

**Waipu Centennial Trust Board
Strategic Plan FINAL**

Vision (from 1989 Trust deed)	To house, care for, preserve, promote and make available for public viewing and research the treasures housed in the House of Memories at Waipu, and by this means to inform and educate the public as to the history of the settlement of Waipu and neighbouring areas and of the Nova Scotian pioneers who established it
Purposes of trustees (from Trust deed)	<ul style="list-style-type: none"> a) To restore, treat or improve the condition of any of the treasures in such manner as may be agreed to or permitted by its owner b) To accept by way of gift or loan and to purchase and develop additional treasures for the House of Memories c) To manage, maintain, repair, improve and extend the stone building at Waipu the House of Memories which houses the museum d) To make available for other charitable purposes such part of the facilities of the stone building as are not required for the museum and in particular to allow the use of part of the building as Plunket rooms * e) To manage, maintain and improve the museum grounds and facilities including the caretaker's cottage f) To raise funds and receive grants to further the purposes of the Trust established by the deed g) To collect and collate information and to encourage, sponsor and conduct research about into the double migration and the settlement at Waipu and the people involved h) To publish or contribute to the cost of publication of material of educational value to the history of the settlement i) To employ or otherwise engage the services of such people they may think expedient for the purposes of the Trust and to fix the terms and conditions of any such employment or engagement <p>*N.B. The Plunket rooms are no longer a separate part of the Museum building due to the 2003 expansion</p>

Vision: To house, care for, preserve, promote and make available for public viewing and research the treasures housed in the House of Memories at Waipu, and by this means to inform and educate the public as to the history of the settlement of Waipu and associated settlements and of the Highland Scottish Nova Scotian pioneers who established the House of Memories.

GOALS

<p>Sense of belonging, kinship and oneness</p> <p>Kotahitanga Whanaungatanga</p> <p>Aonachd</p> <ul style="list-style-type: none"> • Unity • Harmony • Oneness <p>Build a relationship between all parties that is enduring based on the principles of Te Tiriti o Waitangi at all levels of the museum.</p>	<p>Heritage and Curatorship Collections</p> <p>Kaitiakitanga Whakapapa</p> <p>Dualchas Agus Duthchas</p> <ul style="list-style-type: none"> • sense of culture and tradition • sense of belonging to area of land • rooted by ancient lineage • expressed in rich oral tradition and place names • connects the people, their activities and the land <p>Our tangible and intangible Scottish Highland Gaelic / Nova Scotian heritage is preserved, protected and promoted to a level that is acceptable to the WCTB and meets agreed obligations with our partners and community.</p>	<p>Experience and management Passing on knowledge and understanding</p> <p>Mōhiotanga Māramatanga</p> <p>Eolas</p> <ul style="list-style-type: none"> • knowledge, information, especially knowledge gained by experience or practice <p>Tuigse</p> <ul style="list-style-type: none"> • Understanding, insight <p>Delivery of engaging compelling visitor experience that reflects the unique narrative of the NS migration and Waipu’s history and in so doing pass on knowledge and understanding of the Gaelic culture and language.</p>	<p>Sustainability and Development Campus Fiscal responsibility</p> <p>Manākitanga Rangatiratanga</p> <p>Stiùbhardachd</p> <ul style="list-style-type: none"> • Stewardship <p>Fàs seasmhach</p> <ul style="list-style-type: none"> • Sustainable growth <p>Facilities that meet our needs are maintained and expanded and income is generated to meet our planned expenditure.</p>
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STRATEGIES

<p>1.1 Map relationships with all members of the Museum community to:</p> <ul style="list-style-type: none"> a. Increase the awareness of Te Tiriti o Waitangi and how it relates to governance, the acquisition, display and research of taonga within the Waipu Museum. b. Familiarise them with cultural protocols – develop a training plan. c. Involve them in the development and vision of the Museum. <p>1.2 Develop mutually supportive relationships with Waipu retailers to promote Waipu as a destination.</p> <p>1.3 Develop strategies to engage with successive generations of N.S. descendants.</p> <p>1.4 Develop strategies to achieve each of the above and to engage the wider community i.e. those with an interest in the Museum’s story.</p> <p>1.5 Develop a plan to increase engagement with the local</p>	<p>2.1 Prepare an exhibition & collection plan to:</p> <ul style="list-style-type: none"> a. Classify storage items as keep or dispose of and action accordingly. b. Develop a process to ensure long term preservation and care of the collection to benchmark standards. <p>2.2 Liaise with Mana Whenua Patuharakeke to develop an appropriate space for their story as it relates to the Nova Scotian settlers</p> <p>2.3 Allow for a changing exhibition – telling other dimensions of the story and our increasingly diverse community.</p> <p>2.4 Add value to the collection through comprehensive research and the acquisition of objects of significance and relevance to the Nova Scotians, their descendants and Mana Whenua Patuharakeke.</p> <ul style="list-style-type: none"> a. Maintain, enhance and promote the migration genealogy database. 	<p>3.1 Collaborate with tourism bodies to attract and engage visitors from the community and nationally, and international markets through the delivery of unique experiences.</p> <p>3.2 Provide a comprehensive migration history induction for volunteers</p> <p>3.3 Develop and promote two apps for the existing heritage trails one for walking, the other for driving.</p> <p>3.4 Continue to optimise the functionality and attractiveness of the website.</p> <p>3.5 Promote the website’s online sales features, collections, and services offered by the museum.</p> <p>3.6 Continue to produce regular informative newsletters.</p> <p>3.7 Organise familiarisations for regional school teachers.</p>	<p>4.1 Monitor income and expenditure and budget accordingly.</p> <p>4.2 Carry out an organisational review.</p> <p>4.3 Identify and build on competitive advantages.</p> <p>4.4 Foster a closer working relationship with the 150 Trust and Centre Events Ltd.</p> <p>4.5 Develop business plan and forecasts for museum + shop.</p> <p>4.6 Continue to seek grant funding based on business plan and budget forecasts – prepare a calendar + responsibilities.</p> <p>4.7 Develop a risk matrix.</p> <p>4.8 Develop a comprehensive maintenance plan for existing facilities.</p> <p>4.9 Revisit plans for museum expansion.</p>
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<p>community to ensure the Museum remains relevant to the growing and changing demographics of Bream Bay.</p> <p>1.6 Foster connections with the global community of N.S. settlements and their descendants</p>	<p>b. Provide staff with training and professional development in collection management.</p> <p>2.5 UNESCO obligations are well understood, its status is maintained and there is universal access to the UNESCO collections.</p> <p>2.6 An awareness of the built heritage of Waipu and its sister settlements is promoted so that it is better interpreted and preserved.</p>	<p>3.8 Develop curriculum-aligned content and promote to schools.</p> <p>3.9 Promote to relevant Universities and Colleges worldwide who have a vested interest in Scottish diaspora research and study.</p> <p>3.10 Develop a diverse programme of seminars and workshops of interest to residents.</p> <p>3.11 Improve and monitor the customer survey form</p>	<p>4.10 Develop a business plan and a road map for the Heritage Precinct to meet current and future community needs and to determine how the Museum and Precinct complement each other.</p> <p>4.11 Develop a programme of activities, events and retail activities to ensure the Museum generates an increasing proportion of its own financial requirements year on year.</p> <p>a. Develop and implement a process to support requests for donations and/or bequests.</p> <p>b. Ensure that Art n Tartan continues to grow and flourish as an event.</p>
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RISK

Identify, quantify and mitigate all risk on an on-going basis.

PERFORMANCE INDICATORS

Relationships

- + A more inclusive exhibition representing Māori / Nova Scotian relationship stories is installed.
- + More informed Board and staff.
- + Increase in:
 - Museum admissions
 - Descendant engagement
 - Engagement with Waipu retailers and other community organisations
 - Staff satisfaction
 - Volunteer numbers, retention and satisfaction
 - Website hits

Collections

- + The collection is stored to national standards.
- + All collections are accessioned, digitised and entered on Mosaic.
- + Genealogy research increased.
- + Museum visitor engagement and satisfaction maintained.
- + Exhibition and collection plans are developed, collections are enhanced and changing exhibitions are shown.
- + Patuharakeke story as it relates to the NS settlers is installed.
- + Art n Tartan reviewed
- + Data base is maintained
- + Documentary heritage collections are on Mosaic.

Management

- + Increased number of visits to Waipu Museum: onsite and online.
- + Growth in the number of group / school visits.
- + Increase in school / university engagement.
- + Heritage trail apps developed.
- + Increase in number of people participating in public programmes.
- + Audience satisfaction is maintained.
- + Survey forms analysed and used to inform operations.
- + Training and professional development for staff and volunteers is provided.

Sustainability

- + Appropriate plan developed and funding secured
- + Fund raising plans developed and implemented.
- + Spending priorities in the heritage precinct developed.
- + Increase of self-generated revenue.
- + Budget targets are met.
- + Retention and increase in financial support from WDC.
- + Marketing plan is developed and implemented.
- + Donations are received
- + Art'n'Tartan is reviewed