

OUR VISION

Engaged Curious Communities

OUR PLAN

We Change Lives

We are committed to deepening our engagement with existing audiences and developing new audiences for our remarkable experiences.

By 2029

We have an impact on the lives we touch and have amazing stories to share about the changes we effect in people's lives.

We work with communities to create experiences by, with and for them, piquing their curiosity and deepening their engagement.

We are a trusted organisation with loyal stakeholders who support and advocate for us, seeing us as an important part of their lives.

Embracing Te Ao Māori

We acknowledge Tangata Whenua as Kaitiaki and Te Tiriti o Waitangi. We strive to reflect this in our work and in what our audiences see, feel and experience.

By 2029

We respect the principles of partnership, participation and protection in our work.

We live our tikanga and are confident in our Te Reo.

Leading the Way

We are committed to continuous improvement of our organisation effectiveness.

By 2029

We are established leaders in the arts, culture and heritage sector.

We are an employer of choice, demonstrating whanaungatanga.

Our Non-Council Revenue matches our Council Operating Grant.

We are committed to environmental sustainability and carbon emissions reduction.

OUR VALUES



Connected

We work together to deepen our engagement with, and relevance to, the communities we serve.



Boldness

We are agile, proactive and use innovation and creativity to achieve the best outcomes for our city.



Quality First

We set ourselves high standards prioritising what will make a real difference to Wellington.



Leading

We commit to providing an environment in which a high performing organisation culture will flourish.



Our Business Plan

from 1 July 2019
through to 30 June 2022



OUR GOALS FOR 2029

CRITICAL STEPS

MEASURES OF SUCCESS BY 30 JUNE 2022

We Change Lives

We are committed to deepening our engagement with existing audiences and developing new audiences for our remarkable experiences.

- We have an impact on the lives we touch and have amazing stories to share about the changes we effect in people's lives.
- We work with communities to create experiences by, with and for them, piquing their curiosity and deepening their engagement.
- We are a trusted organisation with loyal stakeholders who support and advocate for us, seeing us as an important part of their lives.

- The improved tools and processes we have implemented to record and analyse audience feedback provide greater insight into the profile of our audiences, and the influences that our visitor experiences have on their lives.
- Tools to deepen community engagement including "for, by, with and between" are increasingly embedded in our visitor experience programming processes.
- Our Collections and visitor experience programming focuses on relevancy and reach, responding to and building on audience data/feedback.
- Strategies to increase awareness and impact of our family of brands are implemented.

- Quantitative and qualitative evaluation demonstrates deepening engagement:
 - Physical and Virtual Visitation targets are achieved.
 - Quality of visit is at least 90%.
 - Impact and Value can be clearly demonstrated through the results of our regular audience surveys.
- Our audience profile analysis demonstrates increased visitation from previously under-represented communities and Tangata Whenua are regular participants in our activities.

Embracing Te Ao Māori

We acknowledge Tangata Whenua as Kaitiaki and Te Tiriti o Waitangi. We strive to reflect this in our work and in what our audiences see, feel and experience.

- We respect the principles of partnership, participation and protection in our work.
- We live our tikanga and are confident in our Te Reo.

- We develop and implement a Māori engagement strategy.
- We review our vision and values to ensure that they reflect our commitment to embracing Te Ao Māori.
- Training for Te Reo Māori, tikanga Māori and Te Tiriti o Waitangi is in place.
- Recruitment processes reflect our commitment to embrace Te Ao Māori.

- Our relationships with mana whenua are meaningful measured in terms of partnership, participation and protection.
- An Experience Wellington tikanga is emerging and is reflected in our:
 - Vision and values
 - Organisation culture which models whanaungatanga.
 - Use of Te Reo Māori to greet each other and our visitors, and in publications, signage and the associated collateral we produce.
- The number of staff who identify as Māori increases.

Leading the Way

We are committed to continuous improvement of our organisation effectiveness.

- We are established leaders in the arts, culture and heritage sector.
- We are an employer of choice, demonstrating whanaungatanga.
- Our Non-Council Revenue matches our Council Operating Grant.
- We are committed to environmental sustainability and carbon emissions reduction.

- We will identify and pursue leadership opportunities that align with our Strategic Plan and increase our profile with stakeholders/community.
- Our commitment to whanaungatanga is reflected in all employee systems and processes initially with an emphasis on staff wellbeing.
- We implement our Fundraising Strategy.
- We will review our Commercial Strategy.
- We will benchmark our waste output, implement a waste reduction strategy, and actively manage our carbon emissions.

- Our staff are invited to participate in outside activities (conferences, workshops, speaking engagements).
- We have won awards for our visitor experience programmes and/or for staff achievements in their fields and/or leadership.
- Staff Engagement, as measured by the annual Staff Engagement Survey, shows improvement between 2019 and 2022.
- There are no notifiable health and safety incidents, as defined by the Health and Safety at Work Act 2015, involving workers or visitors.
- Non-Council Revenue has increased:
 - Fundraising Revenue in 2022 is 50% more than it was in 2019.
 - Trading Revenue increases between 2019 and 2022.
 - We achieve our fundraising targets for significant projects.
- Our waste output has decreased by one third between 2019 and 2022.
- Experience Wellington achieves CEMARS Accreditation through Enviro-Mark.

Projects Supporting the Strategic Plan between 1 July 2019 and 30 June 2022

- Completing the earthquake strengthening and exhibition upgrade for Wellington Museum Te Waka Huia o Ngā Taonga Tuku Iho.
- Identifying a long-term home for Capital E Nōku Te Ao
- Presenting our third high profile international exhibition at City Gallery Wellington Te Whare Toi and planning for the fourth.
- Producing *The Navigators* planetarium show for Space Place Te Ara Whānui ki te Rangi which will tell the story of the arrival of two cultures to Aotearoa New Zealand through stories that convey the science, knowledge, and understandings of both Māori and European cultures.