

8 March 2018

Stephen Town  
Chief Executive  
Auckland Council  
35 Albert Street  
Auckland

Dear Stephen

**Statutory Levy 2018/19  
Auckland War Memorial Museum (AWMM)**

AWMM was created through the Auckland War Memorial Museum Act 1996 (the Act). The Act sets out the objectives of the Museum, the annual plan process and the contribution by Auckland Council to the Museum's funding.

Under the Act, the Museum is required to prepare and consult on their annual plan. Under an Advisory and Management Agreement, Regional Facilities Auckland (RFA) is required to make a submission on the draft plan. The AWMM Draft Annual Plan 2018/19 has been published for public consultation as per the Act. RFA has made both a written and verbal submission to the plan.

The AWMM Board has considered the submissions and has provided the attached final Draft Annual Plan 2018/19. The Annual Plan sets out at a high level the activities the Museum is looking to undertake during the plan year and the Museum's reasoning for the amount of levy. The plan is supported by the new Auckland Museum Five Year Strategy, which can be found here: <http://www.aucklandmuseum.com/your-museum/about-us/five-year-plan> and is supported by *He Korahi Māori: A Māori Dimension at Auckland Museum* and *Teu le Vā: The Pacific Dimension at Auckland Museum*.

A copy of RFA's submission to the plan is attached and identifies four key areas as a focus for the 2018/19 year. These include:

1. **Auckland's Cultural Heritage review:** working with AWMM in relation to recommendations from the review.
2. **Performance measures:** a new measure under transform the building and collections has been added in response to the RFA submission, clarifying the projects that will be undertaken in the plan year. It is noted that there will be an intensive period of capital works over the next couple of years for the museum, which will likely have an impact on the museums existing revenue streams.
3. **Promoting Auckland's Maori Identity:** The museum has a strong focus with *He Korahi Māori: A Māori Dimension at Auckland Museum* being core for the museum. The Museum has also developed a Te Reo Māori Strategy, the development of which the museum advises

has been endorsed by Te Taura Whiri i Te Reo Māori, and supports the integration of te reo into the museums visitor experience.

4. **Revenue sources:** RFA continues to request the museum to consider how it can reduce the reliance on the ratepayer levy, and whether further efficiencies can be found. We will continue to engage with the museum in this respect, as well as other matters. The intention of the museum is to reduce the levy increases from 2.5% to 2% from 2021/22.

The balance sheet of the Museum continues to be strong and the annual plan supports increased engagement by Aucklanders, onsite, offsite and online.

### **Museum Funding**

Auckland needs a strong and resilient museum sector. Ongoing funding of the Museum is supported by RFA, as its collections are of regional and national significance. The plans for onsite, offsite and online continue to develop the museum and respond to Auckland's population growth and diversity. The levy indicated within the final Draft Annual Plan is \$31.504m, an increase of \$0.769m, or 2.5% on the previous year and it is recommended that this levy be approved. There is a reduction of \$399,000 from the levy indicated in the 2017/18 Annual Plan for this plan year, and it is below the levy cap provided for within the museum legislation.

RFA will continue to provide advice and support to the Mayor and Auckland Council as the process continues. Auckland Council is the ultimate decision maker in relation to the level of funding that the Museum receives and RFA has advised the museum that the Mayor has stated that for organisations funded by council, an efficiency dividend maybe sought.

Yours sincerely



Chris Brooks  
**Chief Executive**

Attachment: Auckland War Memorial Museum Final Draft Annual Plan