STRATEGIC PLAN
2014-2018

Whakatāne Wharf G26

WHAKATĀNE
MUSEUM
AND RESEARCH CENTRE

TE WHARE TAONGA O TE ROHE O WHAKATĀNE

PROTECT ▲ ENGAGE ▲ INSPIRE

Introduction

The origins of the museum date to 1933, with the formation of the Bay of Plenty Māori and Historical Research Society. Their efforts were curtailed by the outbreak of World War II, and the Society fell into recess.

In 1952, the Whakatāne District and Historical Society was established. That same year, the Society formed a committee with the aim of building a public museum. After 20 years of fundraising, the museum opened in 1972. Today, the Museum provides a lively schedule of exhibitions at Te Kōputu a te whanga a Toi - Whakatāne Library and Exhibition Centre and research services at the Whakatāne Museum and Research Centre.

Our Vision

The vision of the museum is to learn from the past, engage with the present and inspire the future by preserving, protecting and promoting the social, cultural, natural and artistic heritage of the Whakatāne District and rohe o Mataatua, in ways that increase knowledge, enrich the spirit, engage the mind and stimulate the senses.

Our Mission

Collect, preserve and protect the social, cultural, natural and artistic heritage of the Whakatāne District.

Interpret and inspire by promoting and exhibiting the social, cultural, natural and artistic heritage of the Whakatāne District within the wider context of New Zealand.

To develop, maintain and support strong relationships with iwi, stakeholders and engage all communities in the Whakatāne District.

Provide a leading role in research and learning which enables audiences to expand their knowledge and understanding of Whakatāne District histories.

Deliver excellence, innovation and integrity in all activities and services of the museum.

Our Objectives

1. Manage, preserve, develop, and enhance access to its collections.

The Museum will ensure that collections are professionally managed, preserved for future generations, developed strategically and are accessible for its communities.

2. Broaden the Museum's audiences and provide inspiring experiences for its communities.

The Museum is committed to broadening the audience which access its exhibitions, collections and resources. It is also committed to ensuring that its communities experience and participate in inspiring and enriching experiences.

3. Strengthen the Museum as a centre for research and learning.

The Museum is committed to strengthening the museum as a centre for research and learning on a local and national stage, enabling its audience to expand their knowledge and understanding of the social, cultural, natural and artistic heritage of the Whakatāne District within the wider context of New Zealand.

4. Develop and strengthen relationships with stakeholders.

The Museum is committed to strengthening existing relationships, supporting the needs of stakeholders. and dedicated to developing new relationships.

5. Strengthen the museums operations and capabilities.

The Museum is committed to the continual improvement of operations and to ensuring the museum has the resources to carry out the activities to achieve its vision, mission and objectives.

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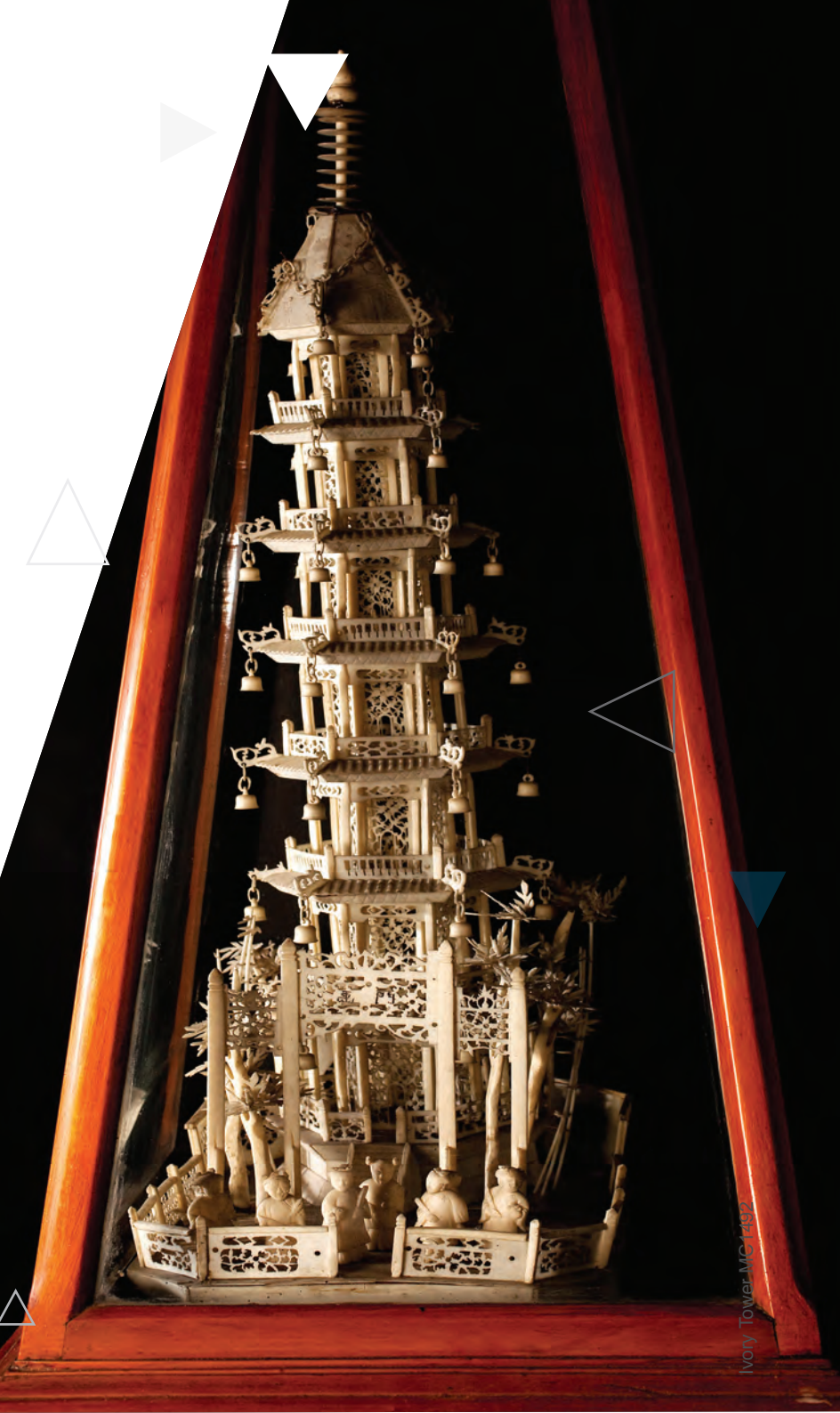
Our Environment

Technology

Technology is evolving rapidly and audience uptake is dramatically increasing. This presents opportunities to make collections and
exhibitions more accessible and the capablity of being experienced in new ways. The challenge will be adapting to changes and balancing the associated costs of new technology.

Resources

The Museum activity operates in a competitive environment for central and local government funding. A fluctuating economic climate and
competing demands for funding will drive the efficient use of resources and relationships to leverage the required outcomes.

Audience expectations

Audience expectations are continually increasing in terms of the
services provided, the information available, access times, and quality of experiences. As a result, the Museum will need to ensure that
collections and exhibitions are interpreted, promoted and displayed to the highest possible standards with the available resources.

Diversity

The Museum operates in diverse communities presenting opportunities to engage with different groups and explore innovative ways to make collections accessible and exhibitions relevant.

Objective 1: Manage, preserve, develop and enhance access to its collections.

Strategies	Actions	Performance indicator
Develop internal policies and procedures for the management of the collection	Complete National Museum Standards Scheme	Accreditation achieved
	Develop implement and maintain a Collections Policy	Collection Policy endorsed, implemented and maintained
	Develop and implement Kawa/Tikanga Policy	Kawa/Tikanga Policy endorsed and implemented
	Develop and implement Disaster Management Plan	Disaster Management Plan implemented
	Develop and implement a Procedures Manual	Procedures manual endorsed and implemented
	Develop and implement a regular audit process for the collection	Number of objects audited
Store collections to museum standards	Complete re-housing collections to museum standards	Museum collections re-housed
	Increase storage capacity and shelving for the storage of the collection	Storage capacity and shelving increased
	Provide temperature and humidity levels to museum standards for collection storage areas	Temperature and humidity levels meet museum standards
Develop collections to aligning with the Museum's Collections Policy	Complete an inventory of the collection	Inventory completed
	Identify key gaps in the collection and develop a strategy to address them	Key gaps in the collection identified and strategies implemented

Objective 1: Manage, preserve, develop and enhance access to its collections.

Strategies	Actions	Performance indicator
Enhance access to its collections	Develop an Access Policy to improve access to collections and services	Access Policy endorsed and implemented
	Seek out innovative ways to provide access to its collections	Innovative ways to provide access to its collections explored and access to collections increased
	Develop and implement a Digitisation Policy	Digitisation Policy endorsed and implemented
	Implement a programme to digitise the Museums collections	Number of objects digitised
	Digitise collection documentation and records	Number of collection documents and records digitised
	Cross reference collection documentation and update electronic records	Number of electronic records updated
	Standardise loan documentation	Loan documentation standardised
	Update all loan agreements	All loan agreements updated
	Identify all loaned taonga and implement appropriate agreements	Number of appropriate agreements implemented
	Develop public accessible collection finding aids and make available online	Online access to collection finding aids implemented
	Provide online access to collections	Online access to collections provided
	Review community archives and develop a formal accession process	Community archives reviewed and formal accession process implemented
	Undertake an inventory of the H.D. London Library and catalogue on the public Library system	Inventory and cataloguing of the H.D. London Library completed

Objective 2: Broaden the Museum's audiences and provide inspiring experiences for its communities.

Strategies	Actions	Performance indicator
Broaden Museum's audiences	Complete and implement an Exhibition Policy	Exhibition Policy endorsed and implemented
	Develop and implement a Communications Strategy	Communication Strategy implemented
	Complete a programme of exhibitions 2014-18 that include opportunities to showcase the collection, have educational outcomes and include a national context	Exhibitions programme completed
	Raise national awareness through the development and implementation of inspiring and quality exhibitions at Te kōputu a te whanga a Toi	National awareness of exhibitions held at Te kōputu a te whanga a Toi raised
	Investigate alternative exhibition spaces in the district	Alternative exhibition spaces investigated
	Develop and implement a Marketing Strategy	Marketing Strategy implemented
	Develop a consistent brand identity to represent the museum and its services	Brand identity developed and implemented
	Develop Museum collateral that informs visitors of services with consideration for multiple languages and cultures (including a quarterly newsletter)	Museum collateral developed and distributed
	Target key groups through exhibitions, education/public programmes and other initiatives working in partnership with internal and external customers	Key groups targeted and engaged

Objective 2: Broaden the Museum's audiences and provide inspiring experiences for its communities

Strategies	Actions	Performance indicator
Consult stakeholders and evaluate exhibitions, programmes and services	Undertake annual visitor surveys and use results to improve exhibitions, programmes and services	Improved exhibitions, programmes and services
Improve and provided greater access to museum services	Redesign and maintain the museum website Provide information and access via social media Develop and implement online exhibitions and catalogues Develop and implement guided tour programme for the museum display and exhibitions Work with the library services activity and Council to provide seamless services	Museum website redesigned and implemented Information and access provided via social media Online exhibitions and catalogues implemented Guided tour programme implemented Seamless services provided

Objective 3: Strengthen the Museum as a centre for research and learning

Strategies	Actions	Performance indicator
Develop an education progranmme	Complete and implement an Education Policy	Education and outreach program implemented
	Develop and implement a collections based outreach programme	Outreach programme developed and implemented
	Develop and implement an education programme for delivery at Te kōputu a te whanga a Toi and the Whakatāne Museum and Research Centre	Education programme developed and implemented
	Apply for LEOTC funding from the Ministry of Education	LEOTC funding application submitted
	Engage with educational institutions to promote the use of Museum resources	Educational institutions engaged with Museum resources
Develop a research programme on Museum collections	Develop partnerships with education providers to encourage use of resources and to undertake collection based research	Partnerships with education providers developed
	Identify and undertake internal research on collections	Internal research undertaken
	Complete and publish collection based research	Number of publications produced
	Record and evaluate the use of Museum resources in order to improve levels of services	Use of Museum resources accurately recorded and evluated
Promote the Museum's research resources	Develop partnerships with key organisations and media outlets	The Museum's profile raised

Objective 4: Develop and strengthen relationships with stakeholders

Strategies	Actions	Performance indicator
Develop relationships to support operations	Identify key stakeholders	Key stakeholders identified
	Formal agreements developed and implemented	Formal agreements implemented
	Explore possible partnership and sponsorship options	Partnership options explored
	Explore bi-cultural goverance for Museum operations	Bi-cultural goverance explored

Objective 5: Strengthen the Museum's operations and capabilities

Strategies	Actions	Performance indicator
Ensure the highest possible Museum facilities to meets the need of communities, collections and staff	Redevelop Museum facility that includes climate control, adequate storage, public spaces for viewing, research and learning	Museum facility redevelopment completed
	Maintain Te kōputu a te whanga a Toi facilities to meet the needs its communities, collections and staff	Te kōputu a te whanga a Toi facilities maintained
Adequate resources are secured to maintain and develop the Museum's operations and services	Develop and implement business strategy, including commercial sponsorship, philanthropic partnership and revenue generation	Business strategy developed and implemented
	Investigate external options for resources, including internships	External options for resources investigated
	Identify core services and projects	Core services and projects prioritised, planned and implemented
	Develop and implement a Volunteers Policy	Volunteers Policy implemented
	Identify projects and opportunities for volunteers to support operations	Projects identified and volunteers engaged

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