,000
Café rental	\$7,200.00	\$7,200.00	Education	\$164,380.00	\$135,000
Collections	\$1,000.00	\$1,500.00	Finance	\$7,000.00	\$7,000
Exhibitions	\$1,000.00	\$1,500.00	Insurance	\$50,518.00	\$49,000
Interest Received	\$250.00	\$250.00	Maintenance	\$38,000.00	\$45,000
Retail	\$35,000.00	\$35,000.00	Marketing	\$15,000.00	\$20,000
Sundry Income & Venue Hire	\$2,000.00	\$2,000.00	Operations	\$80,000.00	\$85,000
Total income less grants/contracts for services*	\$75,450.00	\$76,450.00	Power	\$45,000.00	\$45,000
GDC - contract for services – operations	\$735,000.00	\$735,000.00	Public Programmes	\$0	\$3,830
GDC - insurance	\$32,518.00	\$29,000.00	Staff	\$583,000	\$560,000
Ministry of Education contract for services - LEOTC	\$164,380.00	\$164,380.00	Total Expenses	\$1,011,898.00	\$1,004,830.00
Total contracts for services income	\$931,898.00	\$928,380.00			
TOTAL INCOME	\$1,007,348.00	\$1,004,830.00	NET surplus/(deficit) excl depreciation	(\$4,550.00)	\$0.00
			Depreciation	\$100,000.00	\$100,000.00
			Total expenses including depreciation	\$1,111,898.00	\$1,104,830.00
			NET surplus/(deficit) incl depreciation	(\$104,550.00)	(\$100,000.00)

This budget excludes

- Unconfirmed income that may be received from grants, sponsorship, bequests –primarily for special projects related to collections, exhibitions and events
- Grants, sponsorship received directly by exhibiting artists/curators to deliver museum projects
- expenditure from grants/sponsorship for special projects
- grant income received in previous financial years, used in 2022/23 for ongoing special projects