



TĀMAKI PAENGA HIRA

AUCKLAND WAR MEMORIAL MUSEUM

Tāmaki Paenga Hira Auckland War Memorial Museum Report to Auckland Domain Committee

Executive Summary

At the request of the Auckland Domain Committee chairperson, this report:

- provides a brief overview of the Museum's 2019 year in review
- identifies important events and dates for 2020 at our Domain location
- sets out our priorities for the Domain in 2020 and beyond.

The Museum has worked closely with Auckland Council and the Auckland Domain Committee in recent years, including as a member of the Domain Committee Steering Group, and we look forward to continuing our productive working relationship in 2020 and beyond. We would welcome the opportunity to host a workshop or meeting of the Committee at the Museum this year.

More information about the Museum, our governance, strategies, and our relationship with Auckland Council can be found in our *guide Information for Elected Members*, which we sent to all Councillors and Waitemata Local Board members late last year.

Highlights of 2019

2019 was a year of consolidation and transformation for the Museum. We launched our major programme of capital works, in and around the Museum building, to deliver on our Future Museum strategy. This programme of work affects every aspect of the Museum's activity and will improve the visitor experience, ensuring the Museum can meet the needs of Aucklanders, visitors to the city, and the many communities the Museum serves. It will allow us to expand our reach to deliver museum services to Aucklanders, increase self-generated income and over time become less reliant on our ratepayer levy.

In collaboration with Auckland Council and Auckland Transport, in 2019 we completed the Southern Pathway Te Ara Oranga, connecting the Museum's South Atrium entrance to the corners of Titoki Street and Maunsell Road. This provides greater access for visitors from Newmarket and Parnell arriving on foot or by bus, and for the first time a completely accessible route from Maunsell Road.

Demolition, basebuild and construction is now continuing apace to deliver an enlarged South Atrium, new galleries, enlarged Special Exhibitions suite, conservation labs, shop, café, and Learning Base in 2020.

With a large part of the Museum a building site, particularly back-of-house and administrative offices, in late 2019 we began a series of major accommodation moves for staff. A large proportion of our staff – approximately one third – are now accommodated at our new office at 33 Broadway, leased office space in the Mercury Energy building located a five-minute walk from the Museum.

This will remain long-term office space for staff until such time that the Museum is in a position to develop new facilities on its main site.

Despite these disruptions, in the 2018/19 year the Museum had 757,000 visits and maintained a 99% visitor satisfaction. Almost 43,000 schoolchildren visited us for a learning experience outside their classroom.

We continued to reach out beyond the walls of our Domain building to engage more Aucklanders in their communities – in schools, shopping malls and offsite school holiday programmes. Our offsite engagement with our formal learners increased by over 10 percent on the previous financial year, with more than 70,000 students experiencing an offsite Auckland Museum educational experience.

In 2019 we also:

- completed our three-year Pacific Collection Access Project, where we worked with cultural experts and knowledge holders from 13 Pacific Island nations in Auckland to enrich our understanding of more than 5,600 taonga
- launched a new module, in partnership with the University of Auckland, teaching postgraduate museums studies students onsite
- received awards at the Travelwise Choices Awards for implementation and championing of our staff travel plan
- had 16m views of Collections Online through external digital platforms (for the 2018/19FY)
- became the first cultural institution in New Zealand to receive the Rainbow Tick certification, and won three New Zealand Rainbow Excellence Awards, including the Supreme Award, and the award for Innovation
- self-generated \$9.47 million of revenue and raised \$3.7 million of development funding (for the 2018/19FY).

More information about the Museum's highlights and performance can be found in our Annual Review at <https://www.aucklandmuseum.com/your-museum/about/our-organisation/annual-review-2018-2019>.

2020 – the year of Big Reveal

In 2020 we will continue major capital works in and around the Museum.

The South Atrium will re-open (see renderings attached) at the start of July, in time for our major international touring exhibition *Ancient Greeks: Athletes, Warriors and Heroes*.

By the end of 2020 we will also have constructed and opened:

- new dedicated education space, tailored to provide innovative learning experiences
- our new Tāmaki Herenga Waka Stories of Auckland gallery that will take visitors through the story of an evolving Auckland with rich interactive content
- a new café experience and larger Museum store
- new conservation labs
- community space for performance and visitor orientation
- new internal Eastern and Western loop walkways connecting the north and south of the building directly for the first time.

In 2020 we will begin concept design for our new Environment and Human Impacts gallery and a refreshed visitor experience for the Māori Court gallery and Pacific galleries, working in partnership

with Tāmaki iwi, mata waka, and Pasifika communities. (Construction on these projects will likely take place in 2021 or 2022.) We will also implement priority actions of the Heritage Asset Management Plan to repair the east and west parapets. We intend to advance work on the Museum’s Building Masterplan for future facilities and amenities on the Domain.

Our non-capital intentions for the next financial year include:

- launching a new public Museum Membership programme in July 2020
- continuing to grow our outreach and offsite audiences, including through:
 - experiences at Auckland’s key festival events such as Pasifika and ASB Polyfest
 - engaging Auckland schoolchildren, including by partnering with Auckland Libraries to provide learning experiences for children in their own communities, and by working with Tāmaki iwi to deliver an eco-literacy programme
- delivering a compelling programme of two special exhibitions, bringing major international exhibitions to Auckland
- improving our sustainability through the development of a Green Museum Sustainability Action Plan
- implementing a new student engagement plan for the tertiary sector across Auckland and New Zealand
- creating new digital experiences that optimise the Future Tāmaki ‘in-gallery’ experience and engage Aucklanders to participate in dialogue about the future of their city.

Our Draft Annual Plan for 2020/21 provides more detail on our intended actions over the next financial year and is available here: <https://www.aucklandmuseum.com/your-museum/about/our-organisation/annual-plans-and-reports/draft-annual-plan-2020-21>. We anticipate we will have the opportunity to present it to councillors at the Finance and Performance Committee in March.

2020 significant events and dates at our Auckland Domain location

The Museum hosts a rich and diverse programme of public facing activity each year in the Domain. These include commemorative events associated with our war memorial function, exhibitions, and a wide variety of public programmes and events such as panel debates. As the war memorial for Tāmaki Makaurau, the largest city in Aotearoa, we also play a significant role alongside Central Government in hosting international dignitaries.

The table below lists just some of our planned events and exhibitions, correct as of January 2020, at our Domain location. (It does not include our outreach programmes and events held offsite.) More events will be confirmed as the year progresses. We are happy to update the committee and Auckland Council staff as needed.

Date	Event
21/12/19 – 3/5/2020	Temporary exhibition: <i>The Antarctic Experience</i>
10/02/20	Uenuku – Pride at the Museum panel discussion. (Part of the Pride Festival.)
26/2/20	Museum Medals ceremony
28/2/20 – 17/5/20	Temporary exhibition: <i>Wildlife Photographer of the Year</i>

2/3/2020	Tami Neilson LIVE at the Museum performance
10/3/2020	After Hours Mingle event
25/4/2020	ANZAC Day commemorative event ANZAC Day Museum programme poetry competition and choir performances
25/5/2020	US Memorial Day commemorative event
May (dates tbc)	NZ Music month celebrations – evening performances by various NZ artists
June (date tbc)	Bomber Command commemorative event
2/7/2020	Opening ('Big Reveal') of the renovated South Atrium and related facilities
3/7/2020 – 18/10/20	Temporary international touring exhibition <i>Ancient Greeks: Athletes, Warriors and Heroes</i>
12/10/20	Passchendaele commemorative event
8/11/20	Remembrance Sunday commemorative event
11/11/20	Armistice Day commemorative event
Late 2020 (date tbc)	Opening of new Learning Base and two aligned galleries Opening of Tāmaki Herenga Waka Stories of Auckland gallery

*Note: The Museum hosts Air Force Commemoration Day – Battle of Britain Day each year sometime between July and October. The date for 2020 has not been confirmed.

Our mid- and long-term plans

By the end of 2022/23, the first stage of our transformation will be complete. We anticipate we will welcome more than 1.2 million visitors each year, a significant increase over visitation levels prior to our transformation. We expect visitor numbers will continue to grow beyond this in subsequent years.

This increased visitation will likely have effects on the Domain and surrounding areas. It also provides opportunities for the Museum to increase its amenities to service the larger number of visitors using Auckland Domain

It is our intention to optimise the space available within the building. Increasingly more of the museum foot print will be turned over to become public space for our visitors to enjoy. We are currently considering long-term options, particularly for the Domain site in order to meet this growing need.

We are acutely aware of the need for Auckland's cultural institutions to work closely together and provide value to Auckland's ratepayers and our visitors. The Museum is currently exploring how we can share expertise and provide ongoing storage and care of collections with other Auckland-based

institutions through the optimisation of our offsite Manu Taiko Collections Centre. We believe there are also opportunities for increased collaboration and co-location of collections, including at the Museum's Domain site. We will continue to work with our partner institutions, including through the Museums of Auckland consortium, and through Council's Cultural Heritage Review.

Our priorities for the Domain

The Museum is committed to ensuring that Auckland Domain is a world class visitor experience. We believe the Auckland Domain Masterplan sets a strong vision and plan for the Domain and we support its implementation.

Below we set out our priorities for the Domain in 2020. We understand that some of these projects are in the 2020 work programme for the Domain.

1. Improving connections and transport to the Domain and Museum

Despite being on the fringe of the city centre, the Domain and the Museum are relatively dislocated from the CBD, a major destination and transport hub for our visitors. The Museum is one of Auckland's top tourist attractions yet public transport connections are still less than optimal, despite provision of the 781 regular bus service.

In 2020 we would like to see progress on:

- improved wayfinding in and around the Domain
- implementing the Accessibility Improvement Programme in order to improve pedestrian connectivity within the Domain and further reduce the vehicle footprint, particularly through:
 - changing parking facilities and behaviour by removing all-day commuter parking and improving heritage sightlines to the Museum, viz.:
 - removing parking spaces from Cenotaph Road and Museum Circuit as previously reported to the Committee
 - installing gates on the Titoki St carpark and Grandstand Road / Football Road
 - constructing a usable, safe and fit for purpose pedestrian link between Parnell train station and the upper Domain
 - constructing the Titoki St carpark to Football Road path
 - improving connectivity of the Domain around Park Road and Carlton Gore Road, to make public transport, pedestrian and cycling transport options more usable.
- improving public transport links to the Domain and the Museum, and developing a plan for improved bus circulation.

In addition to removing the parking specified above, in 2020 we would like to see better management of the existing parking (e.g. timing and enforcement) to improve access and manage the sensitive amenity of the Domain. We are committed to working with Auckland Council, the Domain Committee and Auckland Transport to develop improvements.

We also support improving connections between the Domain and the City Centre, as detailed in the draft refresh of the City Centre Masterplan.

2. Enhancing the cultural and natural amenity of the Domain

Opportunities exist to improve the Domain's cultural and natural amenity. The 2016 Masterplan contains principles and projects that will achieve this, and we support implementing them.

The Domain is one of the most important heritage locations in Auckland and has a rich history. We support developing better story-telling of this heritage and in 2020 we would like to see progress made on this. The Museum has the expertise and capability to assist with the development of story-telling narratives and appropriate channels and methods of delivery. We see opportunities to connect Domain storytelling to our new Tāmaki Herenga Waka Stories of Auckland gallery.

We note that we have been in contact with Auckland Council's rangers and look forward to discussing how the Museum can contribute to the rangers' behind the scenes tour of the Wintergardens, Domain and Museum later in the year.

In 2020 we would also like to see progress on:

- continued biodiversity protection and enhancement in the Domain
- Domain activation and events that bring visitors to the Domain.

3. Developing an investment plan for the Domain

The Masterplan sets out a wide range of principles and projects, but implementation and funding has been ad hoc. This year we would like Council to make progress on an investment plan for implementing the Masterplan and associated projects through the 2021 Long-term Plan.

Attachment: renderings of renovated South Atrium



Rendering of new front view of South Atrium



Rendering of new side view of South Atrium