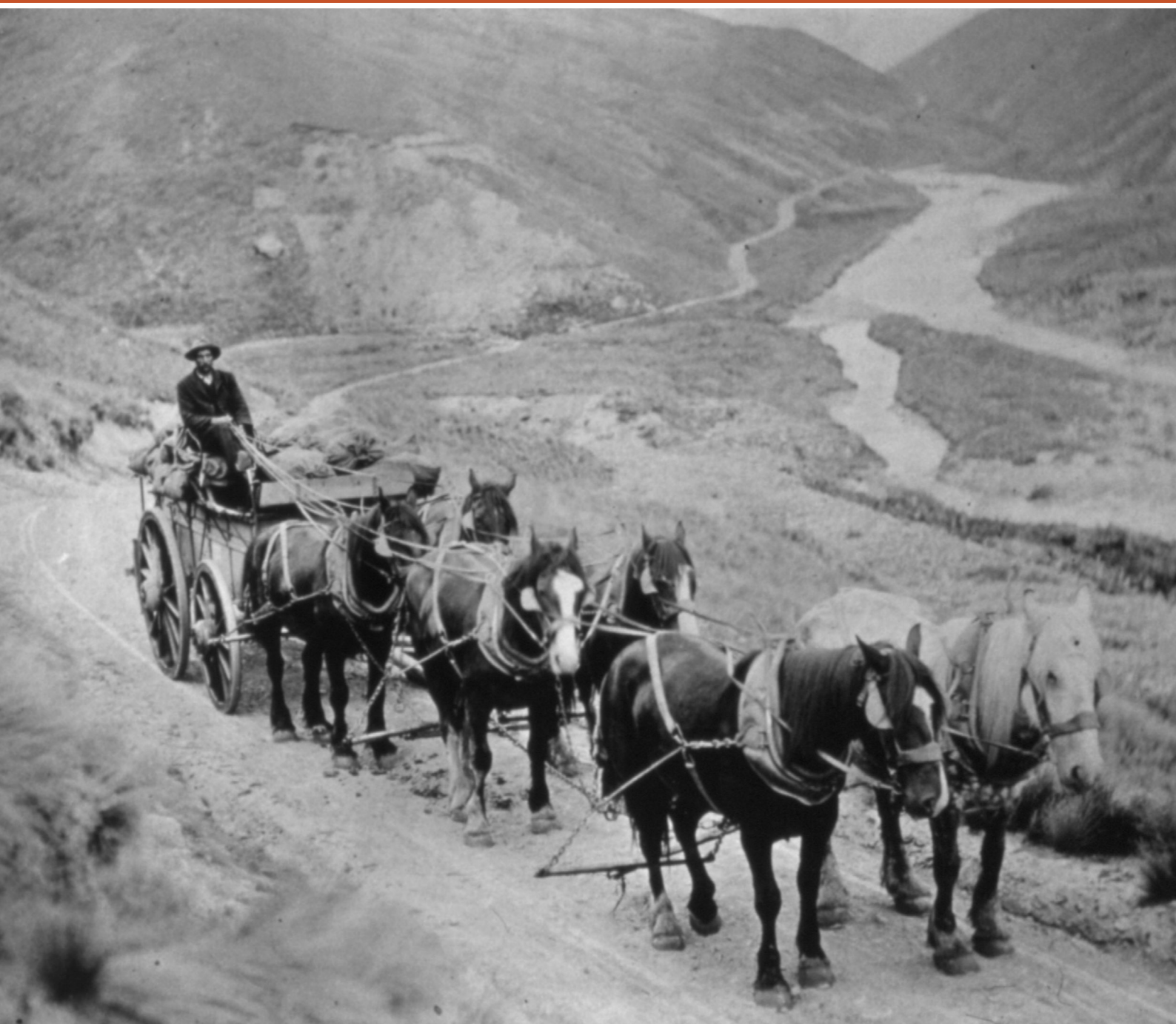


CENTRAL OTAGO DISTRICT MUSEUM STRATEGY



1910 Upper Nevis-Bob Beattie Carting Coal to Upper Nevis Dredges (RW Murray Slide Collection)

All images in this strategy are supplied courtesy of the Ron Murray photographic collection

PURPOSE

“Museums are organisations primarily engaged in collecting, caring for, developing, exhibiting or interpreting the natural and cultural heritage of Aotearoa New Zealand.”¹

Museums play an important role in protecting and celebrating Central Otago's rich heritage for now and future generations. Each of the four wards that comprise Central Otago (Maniototo, Teviot, Vincent, and Cromwell) have unique stories to tell. Each ward is home to at least one significant community-led museum that plays a vital role in celebrating our unique history and culture. The Central Otago museum sector has valuable resources and expertise and is brimming with opportunity. But like many community-led museums there are also challenges (such as funding and reliance on an aging volunteer network) to their long-term success. This strategy sets out to help realise the opportunities and address some of these challenges.

This strategy articulates the role of museums of Central Otago and describes the vision and goals which will support museums in the district to flourish and strengthen their connection to their communities. The independence of Central Otago's museums is important, and this strategy recognises this while promoting ways for the museums to work together to support each other and deliver a greater experience across the district.

This strategy sets out the following:

- Articulates a high-level vision, mission and strategic objectives for Central Otago museums
- Provides a framework where opportunities for collaboration can be explored
- Describes overarching actions to deliver on the goals of the strategy that will be further developed into an operational plan.

LIST OF NUMBERS & DESCRIPTION OF BANK NOTES STOLEN FROM THE CAMP, CLYDE, ON THE FIRST OF AUGUST, 1870.

Bank of New South Wales L1 notes—A£

5000	42225	5000	54222	51122	51220	52570	12000
2500	42226	5000	54223	51123	51221	52571	12001
2500	42227	5000	54224	51124	51222	52572	12002
2500	42228	5000	54225	51125	51223	52573	12003
2500	42229	5000	54226	51126	51224	52574	12004
2500	42230	5000	54227	51127	51225	52575	12005
2500	42231	5000	54228	51128	51226	52576	12006
2500	42232	5000	54229	51129	51227	52577	12007
2500	42233	5000	54230	51130	51228	52578	12008
2500	42234	5000	54231	51131	51229	52579	12009

Bank of Otago L1, L5, and L50 Notes—

A 454	7952	25	25	420		
		10000	No. 2454	51211	A. 125	A. 504
500	7953	10000	2207	51418	5051	
250	7954	10000	11150			
500	7955	20120	50140	51471	1203	

Bank of New Zealand, Dunedin, L10 notes—

5000	5124	4175	4195	5000	7124	7545	8104
5000	5125	4176	4196	5000	7125	7546	8105
5000	5126	4177	4197	5000	7126	7547	8106

Bank of New Zealand, Dunedin, L20 notes—

1870-08 Clyde Robbery (RW Murray Slide Collection)

¹ adapted from the Museums Aotearoa website



Cromwell W Gair Family (RW Murray Slide Collection)

CENTRAL OTAGO MUSEUMS - THE NETWORK

Central Stories

The Central Stories Museum and Art Gallery objective is to tell the stories of Alexandra and act as an art hub for the region. The key focus of the museum is on the history of the Alexandra area including the natural environment, gold mining and the blossom festival. The museum is run out of a council-owned building by Alexandra District Museum Incorporated, with support from both paid staff and volunteers.

Clyde Museum

With its mix of traditional and contemporary display spaces the Clyde Museum offers an array of stories and objects that showcase one of Central Otago's most historic and significant townships. The Museum is managed by a committee of volunteers and is housed in the former Vincent County Council building. It is closed from late Autumn through to early Spring due to inadequate heating.

Cromwell Museum

The Cromwell Museum focuses on the mining heritage of Cromwell, Chinese History as well as the impact of the construction of the Clyde Dam and creation of Lake Dunstan. The museum is run by five trustees who make up the Cromwell Museum Trust and is housed in a council-owned building. It employs a part time manager who coordinates museum operations alongside a team of volunteers.

Maniototo Early Settlers Museum

Located in Naseby, the museum buildings and the museum contents are owned by the Maniototo Early Settlers Association Inc. The museum focuses on the history of the Maniototo and includes displays on its goldmining history, archives of the early settlers in the area, the Chinese presence, early transport and farming equipment, bound copies of the Mt Ida Chronicle from 1869 – 1926, a photo gallery and a replica of Gilchrist's Store the oldest store still operating in the district. The museum is staffed by a part-time paid coordinator/curator (this position relies on



*Matakanui Sluicing-Undaunted Gold Mining Company
(RW Murray Slide Collection)*

funding grants) and is staffed by volunteers during its opening months from mid-December till the end of April.

Teviot District Museum

The key focus of the museum is on the history of the Teviot valley from the early gold mining days, through the development of Hydro Electricity to new Zealand's first telephone. This museum is a repository of history for many families in the Valley. The museum is run by a committee of volunteers. The museum building is owned by the Department of Conservation with the collection being owned by the local community.

Others in the network

While this strategy is centred on the five public museums, this document is also intended to be open to private museums that may wish to join the network.

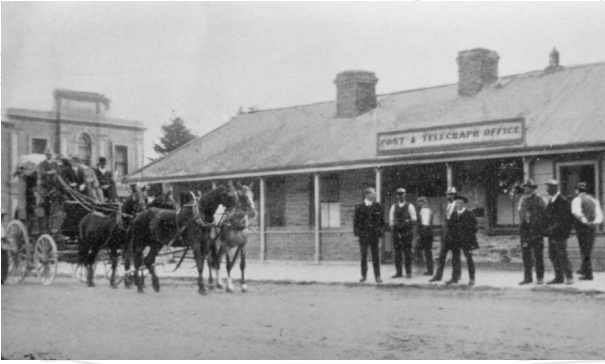
WORKING FROM A MUSEUM NETWORK PERSPECTIVE

A network perspective:

- Acknowledges that each museum has a unique point of difference that can be clearly used to promote their "Central Otago A World of Difference" within the network
- Fosters greater sharing of resources – human and physical
- Improves consistent policy development, particularly collections policies
- Supports connectivity with community resources
- Supports the success of achieving goals and actions agreed to in this Strategy.



Ophir-Wagons (RW Murray Slide Collection)



Roxburgh-Coach leaving Post Office
(RW Murray Slide Collection)



Roxburgh-Nearby Sluicing Elevator
(RW Murray Slide Collection)

VISION

Preserving, protecting, and celebrating community stories and artifacts for current and future generations.

MISSION

The museums will collaborate to tell the distinctive stories of Central Otago and will continue to be an integral part of our community's well-being.



1930s Cromwell Main Street (RW Murray Collection)



1896 (Prior) Stewart Town-Adam&Amelia Aitken Charles Angel Margaret Aitken Charles Angel (Junior) (RW Murray Collection)

STRATEGIC GOALS AND ACTIONS

1. Value relationships with mana whenua and other communities

Central Otago museums recognise and value the knowledge of iwi, as kaitiaki of this place. Connections with mana whenua and other communities recognise each other's respective roles as guardians of collections, knowledge, and stories on behalf of local people.

Sector actions

The museum sector will:

- Seek out greater understanding and visibility by establishing relationships, in particular with local iwi
- Seek support from Otago museum experts to grow our understanding of Mātauranga Māori and how this can be reflected in our stories, artifacts and visitor experience

- Celebrate the stories of mana whenua and other communities in our district.

2. Recognise that each museum has a unique story to tell

Central Otago museums are developed by the people for the people, and our museums grow from the district's tight knit communities. The museums will continue to reflect the unique stories and artifacts from the local area.

Sector actions

The museum sector will:

- Ensure that each museum has a unique point of difference that can be clearly used to promote their "Central Otago A World of Difference"
- Seek guidance and expertise from Te Papa and the Otago Museum on how a unique point of difference can be established and maintained for each museum and promoted within a network perspective.

3. Museum offerings are relevant for locals and visitors

Museums will offer engaging experiences that resonate with locals and visitors to our region.

Sector actions

The museum sector will:

- Work with local schools to deliver education of our past, and provide innovative experiences
- Encourage museums to be used as a place for the community to gather
- Develop a common template for ongoing visitor satisfaction surveys across the museum network
- Have a strategic plan for each museum that identifies their direction in relation to their unique stories, and regularly review progress against this plan
- Develop and refresh displays and exhibitions that create a source of pride for residents and are attractive to visitors.

4. Identify and share skills and resources, both human and physical

Museums will work together as a 'network' to identify opportunities where they can share ideas and resources.

Sector actions

The museum sector will:

- Establish a museum contact database
- Consolidate oral history recordings across the museum network and identify a shared repository for storage and that can be accessed by the wider community
- Establish sector guidance on communication and marketing, including the use of social media
- Develop a district-wide programme of events and marketing strategy
- Develop a webpage to promote the museum network
- Produce of a self-drive map/brochure of museum and heritage offerings across the district
- Create a digital platform where collections can be viewed and shared.

5. Work together to secure sustainable resourcing

Proactive relationships with a variety of funding agencies will continue to be developed with the view over time of creating a sustainable resourcing model.

Sector actions

The museum sector will:

- Hold yearly sector planning meetings
- Share information about culture and heritage funding opportunities
- Develop a district-wide programme of events and marketing strategy
- Work with regional and national funding bodies to identify potential funding sources and support structures
- Secure funding to employ a museum-skilled, part-time coordinator to help implement this strategic plan.

6. Work with stakeholders to develop enduring relationships based on mutual trust

Proactive relationships with a variety of stakeholders are vital to the success of Central Otago museums. These relationships will continue to be built upon and grow.

Sector actions

The museum sector will

- Work with Council staff and elected representatives to improve their understanding of museums in the network
- Collaborate with Tourism Central Otago and the wider heritage sector to develop and promote a compelling heritage proposition that resonates with visitors to our region
- Liaise with Schools and local community groups to ensure museums are valued as community resource and place of learning
- Liaise with Otago and Te Papa museums for support and guidance.

7. Commit to the care and development of our collections

Central Otago, as a district, values and celebrates the rich heritage of its communities. Museums will continue to work to protect and develop their collections.

Sector actions

The museum sector will:

- Help build a clearer picture of the types and variety of collections that are held in each museum
- Enable the development of individual museum collections policies that can guide collection rationalisation, deaccession and establish complementary or specialist areas across the museum sector
- Identify risks and challenges associated with the ongoing protection and storage of Taonga and collections

- Promote skills development and best practice approaches to the care and protection of collections
- Utilise the skills and knowledge offered by Otago Museum to maximise the collective gain for the region.

8. Recruit, retain, support and value our volunteers and friends

Museum volunteers are a valued contribution to the sector and are essential to ensure museums can operate. Structures will be put in place to ensure volunteers contributions are more widely valued and they are provided with adequate training and support to do the best job possible.

Sector actions

The museum sector will:

- Hold discussions with volunteering agencies/touch points in the district
- Establish a project-based volunteering programme
- Hold sector events that celebrate the efforts of museum volunteers and friends
- Develop and implement a volunteer induction and training programme.

MONITORING AND REVIEW

This strategy shall be formally reviewed at least every five years. The sector will regularly meet and check in on progress against the agreed actions.



1956 Train heading towards Cromwell (RW Murray Collection)

This strategy is a collaborative effort between the Central Otago museum sector, Central Otago Heritage Trust, and the Central Otago District Council.

