



Russell Museum

Whare Taonga o Kororareka



2021/2022  
Annual  
Report

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# MUSEUM HISTORY

Russell Museum was conceived in 1938 as a community project to mark New Zealand's 140 Centenary of the Signing of the Treaty of Waitangi. A memorial building was planned to house the then Town Council office, Public Library, a Rest Room and the Museum. Charles Frederick Baker Snr and Mary Ann Baker gifted the land, and the community raised funds for the building.

WWII disrupted development until 25 May 1950, which saw Russell Centennial Trust constituted by Deed and then incorporated on 1 June 1950. Building began in 1952 and was completed by 1954. The Museum took a little longer to fit out, and opened in 1956.

The original museum comprised of a long room about 10m by 5m, and was called the Russell Centennial Museum from 1956-1970. Local families, like the Bakers, Kings and Lanes, lent or donated their taonga / treasures.

Queen Elizabeth II included the museum in her walkabout of Russell on her Royal Tour of New Zealand in 1963. The museum at that stage was also very crowded with exhibits and it was time to grow.

The museum was renamed the Captain Cook Memorial Museum in honour of the Bicentennial celebrations of Captain Cook's exploration of New Zealand in 1769. In 1970 the one-fifth scale model of Captain Cook's Endeavour built by Auckland model-maker Ralph Sewell was gifted to the Captain Cook Memorial Museum. It had been shown extensively through out New Zealand in 1969-1970 during the Cook Bi-centennial Commemorations.

The museum expanded again in 2002, adding a gallery, offices and much need storage areas, and a professionally curated and designed exhibition in keeping with current day museum standards.

At this time the name became Russell Museum / Te Whare Taonga o Kororareka, reflecting our bicultural heritage. The temporary exhibition gallery was named the Marie King Gallery in honour of the museum's founding curator 1956-1986, Marie Menary King QSM.

The Russell Museum has plans in the near future for a much needed major redevelopment to include a new museum building as the current building is no longer fit for purpose. Architectural plans have been drawn, and resource consent has been granted.

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# VISION

Be the acknowledged destination for the community and visitors to explore the stories of Kororāreka Russell and Īpipiri Bay of Islands.

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# MISSION

Preserving the past, capturing the present, engaging the future we will:  
Protect, preserve and showcase the histories and taonga of Russell  
Kororāreka and Īpipiri Eastern Bay of Islands.

Partner with Hapū to enable their stories of Polynesian arrivals, their first encounters with Europeans, and ongoing settlement of the Bay to be shared;

With appropriate technology, resources and storytelling, engage visitors of all ages so they are inspired to discover our rich history.

Be a sustainable social enterprise, which adds rich cultural value to the community of Kororāreka Russell, and wider Bay of Islands;

Act as the hub for other heritage experiences in Taitokerau Northland and for telling our wider national stories.

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# VALUES

Our people live in this community and represent who we are. We will uphold:

Kaitiakitanga - guardianship of our stories and taonga for future generations.

Manaakitanga – hospitality to provide our visitors with a memorable experience.

Whanaungatanga – as a family, staff and volunteers working together in harmony achieve common goals.

Mahi Tahi – collaborative, working together with others in the community to achieve common goals.

Hiranga – excellence, taking pride in everything we do, ensuring high standards.

Tūtika – personal accountability in achieving our goals being responsible for the accuracy of what we say and do.



# Chair Report

Russell Museum Te Whare Taonga O Kororareka

Maria Moppett - Chair Report for AGM 21st November 2022

Kia ora koutou katoa, ka nui te mihi kio a koe mo te haere mai tenei ahiahi.



Since our last AGM held on the 22 November 2021 at Haratu, Kororareka marae we have made sound progress even with continued Covid 19 still at our doorstep.

Planning for the next 12 months continued to be challenging with continued expenditure required for advertising, maintenance, committed debits ie: insurance, rates, and staffing. The Board has been able to meet some of these commitments through grant applications to various organisations applied for by our curator Fiona Mohr, supported by Gaye Miller. The Trustees and Staff have faced these challenges with good heart and commitment.

**Trustees:** Tracey Rewiri has tendered her resignation from our Board after 12 months due to work commitments. We thank Tracey for her continued support prior to her being a Trustee for the volunteer hours that she has given, and wish her well. The following Trustees continue to serve on the Board: Maria Moppett (Chair) Jane Hindle (DP Chair), Heather Lindauer, Sue Western, Sian Royal, Marsha Davis, and Tracey Cadogan.

**Staff:** Fiona Mohr – Curator Manager continues to give our organisation the professional and efficient service with good humour everyday, we all thank you for your energy and time. Also, Gaye Miller who brings the support much needed in our area of accounting and administrative efficiency. We are very fortunate to have these ladies, thank you both very much. We also welcome back onto our staff Tiaan Tyrrell to front of house, she gives a very warm welcome to all our visitors, thank you Tiaan. We hope that over this summer that we shall be able to give more employment to our staff or others as visitor numbers hopefully increase.

**Financial Management:** Gaye continues to manage our finances efficiently with support from Fiona, with BDO Kerikeri reviewing our accounts for this past financial year.

**Health and Safety:** There have been no incidents in the last 12 months.

**Maintenance:** We obtained a Lottery Community Grant to support the replacement of lights in the Marie King Gallery, and the main exhibition gallery. We are awaiting on the outcome of another grant to have the Museum, Library and buildings painted hopefully in the New Year. There will also need to be some window maintenance before this happens.

**Business Case:** We are working with the Marae, and we have a number of Projects that will have an interest to both parties. Currently we are working on the Pou on the Tamati Waka Nene reserve, Fiona was successful in receiving a grant to have conservation work done. The Marae is currently in discussion with whanau members of Tamati Waka Nene as to what would be the best way to preserve these taonga. We have asked the Marae take over the kaitiakitanga of these pou.

**School Bookings:** This is very much a priority as we move into 2023 and the new History Curriculum in Schools. We have taken up the old Council Room at the front of the Library and work will begin on this in the New Year to establish an Education Hub for schools and the general public for hire and use to support our history in Kororareka. We have applied for a \$100,000 Grant from Lottery Facilities Fund to undertake this work, and hopefully we shall be successful. We have to match the funding with 1/3 of the overall cost, so our Board has committed \$50,000 towards the overall cost.

**Re-development:** Financing this project is still on the back burner at this time. We need to maintain what we have and make it work for our community. That is not to say that it will not happen it just is not the right time to start this project. We now have Fibre installed into the Museum and this is also going to happen in the New Year for the Education Hub and the Library.

**Exhibition:** The Story of Mangahewa Bay is still in the Marie King Gallery, and is still of great interest to our visitors. We still continue to have small exhibitions by local people as space allows.

**Volunteers:** We thank our volunteers for the continued support that they give to the Museum. We would find it very difficult to manage without the continued time given to our Whare Taonga. Thank you Vaughan for the maintenance and care of Toanga that you help us with.

A handwritten signature in blue ink that reads "Maria Moppett". The signature is written in a cursive, flowing style.

Nga mihi nui,  
Maria Moppett  
Chairperson - Whare Taonga o Kororareka

# Manager's Overview



## Fiona Mohr - Manager / Curator


Managing a museum where you are reliant on visitors through the door has been very challenging this year. Not only in terms of the museum's *raison d'être*, but also when your visitors are your primary source of income.

The Directors of Small Museums (DSM), an interest group of Museums Aotearoa, which I am a member of conducted a nationwide survey on local government support for heritage and museums this year. Findings from this survey revealed many Councils provide significant financial support for their communities' museums in terms of annual operational funding grants. For instance a neighbouring council provides annual operational funding to all of its museums large and small throughout the district. The Russell Museum struggles to attract a community grant of a couple of thousand dollars for a project, let alone Council acknowledging the worth of the museum in promoting its nationally significant heritage, even when they have an obligation under the Local Government Act.

It would be highly beneficial to conduct an independent evaluation of the economic value of heritage, to include tangible and intangible heritage; to understand the relationship to community well being, the district's economy, contribution to tourism, and flow on effects to inform Council's decision making.

During this year we have welcomed new Volunteers to the museum : Vaughan Trebilco - collection maintenance & odd jobs, Deb Mead - retail, Gaye Booth - collection management, Karen Murch - retail & collection management, Jean McEntegart - retail & collection management, and Doug Morete - Maintenance. All have contributed significantly to the museum and we greatly appreciate their fellowship and collegial support.

We have farewelled two long-term staff members Linda Johnson and Glad Dean who were our dedicated Front Desk Assistants, and welcomed Gaye Miller as the Museum Assistant. Trustees, Staff and Volunteers have been engaged in training & professional development throughout the year to include collection database cataloguing, photographic preservation, Xero, Te Tiriti o Waitangi workshop, Te Reo Maori, social media promotion, developing curriculum aligned education resources, History Curriculum workshop, and the QRC Tourism Operations course. The Trustees also contribute their valuable time in relieving staff for lunch, handling research enquiries, and other museum matters, and the staff are grateful for their assistance.

  
Fiona Mohr  
Manager / Curator



# Strategic Plan

1. GOALS			
1.1 KOTAHITANGA	1.2 HERITAGE & CURATORSHIP	1.3 EXPERIENCE & ENGAGEMENT	1.4 SUSTAINABILITY
Build a relationship between all parties that is enduring based on the principles of Te Tiriti O Waitangi at all levels of the museum including governance. Ensure all members of the museum family are treated with dignity & respect.	Our tangible & intangible heritage is preserved, protected & promoted to a level that is acceptable to the RCTB & meets agreed obligations with industry standards & community.	Delivery of tailored visitor experiences that reflect the unique narrative of Kororāreka, Russell & Te Whānau that are relevant & compelling.	To create a sustainable business model.
2. STRATEGIES			
<p><b>2.1.1 TE TIRITI O WAITANGI TREATY OF WAITANGI</b></p> <p>a. Increase awareness of the principles of the Treaty &amp; how they relate to RCTB governance, the acquisition, display, &amp; research of Taonga within the Russell Museum.</p> <p>b. Invite RCTB Board &amp; staff to attend Treaty of Waitangi workshop.</p> <p>c. Distribute NSTP Māori &amp; Museum Practice Treaty of Waitangi Q&amp;A book to Board &amp; staff.</p> <p><b>2.1.2 GOVERNANCE</b></p> <p>a. Nurture relationship between Kororāreka Marae &amp; RCTB Board.</p> <p>b. Invite Board members, staff, &amp; volunteers to participate in NSTP Māori in Museums workshop.</p> <p>c. All operations of Russell Museum comply with Museum Standards &amp; ICOM &amp; Museums Aotearoa Code of Ethics.</p> <p><b>2.1.3 CULTURAL PROTOCOLS</b></p> <p>a. Familiarize staff &amp; volunteers with cultural protocols.</p> <p><b>2.1.4 INCLUSION</b></p> <p>a. Address the deficit of significant stories &amp; Māori relationship in the permanent exhibition.</p> <p>b. Establish the Museum as a welcoming place for iwi to connect with their stories &amp; taonga. A place for community to meet, gather, discuss &amp; celebrate. Also a place of learning, where all visitors can experience the diversity of Māori peoples &amp; cultures from iwi.</p>	<p><b>2.2.1 COLLECTIONS</b></p> <p>a. Add value to the collection through comprehensive research &amp; the acquisition of objects of significance &amp; relevance to Russell's heritage in accordance with the Collections Policy.</p> <p>b. Improve &amp; increase storage capacity.</p> <p>c. Ensure long-term preservation &amp; care of the collections to benchmark standards.</p> <p>d. Provide staff with training &amp; professional development in collection management.</p> <p>e. Encourage staff to become Service IQ certified in Museum Practice.</p> <p>f. Optimise eHive to its full potential.</p> <p>g. Ensure audiences have digital access to the collections.</p> <p><b>2.2.2 RESEARCH</b></p> <p>a. Maintain, enhance &amp; promote research library &amp; professional services.</p> <p>b. Foster connections with the global community of cultural heritage organisations with a vested interest in Russell's history via links with Australia, USA &amp; France to increase research opportunities.</p> <p><b>2.2.3 BUILT HERITAGE</b></p> <p>a. Enhance resources made available to the public for Russell's built heritage preservation &amp; interpretation.</p> <p>b. Comprehensively research &amp; catalogue the photographic &amp; documentary collections of Russell's built heritage on eHive.</p> <p>c. Develop interpretive material for Russell's heritage buildings to be made available to visitors to add to their Russell experience.</p> <p>d. Curate a suite of programs for the H&amp;P to engage visitors.</p> <p><b>2.2.4 PLACEMAKING</b></p> <p>a. Be innovative in culturally activated heritage assets, which will deliver experiences that deepen connections with places &amp; their history.</p> <p>b. Focus on placemaking to interpret the physical, social &amp; emotional experience of Kororāreka Russell's cultural heritage via the Mainstreet program in collaboration with FNDC.</p> <p>c. Develop a maintenance program for existing projects: Tamati Waka Nene Reserve, Heritage Trail Signage etc.</p>	<p><b>2.3.1 PUBLIC PROGRAMS</b></p> <p>a. Showcase Russell's cultural content through dynamic programming &amp; displays.</p> <p>b. Enhance the profile &amp; reach of Russell Museum programs to local, regional, national &amp; international audiences.</p> <p><b>2.3.2 VISITATION</b></p> <p>a. Collaborate with tourism bodies to attract &amp; engage visitors from the community &amp; nationally, &amp; international markets through the delivery of exclusive experiences.</p> <p>b. Liaise with Northland Inc &amp; FNDC for tourism opportunities.</p> <p>c. Develop 2 audio visual digital heritage trails one for walking, the other driving &amp; promote to visitors.</p> <p><b>2.3.3 DIGITAL MEDIA</b></p> <p>a. Develop a new website that better reflects Russell Museum's operations &amp; increases the Museum's engagement with the public. The website should be aesthetic &amp; have enhanced functionality to cater for online sales, collections, &amp; services offered by the museum.</p> <p>b. Be actively engaged on Social Media as a channel for engaging with the public and the community.</p> <p><b>2.3.4 COMMUNITY</b></p> <p>a. Establish a Museum Membership program to better engage the local &amp; wider community with the museum, to encourage a greater culture of investment in the community, &amp; from the community.</p> <p>b. Form a Membership Sub-Committee to manage Museum Membership &amp; program benefits.</p> <p>c. Draft quarterly informative newsletters, which are relevant to the museum membership.</p> <p><b>2.3.5 EDUCATION</b></p> <p>a. Develop curriculum aligned content/resources &amp; promote to schools.</p> <p>b. Organise family for school teachers in cooperation with BOEN.</p> <p>c. Design holiday programs for various age groups.</p> <p><b>2.3.6 LIFELONG LEARNING</b></p> <p>a. Develop a diverse program of seminars &amp; workshops of interest for residents of all ages.</p> <p><b>2.3.7 ACADEMIC ENGAGEMENT</b></p> <p>a. Digitise &amp; comprehensively catalogue all documentary heritage collections on eHive &amp; promote to relevant tertiary institutions who have a vested interest in our history.</p>	<p><b>2.4.1 FACILITIES</b></p> <p>a. Improve existing facilities &amp; implement a maintenance program for the interim period before new build. Transform the foyer into a VIC interpretative area to improve the aesthetics of the foyer.</p> <p>b. Establish a Steering Committee to lead the development of the Museum rebuild.</p> <p>c. Finalise the 'museum model' &amp; update the Business Case.</p> <p><b>2.4.2 INCREASE VISITOR VALUE</b></p> <p>a. The Russell Museum must adapt, grow &amp; deliver a meaningful museum experience well into the future, honouring the ethos of the Museum &amp; its raison d'être.</p> <p><b>2.4.3 STRENGTHEN ORGANISATIONAL RESILIENCE</b></p> <p>a. Deliver excellent customer service &amp; a sense of common purpose amongst staff &amp; volunteers &amp; respond to the changing demographics of Russell &amp; region.</p> <p><b>2.4.4 FINANCIALLY FOCUSED</b></p> <p>a. Ensure sound business modelling, resilience, &amp; financial sustainability to maximise commercial returns, &amp; secure staff, community &amp; stakeholder trust.</p> <p>b. Develop business focused strategies, with a sound commercial plan, which improves productivity, &amp; generates revenue.</p> <p><b>2.4.5 REVENUE</b></p> <p>a. Increase self-generated income through a sound commercial plan, sponsors, donors, &amp; museum programs.</p> <p>b. Annually update Funding Calendar &amp; apply for funding appropriate to needs.</p> <p><b>2.4.6 VALUING VOLUNTEERS</b></p> <p>a. Acknowledge the valuable contribution of our volunteers.</p> <p>b. Establish a commitment &amp; retention program for Volunteers.</p> <p><b>2.4.7 RISK</b></p> <p>a. Identify, quantify &amp; mitigate all risk on an ongoing basis.</p>
3. KEY PERFORMANCE OUTCOMES			
<p><b>1.a</b> A more inclusive exhibition representing Māori relationship stories.</p> <p><b>1.b</b> The Museum has completed &amp; complies with all modules of Museum Standards.</p> <p><b>1.c</b> Informed Board &amp; staff.</p> <p><b>1.d</b> Positive visitor feedback.</p>	<p><b>2.a</b> Percentage of the collection stored to national standards.</p> <p><b>2.b</b> Universal access to the collections.</p> <p><b>2.c</b> Percentage of research &amp; collections digitised &amp; entered on eHive.</p> <p><b>2.d</b> Increased research enquiries.</p> <p><b>2.e</b> Visitor engagement &amp; satisfaction with Russell's heritage.</p> <p><b>2.f</b> Russell's built heritage in private ownership is better interpreted &amp; preserved.</p>	<p><b>3.a</b> Number of visits to Russell Museum onsite &amp; online.</p> <p><b>3.b</b> Growth in the number of school visits.</p> <p><b>3.c</b> Number of people participating in public programs.</p> <p><b>3.d</b> Audience satisfaction.</p> <p><b>3.e</b> Community support</p>	<p><b>4.a</b> A new museum that meets our needs to 2050, to avail more office space, a temporary exhibition space, education / public program room, collection storage facilities, volunteers / staff room, new age library &amp; retail area.</p> <p><b>4.b</b> Increased self-generated revenue.</p> <p><b>4.c</b> EOPF budget surplus</p> <p><b>4.d</b> Increase in number of volunteers.</p>

Ratified at the Russell Centennial Trust Board meeting 22<sup>nd</sup> February 2021

# FINANCIAL SNAPSHOT

2021-2022 / 2020-2021

## REVENUE

\$167,007

\$183,088

## ADMISSIONS

\$53,343

\$99,728

## TRADING INCOME

\$75,211

\$135,265

## COGS

\$11,779

\$19,664

## FUNDRAISING & DONATIONS

\$1,416

\$1,310

## EXPENSES

\$161,207

\$161,510



# Statement of Financial Performance

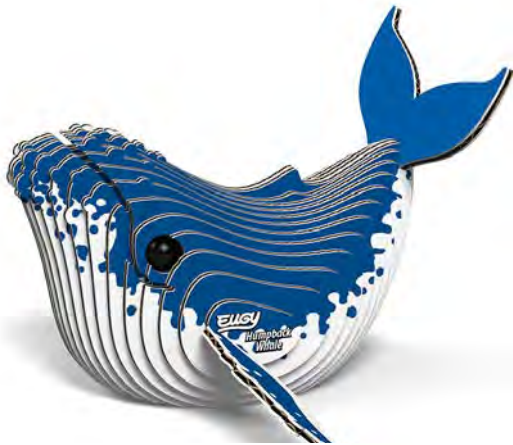
Russell Centennial Trust Board - Russell Museum

For the year ended 30 June 2022

	2022	2021	2020
<b>Trading Income</b>			
Trading Income	75,211	135,265	165,130
<b>Total Trading Income</b>	<b>75,211</b>	<b>135,265</b>	<b>165,130</b>
<b>COS</b>			
Cost of Sales	11,779	19,664	27,962
<b>Total COS</b>	<b>11,779</b>	<b>19,664</b>	<b>27,962</b>
<b>Gross Profit</b>	<b>63,432</b>	<b>115,601</b>	<b>137,169</b>
<b>Other Income</b>			
Other Income	91,796	45,313	73,883
<b>Total Other Income</b>	<b>91,796</b>	<b>45,313</b>	<b>73,883</b>
<b>Expenses</b>			
Operating Expenses	161,207	161,510	161,184
<b>Total Expenses</b>	<b>161,207</b>	<b>161,510</b>	<b>161,184</b>
<b>Operating Profit</b>	<b>(5,979)</b>	<b>(597)</b>	<b>49,868</b>
<b>Non-Operating Income</b>			
Non-Operating Income	810	1,230	3,515
<b>Total Non-Operating Income</b>	<b>810</b>	<b>1,230</b>	<b>3,515</b>
<b>Non-Operating Expenses</b>			
Non-Operating Expenses	21,189	21,696	8,809
<b>Total Non-Operating Expenses</b>	<b>21,189</b>	<b>21,696</b>	<b>8,809</b>
<b>Redevelopment</b>			
Redevelopment Project	535	1,280	12,213
<b>Total Redevelopment</b>	<b>535</b>	<b>1,280</b>	<b>12,213</b>
<b>Net Profit</b>	<b>(26,358)</b>	<b>(21,062)</b>	<b>44,575</b>

The full annual Accounts are available on the Charities Register

# Retail Operations



Books on the history of the Bay of Islands continue to sell well along with toys, and souvenir magnets.

May 2022 finally saw staff able to visit the NZ Gift Fair in Auckland. Covid had changed the way people worked and that was evident with the sheer numbers of new start up businesses at the fair. As we were still in the throes of Covid uncertainty, we were unable to place orders with confidence, however we made some good contacts. Subsequently as tourist numbers began to swell, we started ordering new stock for the shop.



We have decided that New Zealand made goods and educational toys are what appeals to domestic tourists, and have in turn, proved popular with overseas visitors. With the return of cruise ships we are being mindful of products that appeal to this market - quality souvenir, small, non-fragile, pass through customs easily, and easy to pack.



We are still having some issues ordering many of the tried and true souvenirs, with some stockists either going out of business temporarily or permanently. This has forced us to look to new stockists willing to work with us to create goods specific to the Museum - watch this space.

Reporting for shop sales has now been changed to a more granular output, This allows us to see which types of products are selling best and assist us to pre order with confidence.



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# Marketing

The museum knows that we offer a great visitor experience, one that really sheds a light on the history pre and post European arrival, of the Bay of islands. We know this because we have 4.3 stars on Google Maps and 4 stars ranking on TripAdvisor with very positive comments by our visitors. What we don't do a great job of is promoting ourselves, so with this in mind halfway through last year we established a volunteer marketing and communications committee. the role of the committee is to carry out some of the activities needed to raise the profile of the museum, things that if we had a larger staff could be done by the organisation. But like so many in the visitor industry, we have been struggling to survive and we certainly have a very streamlined staff, certainly not enough to do all the things that need doing around the place.

The first step was to establish a Terms of Reference for the sub-committee so that roles and responsibilities were clarified. The Subcommittee's first task was the responsibility of developing a Marketing Plan for the Russell Museum. Putting together this road map was key so that we had a structured approach to things.

The marketing plan identified that we have a broad target market. As a community organisation, which owns and operates the Museum, an important target market is our own local community. We are responsible for gathering, looking after and sharing the history of Kororāreka Russell and Īpipiri, the Eastern Bay of Islands. So keeping in touch with our local community is really important.

**Keeping Our Community Updated:** We met with Sue Fitzmaurice, Editor of Ngā Maramama o Kororāreka, Russell Lights and offered to write a regular short column each month, a suggestion which was accepted. Now each month we have a short piece updating the community on an activity or news about our collections. We are also aiming to do a quarterly newsletter via the Community Email with a bit more information. We also have our Friends of Russell Museum programme – these people get a quarterly newsletter with more in-depth of what is happening within the Museum. Things like funding applications, Museum practices etc.

**Welcoming Our Manuhiri Visitors:** Some key goals were to update the website, something that was underway before the marketing plan was approved. The old website was difficult to update meaning that there had been hardly any updates for around 4 years. A new “theme” was selected, and a different site map structure was agreed on with Fiona. Behind the scenes, Google analytics were reinstated so use of the website could be monitored. The site is now mobile friendly, easy to scroll and key information such as opening hours and admission fees are easy to find. We are seeing a steady increase in visitors to our website, particularly the return of international viewers. The new website went live in the middle of June.

**Getting Social:** We dusted off the Facebook page and reinvigorated the Instagram account, which are both linked via Facebook. The Google Business profile was another under-developed opportunity so that was populated as well, along with our entry on newzealand.com and northandnz.com. We have been able to dust off a wealth of treasures that had been created by previous curators Heather Lindauer and Shelley Arlidge, with their wonderful series of snippets for Heritage Corner and Taonga in previous Russell Lights. A few of the stories have needed some updating but many of them share delightful insights into this town's rich past. What is particularly enjoyable is seeing some of the comments from old “Russellites”, some of whom remember the events from their growing up here.

**Setting Up A Social Media Calendar:** Having a clear view of the months ahead, it is much easier to think about the types of engagement and stories that might be relevant or align with events on the community calendar. Having a clear view of what is required and when, means that we can keep track of what is needed and when.

The committee is small at the moment with Jane Hindle, Sue Western and Heather Lindauer along with Fiona as an ex Officio member. We'd love a few more people to join us so if you like writing articles such as researching stories for items from our collections, maybe doing the occasional book review or even helping keep the website up to date.

# Highlights

The below snapshot of figures for the 2021/2022 July to June period indicate the significant impact the pandemic has had on our operations. Especially when you look at our visitor demographics. International visitors are virtually non-existent, and surprisingly schools have been up despite numerous cancelations.

11,123

## OVERALL VISITORS

Total number of visitors - local, students, domestic & international. Previous year : 15,047

7,798

## DOMESTIC VISITS

NZ residents with the exception of locals & school students, previous : 13,540

212

## SCHOOL STUDENTS

Booked through BOIEN, & the Museum, previous : 885

22,130

## COLLECTION RECORDS

Vernon eHive collection records, including archival collections

9

## DONATIONS

Taonga accepted into permanent collection identifying with the collections policy

0

## PUBLIC PROGRAMS

A combination of temporary exhibitions, events, & other audience engagement activities

1,437

## VOLUNTEER HOURS

Comprised of Community Volunteers & Trustees

331

## LOCAL VISITS

Russell area & Rawhiti residents only, previous : 370

328

## INTERNATIONAL VISITS

Last financial year International Visitors were 252.

8,338

## PAID ADMISSIONS

Excluding children, locals, & complimentary, previous : 7,332

323

## RESEARCH ENQUIRIES

Public queries on family history research, historic photo orders

31

## LOANS

Includes inward & outward loans for temporary exhibitions

0

## FUNDRAISING EVENTS

Events were cancelled due to COVID Alert Levels changing

1.6

## STAFF FTE

The FTE is an average of all staff & hours, factoring resignations & employment of new staff

12



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# Feedback

The Russell Museum welcomes feedback from all of our customers to understand their visitor experience, which helps us with marketing, what we do well, and what can be improved upon. A repeated comment 'nationally significant stories need to be told in a larger space to give our important history justice'.

Below is a selection from 2020/2021 sourced from Tripadvisor, Facebook, Google & our Visitors Book.

Travellers'  
Choice



**JORDYN, UK**

## **Worth a Visit**

Definitely recommend the Russell Museum. Super informative on the history of the area showcasing so many different elements. The entry fee was reasonable too :)



**NORTHLAND NZ**

## **Scavenger Hunt**

The Scavenger hunt was fun.



**TOSH UK**

Cute little museum. They do so much for such a small sized premises and learnt a lot more about NZ history in the 15minutes I was there compared to my year in NZ.



**MIKE NZ**

I came here 20 years ago with my Dad. Now I get to show my boyfriend around.

Travellers'  
Choice



**AUCKLAND, NZ**

## **Packs a Good Punch for a Tiny Space**

This is a very small museum but I figure the \$10 entry fee also helps provide the no-cost exhibits outside as well. They suggest you begin with the video and I agree, it's great and really gives you a fabulous pocket history of the area. The museum is crammed with wee gems - both artefacts and information - and well presented.



**JEREMY, UK**

## **Cool!**

Easily the coolest place in town today. Also, the exhibits were quite extensive and informative. Great value!.

# Curatorship / Collections

DigitalNZ A-Tihi o Aotearoa approached all museums the length of New Zealand to partner with them to provide a holistic approach to NZ's pictorial record. The Russell Museum was initially signed up but we have had to suspend our account with DigitalNZ until we can separate our pictorial records from our archival records, which are also showing. As we only have about 5,000 photographs, and a few object images, out of the 21,000+ records, all records irrespective whether they have an image or not are showing on there database.

We have two volunteers working offsite - Gaye Booth and Mike McEntegart. Gaye is updating records in eHive, to ensure information is segregated into specific fields, and each collection record is given a succinct descriptive title. Mike is uploading our newly watermarked low resolution photographic collection onto eHive. As the museum derives income from archival research we were finding people were downloading photos directly from our online collections database. Hence the need to watermark our images and thumb nail them.

On eHive the Russell Museum is establishing a research database, starting with images of Kororareka Russell held in other collections. There is a plethora of artwork from early artists who visited Kororareka and the Bay of Islands. The museum acquired a coloured lithograph of Kororareka, 1841 from a New York retailer, which was for sale.





# School Programmes

Our school groups were mostly absent this financial year with Russell being wedged between two regions that were in ongoing Lockdown. However, it gave us the opportunity to develop resources for school holidays.

Scavenger hunts were designed to encourage children to explore many of the stories we present in the museum. Parents and children were very complimentary about the programme as it kept children involved and entertained. Many of the parents also helped out. Children were rewarded with a lollipop and a korora (penguin) stamp when finished.

With the introduction of the History Curriculum in 2023 the museum is currently reviewing the learning areas and levels, to then develop resources and programmes around the Russell Museum's curated stories and displays. The Museum Manager has been participating in Te Pū Tiaki Mana Taonga (TPTMT) - Association of Educators Beyond the Classroom, professional development, webinars and resource development programmes funded by the MCH. Some of the learning programmes the Manager has participated in include: Enriching Curriculum Through Culture and Heritage in Aotearoa; Best Practices for Culture and Heritage Education; Object-Based Learning in the Cultural Heritage Sector; and Connecting Across the Culture and Heritage Sector.

TPTMT aims to connect education professionals in museums, galleries, environmental and other groups in the community learning space and provide support, advice, professional learning, and dialogue across the sector.



# Events & Public Programs

All events and public programmes had to be suspended due to Alert Level restrictions on numbers of people allowed. This interrupted our annual fund raisers and other events that we develop to engage the community as well as visitors from out of town. Although the Museum has been participating in commemorative programmes organised by Kororareka Marae.

The Museum Manager however, was invited by Heritage NZ on a boat trip to view the sites on various islands and around the bay linked to Du Fresne, as it was 250 years since his visit to the Bay of Islands. Participants included Bill Edwards and James Robinson (Heritage NZ), Matu Clendon, Robert Willoughby, Murphy Shortland, Deb Rewiri, and Delphine Moise-Elise. I believe there was some intention by Heritage NZ to organise an event themed on Du Fresne's visit.

The Russell Museum submitted an Expression of Interest to Ministry of Culture and Heritage's Innovation Fund, which required attending a 3 day hui in Kerikeri. Our application for funding was to develop an immersive experiential series of digital interpretive trails, dimensionalised with virtual and augmented reality elements, providing participants with an informed engagement with cultural landscapes, and built heritage through storytelling, preserving stories, and histories of tangata whenua and pakeha.

The use of digital technology will avail interpretation through a range of digital modalities to diversify audience engagement, and to solve issues of interpretation limitations, and physical access to sites. An aspect of the project if successful with funding is to interpret the places identify on Murphy Shortland's Ipipiri map via a surface table and hotspot app.

The digital trails will be available 24/7, extending opportunities for visitors to explore Russell and beyond, and not be restricted by business opening / closing times, and extenuating circumstances such as a pandemic. The information can be regularly and easily updated, and more trails can be added as further stories of the cultural landscapes are researched and curated. The outcome of the funding will be announced in August.





# Caring for our Community

The Russell Centennial Trust Board is repurposing the former Council Meeting room at the end of the building into an education hub that can be used by school students and members of the community. The 26.36 square metre space has been unused by the County Council since it was amalgamated in the 1980s, with the Library using it as an overflow space.

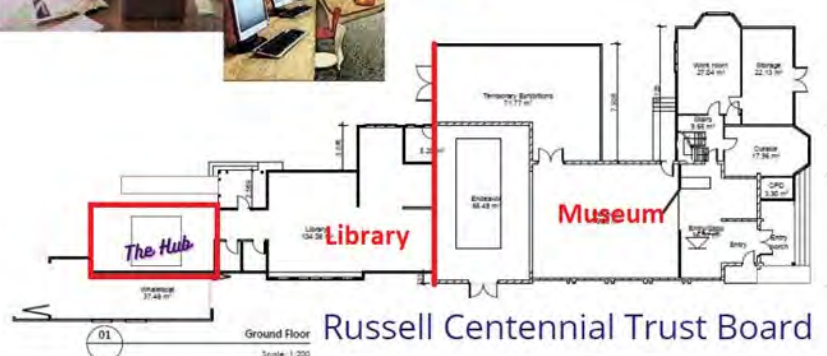
The education hub will have free internet access, the Museum having installed fibre to the premises, and the Council installing Wifi service to the building for public use. People will be encouraged to BYOD (Bring Your Own Device) until the Museum can afford to install computers and enlist sufficient volunteers to support the IT.

A shared bathroom with the Russell Community Library will have a significant upgrade as it is not fit for present day standards. This will ensure that groups using the space can be fully self-contained. There will be space for coats and bags for students along with a sink and kitchenette facilities for any Community Groups that would like to use the space.

Schools visiting Russell Kororāreka will be able to use the Education Hub as a base for their visit to the town, as they usually visit Pompallier Mission, the Museum and Christ Church and quite often head up Maiki Hill to look at the interpretation there. Weather permitting, students will be able to explore the Pou in the Tamati Waka Nene reserve and enjoy the outside space.

Local community groups will also have access to the space, and it will be available for the whole of community to be used for a variety of public programs run by the museum, workshops, meetings, clubs – film society / book clubs / youth groups etc. In the future, depending on community interest, there will be the opportunity for it to develop into a multi-purpose space with multi-media equipment and computers to inspire creativity, exploration and learning.

**The Hub**  
A community space to  
explore, innovate, and  
create.



Russell Centennial Trust Board

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# NSTP / MA / NMA

## National Services Te Papa / Museums Aotearoa / Northland Museums Association

The Museums' advocacy, professional development and network sector is supported by National Services Te Papa (NSTP), Museums Aotearoa (MA), and more locally with Northland Museums Association (NMA).

**National Services Te Papa (NSTP)** focus for the last year has been its funding programmes - Helping Hands Funds to purchase resources, and the Museum Hardship Fund to assist museums with sustainability, mainly funding operational costs for museums to navigate their way through this difficult period.

**Museums Aotearoa (MA)** has reformed a Board of Trustees and engaged a new Executive Officer, albeit only part time. There has been no indication to date as to whether we will have a national conference in 2023. The Northland Museums Association network met with Adele Fitzpatrick the new EO, who discussed MA's strategic direction for the next 3 years. One of the questions from Northland Museums Association's delegates was about the opportunity for MA to broker an arrangement with an insurance company to offer discounted insurance via an umbrella insurance scheme. Adele did say she was having a zui with AMAGA the Australian equivalent with that specific query on her agenda.

**Northland Museums Association (NMA)** had a change of committee with Sharron Cole, the deputy chair of the Waipu Museum being appointed Chair, with the treasurer Geraldine Craw (Packard Museum, and secretary Fiona Mohr (Russell Museum) remaining. NMA submitted an expression of interest to the Ministry of Culture and Heritage - Regenerations Fund to engage a museum professional and museum educator for 18 months to develop curriculum aligned resources for the Northland Museums Association network of 44 museums. We won't know until August if we will be progressed to full application. Some museum professionals engaged by respective museums have been called upon by the network to provide assistance to those museums, mostly volunteer run. This is one of the reasons we are applying for funding to support a museum professional to assist such groups.

# Visitor Survey

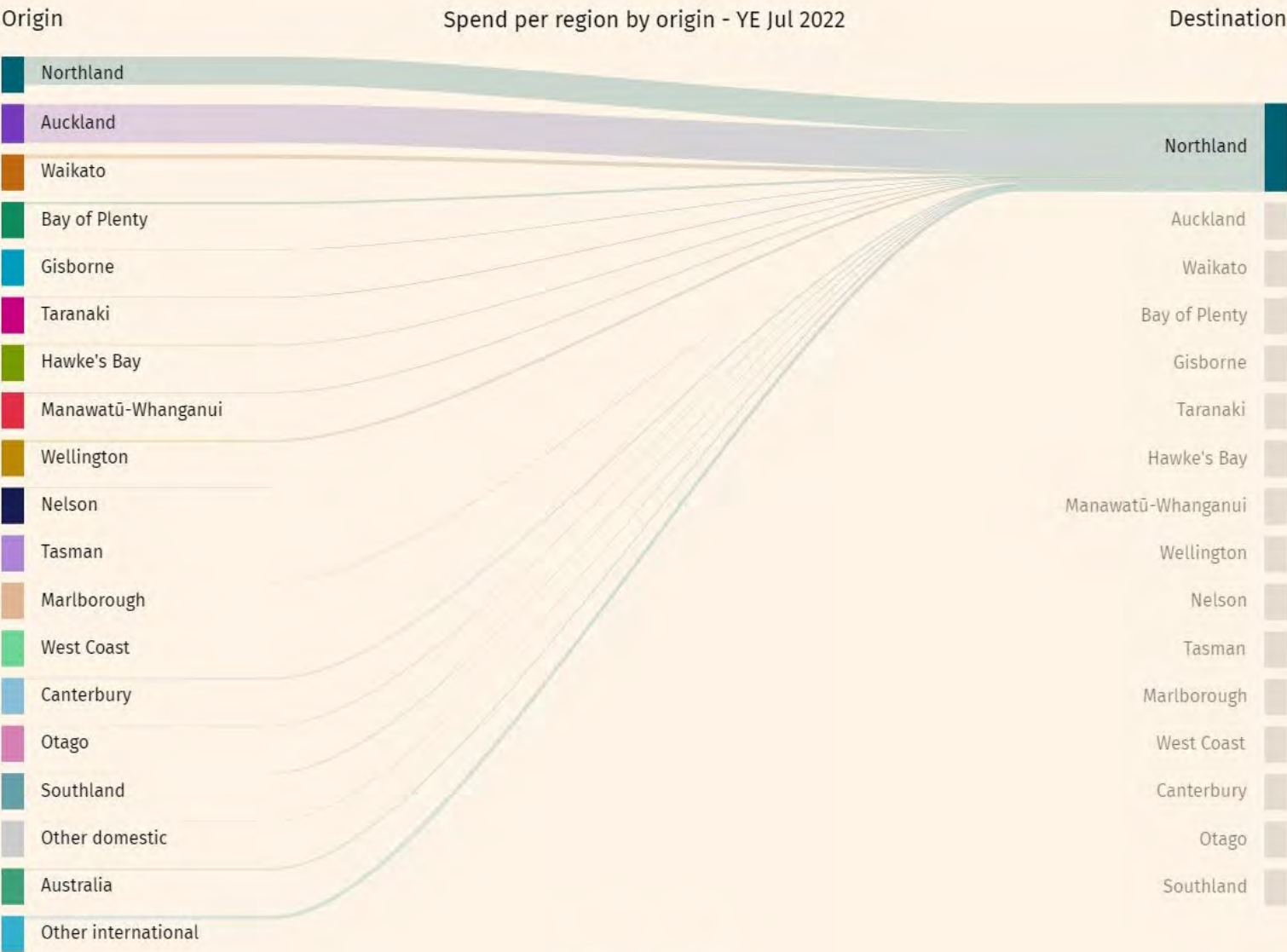
The Russell Museum consistently collects visitor statistical data to inform its marketing and promotional activities, and how to more effectively increase its audience base. The breakdown of demographics the Museum collects via Vend POS includes - schools, age groups, domestic and international place of origin, and what months people visit, and how much the community engage with their Museum. We are adding school and public holidays Alert Level changes, and affected regions to our data to determine how these events also affect our visitor numbers.

It is obvious Covid-19 still has had a significant impact on visitor numbers, not only with lockdown, but also with international borders being closed. The Bay of Islands once had the advantage over other New Zealand destinations to include cruise ship passengers in their visitor statistics. The Museum visitor data is analysed with regional tourism data to identify areas of opportunities, and if we are targeting and marketing to the demographic that marries to our core business. We are also mindful of factoring in national trends of visitation to museums, with surveys collated and provided by Museums Aotearoa, as seen on the following pages. The past 3 years of National Museum Surveys have been provided to give an overview of the impact of COVID on the sector.





# Origins of Northland Visitors





The data for this infographic were collected from 18 Museums Aoleleoa member museums and galleries. 704 visitors were interviewed, considerably reduced from the previous years of 2645 in 2021 and 1664 in 2020. Despite the smaller data set, most statistics remained consistent with previous years. One of the main changes from 2021 was the reason for the visit, which changed from holiday to visiting a gallery. The survey was run at each institution for 6 consecutive days during February or March 2022. Only adults were surveyed, and the data was collected through a combination of interviewer and self-complete questionnaires. This summary provides a broad overview of the results. It is noted that the data is a snapshot towards the end of the peak summer season, and differs from annual visitation.

## Why did they visit?

## How long do they spend?



rejuvenated or refreshed

Aroused an interest in something new

Made you feel more connected to your heritage, culture, social or spiritual identity

34

29





## A snapshot of visitors to public museums and galleries

2021 National Visitor Survey – a snapshot of visitors to public museums and galleries (the data for this infographic was collected from 64 (32 last year) Museums Australia member museums and galleries who interviewed 5,645 visitors (1,664 last year). The survey was run at each institution for 6 consecutive days during February or March 2021. Only adults were surveyed and the data was collected through a combination of interviewer and self-complete questionnaires. This summary provides a broad overview of the results. It is noted that the data is a ‘snapshot’ towards the end of the peak summer season, and differs from annual visitation.

### Who visits museums?

### Ethnicity



**The MAIN REASON** for being in the area – visitors from outside the town/city:



## Education



**How often do they visit?**



## Why did they visit?



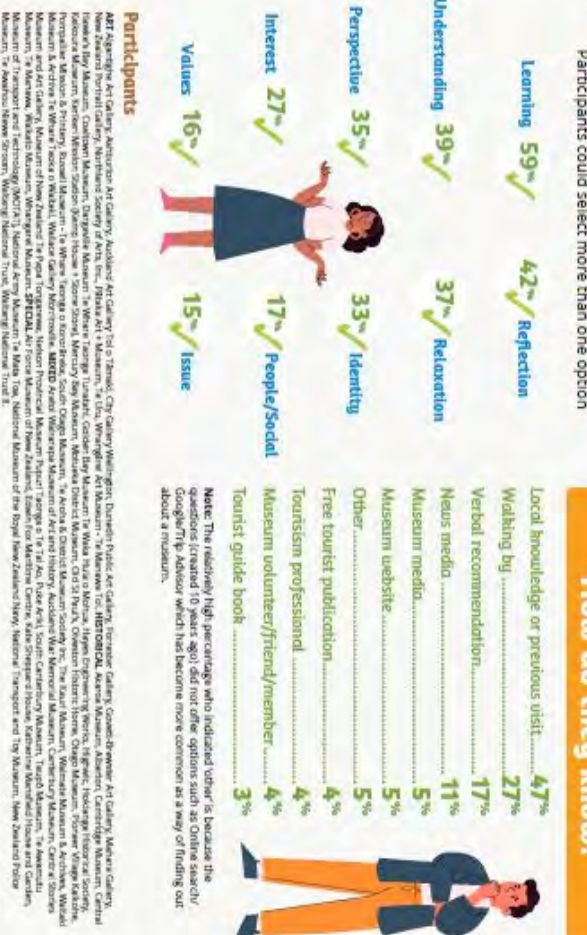
### Who do they visit with?



**How happy are they?**



### How did they benefit?





## National Visitor Survey Comparison 2020-2021

### Conclusion

This analysis confirms that in February/March 2021 there were more older New Zealanders than for the same period last year, travelling around the country on vacation visiting museums and galleries as part of their holiday than for the same period last year.

**Grateful**  
It's a space I can come to when I don't have much money, museum and libraries are so important for this.  
On behalf of my buddy, (name), the museum settles him down, the routine, place to be himself. To connect with staff members and he enjoys lego bricks best it let me take time out of my day to appreciate (other) peoples perspectives and their arts. How they voice themselves through their art is inspiring to me.

**Local history**  
Reconnecting with the town as I have lived here for a number of years. Reminds me there is so much more to enjoy locally.

**Culture**  
As an east coast Maori it was interesting to compare the differences of some aspects of culture Appreciation of shared culture across all ethnicities

**Inspiring**  
Inspired by what a small society and community can do Has given me an idea for my own artistic project Photos and paintings gave me a new way to see the world.

**Rejuvenated**  
Time away from work to be done - relax, rejuvenate

**Family history**  
Importance of passing on stories to next generation. Reminded me of tools/machinery that I used and also my Grandparents used.

**Connections**  
We were able to livestream our visit to friends in the UK who are in lockdown. Facilitated connection with friends and family. Relaxing.

**Country**  
Increased our understanding of the involvement NZ has in the world and maintaining peace A deeper connection with my own country, with all its flaws and failings Helped me to appreciate this great country

**Reflection**  
This visit made me think about the freedom I have and how lucky I am to have it

## A snapshot of visitors to public museums and galleries

The COVID-19 pandemic arrived in Aotearoa at the end of the February-March 2020 annual National Visitor Survey (NVS) period and immediately changed our tourism landscape. This year Museums Aotearoa (MA) made a concerted effort to include as many member organisations as possible in the NVS in order to be able to present an extensive picture of visitor patterns throughout the country. As a result we had 64 museums and galleries taking part, double the number for 2020, and a total of 2645 visitor surveys, for the same period in 2021.

There are several notable variations in the data this year compared with previous years. The most significant, understandably, is the origin of the visitors. In previous years the percentage of visitors who were from overseas was typically about 45%. For 2021 that has dropped to 3%. A review of this year's data from only NZ visitors (not overseas) was compared to last year's only NZ visitors to see what similarities or changes there were.

### Comments from some of the visitors in 2021



## New Zealanders are travelling around the motu

### Where are they from?

2021 NVS data backs up national tourism statistics showing that we are travelling around our own country more. Nationally, this has increased the percentage of museum visitors who are from outside the local region by 31%.



The New Zealand museums visitors travelling through the country this year are predominantly on holiday. This has proportionally reduced the percentage of 'destination' visitors, those who have come specifically to visit the gallery or museum. The implication is that, with more people holidaying, museum and gallery visits are being made as part of an itinerary rather than being a single activity in amongst work or other commitments.

## Demographics of New Zealanders visiting museums, galleries and heritage properties

While there is not much variation in the gender balance of visitors between 2020 and 2021, there appears to be an increase in the 55-74 year old age group (2020: 42%, 2021: 50%), and a corresponding reduction in younger visitors in the 15-24 year group. The proportion aged 25-54 years is the same as in 2020.

This aligns with the increase in the proportion of visitors who are on holiday, and suggests that many are retirees. The annual survey period is outside of school holidays. The percentages of visitors who were born here or are New Zealand residents is almost identical in 2020 and 2021. The data shows some small shifts in ethnicity, which are not statistically significant.



## Why they visit





## A snapshot of visitors to public museums and galleries

## Why did they visit?

## Age



13%

9%



With family and friends **4%**



1-2 times **79%**  
3-5 times **12%**



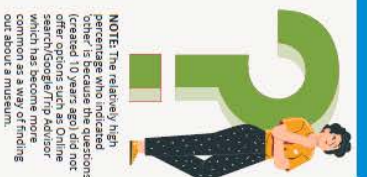
## How happy are they?



**spend?**



now?



**NOTE:** The relatively high percentage who indicated 'other' is because the questions (created 10 years ago) did not offer options such as Online search/Google/Trip Advisor which has become more common as a way of finding out about a museum.

Engineering Works, Highwic, Kaikoura  
Museum, Pomallier Mission  
Museum, Otago Museum, Taupo  
National Army Museum.