

**COMMUNITY DEVELOPMENT COMMITTEE
FOR THE MEETING OF 14 JUNE 2011**

Report for Agenda Item No

**Prepared by Philip Howe
Museum Director**

South Canterbury Museum Activity Report (File M3/3)

Introduction

In 2010, the South Canterbury Museum continued to deliver highly effective programmes for the District, further develop the heritage collections of archives, photographs, artefacts and specimens, carry out improvements to the care and documentation of these collections, and provide assistance to other heritage organisations in the region.

The Museum's Ministry of Education funded Heritage Education Service, the Learning Experiences out of the Classroom contract (LEOTC) had a successful year with a wide range of schools taking part in a wide range of programmes both in the Museum and elsewhere. In July the Museum commenced anew three-year contract to continue delivering LEOTC programmes in the Museum and around the region, although on a reduced basis.

Significant input continues to be received from voluntary staff and work-scheme staff. Museum staff and volunteers continue to work on a wide-range of projects, including collection care, exhibitions, information resource development and publications. The Museum is well regarded locally and nationally, and receives very favourable comments from its users.

The Museum's achievements and value to the community result from the effective development and use of its three prime resources – people, facilities and collections.



1. Personnel

1.1 The Museum Team: Staff and Volunteers for 2010

Museum Director (full-time)	Philip Howe
Curator of Collections (full-time)	Davina Davis
Curator of Documentary History (full-time)	Tony Rippin
Museum Educator (LEOTC-funded)	Jean Hesselin
Museum Educator (LEOTC-funded)	Nadine MacFarlane (Terms 1- 3)
Museum Educator (LEOTC-funded)	Stephanie Johnson (Term 4)
Technician (part-time)	Rob Tulley
Cleaner (part-time)	Heather Honniwell
Weekend supervisors	Alistair Pike, Christopher Templeton, Dianne Shields, Elaine Aitcheson and David Batchelor
WINZ Employment Scheme	Julie Brown
Museum Interns (3 – 4 months)	Rachel Chao (Macau) Ruth Vaega (New Zealand)
Volunteers	Mark Denne, Lee Keeley, David Batchelor, Elaine Aitcheson, Barbara Hertnon, Mike Hyman, Tracey Morris, Rodger Laycock, Susan Scott, Aaron Howard and John Nichol
SC Museum Development Trust Trustees	Mrs Bobby Ivey, Craig Perkins, Ross Parkes, John Oliver, John Simpson, Christopher Templeton, Philip Howe

The Museum has been greatly assisted by our volunteers, interns and Taskforce Green workers who have worked on a wide range of collection care, exhibition and information access projects behind the scenes. The hours worked by these additional personnel equate to the equivalent of more than two full-time staff for the year.

The South Canterbury Historical Society, the Museum's original founding body, has continued to play an important role in supporting the Museum as the Friends of the Museum. Individual members and the Committee have contributed considerable time towards Museum programmes to ensure their success. In addition, the Society actively advocates for the Museum in the wider community.

The major contribution to the Museum's success made by the commitment and dedication of all members of the wider Museum team cannot be stressed enough.



Above: Some of the Museum team (staff, volunteers, Museum Explorer's Club members and co-opted family members) preparing for the 2010 Christmas Parade in December, reflecting the early Caroline Bay Riviera of the South theme..

1.2 Staff Development

Specific museum training courses are few and far between, but a number of training and networking opportunities were taken by staff and volunteers during the year. These included:

- Costume and Textiles Symposium, Auckland
- Museums Aotearoa Conference, New Plymouth
- Two-day curatorial seminar at Lakes District Museum, Arrowtown
- Two one-day museum technique courses held at the South Canterbury Museum
- In-house Timaru District Council staff training

Several very useful visits were made to other museums to view storage and display methods and discuss these with staff. Much of the information gathered will be used in planning for the South Canterbury Museum's major exhibition upgrade over the next 18 months.

2. Collection Care and Development

Care and management of the Museum's unique local heritage collections continues to be a major part of the work carried out by staff and volunteers. The Museum's collections are at the heart of all that we do; they are the raw material for research, exhibition and education. Considerable effort is put into improving standards of collection care, organising storage for easier access and updating collection records on computer database.

In addition, the collections continue to grow with new material added. 195 accessions were recorded in 2010, from which more than 1,345 items have been catalogued to date. The great majority of these items were donated to the Museum by their owners. A few books were purchased for the Museum's curatorial and local publication libraries.



Significant items added to the collections in 2010 included:

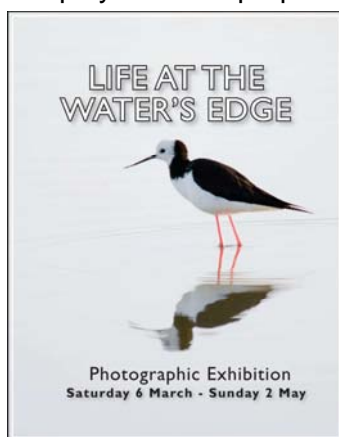
- Large collection of fossils and site records from the Geraldine area gathered during a 2009-10 research project. (Julie Brown)
- Important historical records from the Timaru Harbour Board (PrimePort Timaru)
- WW1 field compass associated with Gallipoli veteran Captain GG Rich. (Penelope Ulrich)
- Collection of brewery and pub memorabilia from the Old Bank Tavern (Dave Jack)
- Ten examples of Timaru's cast-metal Tiger Toys recast in 2010 for collector's markets (Jeff Elston)
- Large collection of clothing from 1880s to 1910 period associated with Moorhouse and Howell families (George Howell).
- South Canterbury Croquet Club records and minute books 1928 – 1986 (SC Croquet Association)

In addition significant progress generally has been made in earlier clearing cataloguing backlogs, updating data and carrying out a host of minor improvements in most collection areas.

3. Exhibitions

3.1 Temporary Exhibitions

Five temporary exhibitions were mounted during the year. Two were produced in-house using items from the Museum's collections, two in collaboration with outside parties, and one travelling exhibition loaned from elsewhere. Exhibition work is very intensive and involves considerable research, with nearly all labels, graphics and display furniture prepared on site by Museum staff. The exhibitions were:



Life at the Water's Edge A photographic exhibition featuring 26 enlarged images of birdlife at Timaru's Otipua Wetlands, photographed by Ron Lindsay and jointly curated with the Museum.

Square and Compasses A travelling exhibition produced by the Freemasons of New Zealand, featuring Masonic artefacts, costume, regalia and tools.

Feeling for Daylight An exhibition telling the story of Jack Adamson, 1890s Hermitage Manager and keen alpine photographer.

Enlarged images and his photographic equipment were featured, and an accompanying book was launched at the same time (see under Publications).

Student Ex! A changing showcase of local high school students' achievements and performances, including winners from the regional Schools Science Fair.

Riviera of the South A celebration of the Caroline Bay carnival, from its beginnings in the 1890s to the recent past. This exhibition featured photographs, historic film, objects, costume and archival documents.



3.2 Long-term Exhibitions

In December **Stories of Settlement** was opened by Mayor Janie Annear. This is a major section of the Museum's long-term displays and has a focus on European arrival and settlement from the 1830s to around 1870. It features the reconstruction of an immigrant ship cabin first developed by the Museum for the very successful 2009 **Timaru at Last!** Strathallan 150th exhibition.

Planning continues for the next major upgrade of the Museum's long-term display areas upstairs.

4. Heritage Education Service

4.1 Ministry of Education Contract

The Museum's LEOTC contract with the Ministry provides for the delivery of education services both in the Museum and at other museums and heritage sites from Mid Canterbury to North Otago. All programmes are developed by the Museum's Heritage Education Service staff and are linked to the curriculum and carefully designed to meet identified outcomes in consultation with schools.



In 2010 there were two Museum educators delivering the Museum's Heritage Education Service programmes. These positions are fully funded by the Ministry of Education through the LEOTC contract.

The Heritage Education Service reports regularly to the Ministry, and is inspected once a year by an external evaluator. The 2009 evaluation was very positive, praising the robust and efficient service developed, the quality and variety of the programmes offered, the positive feedback from schools and the Service's responsiveness to teacher requests.



4.2 On-site Education Programmes

A wide variety of topics were taught in the Museum, using exhibition areas and the Education Space located in the Museum's Heritage Theatre. Students ranged from New Entrants to Senior High School level. Programmes were able to utilise specimens and artefacts from the stored collections, often providing students with a hands-on approach to learning. The audio-visual system in the Education Space proved very useful for many programmes. Students were also able to use the Heritage Education Service's growing collection of replica historic costume, which saw students dressing as Victorian school children or native birds.



4.3 Off-site Programmes

A number of schools worked with Heritage Education Staff at several local sites for natural history studies, including Raincliff, the Otipua Wetlands, Centennial Park and Washdyke rocky shore area. Cultural sites visited included local rock art sites, Timaru inner-city heritage buildings, Caroline Bay and the harbour area. Classroom teachers have appreciated the specific expertise and student centred approach that Museum staff can provide in these settings. Several programmes were also delivered in other local museums in the region including Pleasant Point, Oamaru, Waimate, Kurow, Geraldine, Staveley and Ashburton. This particularly benefited schools that were unable to travel to Timaru.



5. Public Programmes

5.1 User Statistics

A total of 22,091 users of the Museum's services were recorded for 2010. This was 6% over the three-year average target figure set for the year, although down against the very successful 2009 calendar year. Figures are recorded for on-site visitors and service users, off-site outreach to schools and groups, and distance users of our services, via mail and email requests.

2010 user numbers break down as follows:

Casual visitors	10,941
On-site research service users	861
Visiting groups	1,890
On-site schools	3,196
Off-site outreach schools and groups	5,812
Distance information service users	252

5.2 Archives/Research

861 in-person visits were recorded for the year, ranging from genealogists to professional historians and authors. The South Canterbury Branch New Zealand Society of Genealogists, whose material is housed in the Research area, continue to provide voluntary staffing to assist genealogists on Sunday afternoons.

In addition, 252 written inquiries from outside of the region have been received and dealt with by Museum staff, as well as many casual telephone and front desk inquiries. These range from questions on how to preserve family treasures to identifying yet more spiders in jars.

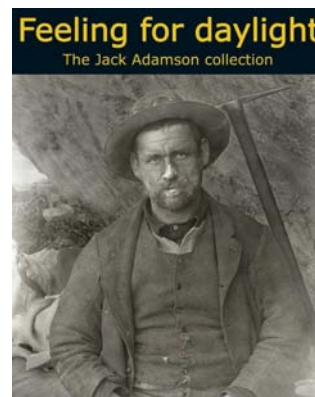
5.3 Museum Tours and Talks

A number of community groups have been taken on "behind the scenes" tours of the Museum's Collection Wing, often during pre-arranged evening visits. This has proven valuable for educating local people about the preservation work carried out by Museum staff and the need for storage and workspaces to protect our region's heritage. Some groups have offered significant donations and individuals have taken up Historical Society membership as a result of these tours.

Museum staff gave talks to visiting groups at the Museum focussing on displays or such as service clubs and community groups.

5.5 Museum Publications

In-house design software and growing staff expertise have enabled the Museum to continue develop publications that promote the Museum and its collections and knowledge, and generate sales. In July 2010, ***Feeling for Daylight***, featuring the 1890s alpine photography of Jack Adamson, was published. This lavishly-illustrated and well-produced book has received wonderful reviews and is distributed though stores around the country. The very positive comments about our books have indicated the value of the time and resources spent and the level of skill developed.



5.6 Media Articles

Museum staff contributed regular articles, usually weekly, focussing on local heritage and Museum topics to both the Timaru Herald and Courier newspapers. These have received positive attention from members of the public and are an effective medium for communicating about our region’s heritage and the work of the Museum. Of particular significance are the articles regularly contributed to the Timaru Herald for its Saturday edition “Museum Piece”. These, along with the material regularly supplied to local reporters have ensured a wide audience for the Museum’s information and collection resources.

5.7 School Holiday Programmes

Successful programmes were run in the three end-of-term breaks during the school year, with both organised programmes and self directed activities for visiting families. The Museum has become an important resource for local families during the holidays, with many children being repeat visitors. Many positive comments have been received from grateful caregivers.



5.8 Museum Explorers Club

The Museum Explorers Club, aimed at primary school-aged children, continues to be popular. Members received a Museum Passport, which was stamped every time they visited the Museum, earning them a small Museum souvenir after five visits. In addition a monthly after school programme was developed, with in-depth hands-on sessions that focussed on particular Museum topics.

This programme has over 370 members now on the contact list. A number of Explorers took part in the Museum’s early Caroline Bay-themed Christmas Parade float in December.

5.9 End of year event



An open public end of year party was held on Saturday 11 December. Jointly organised by the Friends of the Museum and Museum Staff, it attracted 200 people to take part in various competitions for donated prizes (see left), view new exhibitions and enjoy free refreshments. A number signed up to become Friends of the Museum. It was a highly successful day and will be repeated this year.

6. Development

6.1 South Canterbury Museum Development Trust

The Trust has continued to raise funds for specific Museum projects. A further short film was completed for the Heritage Theatre. The Trust has continued to raise money to support the Museum's forthcoming exhibition overhaul and publishing programme.

7. Management and facilities

7.1 Administration and Maintenance

Standard Timaru District Council planning and budgeting procedures were carried out during the period. Regular building inspections and checks were carried out in accordance with requirements, along with necessary Health and Safety reports and checks. A number of small maintenance tasks were carried out during the year to repair minor problems. The Museum's foyer area was redeveloped, with the installation of a new reception desk, exterior floor tiles and generally more open layout making a big improvement to visitor flow and perception. The Museum's small retail area, selling books, posters and cards, has also been upgraded with a noticeable increase in interest and sales.

7.2 Participation in Timaru District Council activities

The Museum Director participated as a member of the following Council activities:

- Timaru District Emergency Management Team (public information management)
- Training Committee

In addition Museum staff provided access to Museum images and information services for other Council departments when requested.

7.3 Museum Strategic Plan

Work has continued on the proposals recommended by the Museum's Strategic Plan, which was approved by Council in 2009. The options outlined will be further developed for consideration in the 2012 LTCCP.

8. Marketing and Publicity

8.1 Museum Newsletter

The Museum continued to produce a quarterly illustrated newsletter. This was sent to members of the South Canterbury Historical Society, Timaru District Council elected representatives and management, individuals connected with the Museum, local media and selected New Zealand museums and heritage organisations. Visitors to the Museum also took copies on offer. The newsletter is a useful communication tool for reaching a number of audiences.

8.2 Media Relations and marketing

Close relations were maintained with local media, and the Museum featured in a significant number of newspaper articles and several radio news items. Museum exhibitions also featured in several national publications looking at events and exhibitions around the country. The weekly *Museum Piece* in Saturday's Timaru Herald has proven to be an effective way of communicating about the Museum and its collections to the public.

Paid advertising was placed in a number of national tourist guides, along with local advertising in newspapers and radio, particularly for special exhibitions or holiday events

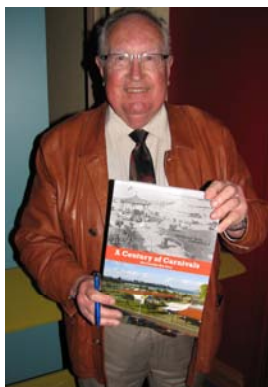
9. External Relations

9.1 Organisational Partnerships

The South Canterbury Museum has continued in its close relationship with the Friends of the Museum, as part of the South Canterbury Historical Society. Museum Friends and Society members have supported the Museum through attending events and exhibition openings, and through raising funds for projects. Society members act as Museum advocates in the community, and provide a focus for members of the public who wish to become more involved with the Museum and local heritage.



Above: Friend of the Museum Gerald Taylor demonstrates how to play the coin-operated "Horsey" game at the end of year public party



The Museum worked closely with the Caroline Bay Association on two projects. To mark the CBA's centennial year, the Museum Development Trust commissioned local oral historians Ruth Low and Linda Hepburn to record eight interviews with CBA office holders. This process captured much information from a period spanning the last 50 years. The CBA also assisted the Museum by loaning material for use in the exhibition *Riviera of the South* which opened in November. The Museum was also used by the CBA as the venue for the launch of its book *A Century of Carnivals* in October. A number of copies of this book were sold at the Museum over the following summer months.

The Museum continues to host the South Canterbury Branch of the New Zealand Society of Genealogists, whose research material is housed in the Museum's research library. Volunteers from the Branch assist with enquiries on Sunday afternoons in the Research Library at the Museum. Both the Historical Society and the Genealogists make regular use of the Museum's meeting room.

9.2 Local Museums

The Museum has continued to provide assistance for local museums through co-ordinating the Central South Island Museums Group. In addition it has provided advice to individual local museums as well as providing storage materials at cost.

The Museum was a venue for the delivery of two training workshops for local museum workers held with the support of Te Papa's National Services Department. These workshops provided valuable training opportunities for local museums and their voluntary workers, with a number of attendees coming from around the South Island.

The Museum Director has been active in promoting the establishment of a national support network for directors of smaller museums. There is a clear need for an organisation like this that can assist museum professionals in situations that call for multiple roles, such as leader, curator, administrator, chief cook and bottle washer. A feasibility research project, funded by Te Papa's National Services department, is being conducted in 2011.

9.3 Other Organisations

Contact has been maintained between the Museum and a number of local organisations including:

- Central South Island Tourism
- Te Ana Rock Art Centre
- Te Runaka o Arowhenua
- Caroline Bay Association
- Local schools
- Aoraki Polytech

The Museum, or individual staff members, belonged to the following New Zealand professional organisations during 2010:

- Museums Aotearoa
- Museum Educators Association of New Zealand
- Archives and Records Association of New Zealand
- New Zealand Society of Archivists
- New Zealand Archaeological Association
- National Oral History Association of New Zealand
- The New Zealand Costume and Textile Section, Auckland Museum Institute
- Entomological Society of New Zealand
- New Zealand Military History Society
- New Zealand Cartographic Society
- New Zealand Teachers Council
- Geological Society of New Zealand

10. Future Developments

In 2011 the following items have or are being carried out:

- Resurfacing of the Museum's collection wing exterior
- New seating in the Archives Research area
- Publication of an all-new edition of ***The Streets of Timaru***, in partnership with the South Canterbury Historical Society. This book will be launched in November.

Recommendation

That the information be received and noted.