

KEY PERFORMANCE INDICATORS

CAPITAL E

Performance indicator	Achievement
Attract total of 100,000 visitors to Capital E programmes, events and performances	103,669 visitors
Attract 12,000 students to theatre learning programmes in Wellington at theatre and region	12,117 students
Attract 12,000 students to SoundHouse™ NZ and OnTV learning programmes	14,622 students
95% of visitors to Capital E rate their visit as very good, good or satisfactory	98% of surveys excellent, very good, good or satisfactory
Participate for first time in Wellington City Council residents' awareness survey to establish a benchmark	85% awareness achieved in May 2004 survey of residents
Present or host six events on the main floor	Hosted six shows on main floor: <ul style="list-style-type: none"> > <i>Massive DMV</i> > <i>Science Roadshow</i> > <i>Elfmania</i> > <i>Halloween</i> > <i>Magicaladabra</i> > <i>Chinese Script</i>
Stage four productions in the McKenzie Theatre and tour two productions nationally	Presented four productions in the McKenzie Theatre: <ul style="list-style-type: none"> > <i>Penguin – life on the edge</i> > <i>Motormouth</i> > <i>Boxes</i> > <i>Songs of the Sea</i> <p>(continues over)</p>

KEY PERFORMANCE INDICATORS

CAPITAL E (continued)

Performance indicator	Achievement
	<p>Presented one production in main auditorium:</p> <ul style="list-style-type: none"> > <i>Monkey</i> <p>Toured three productions nationally:</p> <ul style="list-style-type: none"> > <i>Penguin – life on the edge</i> > <i>Seasons</i> > <i>Songs of the Sea</i> <p>Toured one show regionally:</p> <ul style="list-style-type: none"> > <i>Motormouth</i>
Develop and present a New Zealand International Arts Festival production	<i>Monkey</i> co-produced with the New Zealand International Arts Festival and delivered as the 2004 Festival Family Show

WELLINGTON CABLE CAR MUSEUM

Performance indicator	Achievement
Attract 170,000 visitors to the museum	207,321 visitors
70% awareness of museum by residents in Wellington City Council Survey, April 2004	76%
95% customer satisfaction achieved	April 2004 customer survey: 94.2% rated their visit as very good or good, while 100% rated their visit as very good, good or satisfactory
Hold public open day	Open day held Sunday 14 March in conjunction with Colonial Cottage Museum and New Zealand Cricket Museum

KEY PERFORMANCE INDICATORS

MUSEUM OF WELLINGTON CITY & SEA

Performance indicator	Achievement
Attract a total of 185,000 visitors: Museum 75,000 (within two years) Plimmers Ark 110,000	Total of 211,048 visitors: Museum 89,387 Plimmer's Ark 121,661
Attract 8,000 students to education programmes	9,171 attended programmes and the museum experience
95% of visitors to the Museum rate their visit as very good, good or satisfactory	63% very good, 31% good, 5% neither good nor poor in WCC survey May 2004
Mount a total of three temporary exhibitions	Four exhibitions mounted: <ul style="list-style-type: none"> > <i>Living Treasures II & III</i> > <i>Ringling in the Watches</i> > <i>Lodge Laughs at Wellington</i>
Achieve 600 Foundations Club members	442 memberships (746 individuals)
Achieve 90% awareness by residents in Wellington City Council residents' surveys	82% awareness achieved in November 2003, 84% awareness achieved in May 2004
1000 volunteer hours achieved	2,128 hours

COLONIAL COTTAGE MUSEUM

Performance indicator	Achievement
Attract 4,700 visitors	4,077 visitors
Hold a free public open day	Free open day held Sunday 14 March in conjunction with Wellington Cable Car Museum and New Zealand Cricket Museum

KEY PERFORMANCE INDICATORS

CITY GALLERY WELLINGTON

Performance indicator	Achievement
Attract 125,000 visitors to the gallery exhibitions	100,879 visitors (When performance indicators were set the charged show was not scheduled and a shorter period for full gallery closedown for exhibition changeovers was planned)
90% awareness by residents in Wellington City Council surveys	90% November 2003
95% of visitors rate their visit to the Gallery as very good, good or satisfactory.	98% November 2003
Mount a total of 16 exhibitions in main galleries and Hirschfeld Gallery	<ul style="list-style-type: none"> › <i>Shane Cotton: Survey 1993-2003</i> › <i>Louise Weaver</i> › <i>Michael Harrison: Love in the Shadows</i> › <i>Wim Wenders: Pictures from the Surface of the Earth</i> › <i>Everyday Miracles: The Art of Stanley Spencer</i> › <i>Rosalie Gascoigne</i> › <i>Telecom Prospect 2004: New Art New Zealand</i> › <i>Eugene Hansen</i> › <i>Safe Places – New Artists</i> › <i>Gerda Leenards: Fjords, mists & vapour</i> › <i>Viggo Mortensen: Mō Te Upoko-o-te-ika/For Wellington</i> › <i>Karin Van Roosmalen: Flying at a slant</i> › <i>Performative Gestures: Scape @ Massey</i> › <i>Jenny Gillam: Another Green World</i> › <i>Sue Soo: Cry for the Moon</i>
Present a 2004 New Zealand International Festival of Art exhibition	<ul style="list-style-type: none"> › <i>Rosalie Gascoigne</i> <p>(continues over)</p>

KEY PERFORMANCE INDICATORS

CITY GALLERY WELLINGTON *(continued)*

Performance indicator	Achievement
Publish two exhibition catalogues	<ul style="list-style-type: none"> › Shane Cotton › Rosalie Gascoigne – Plain Air › Online catalogue launched in May 2004 for <i>Telecom Prospect 2004: New Art New Zealand</i>
Initiate partnerships with other national and international institutions.	<ul style="list-style-type: none"> › <i>Wim Wenders: Pictures from the Surface of the Earth</i> presented in partnership with the Museum of Contemporary Art, Sydney, Australia › <i>Telecom Prospect 2004: New Art New Zealand</i> presented in partnership with Massey University, Wellington, the Adam Art Gallery, Wellington and The New Zealand Film Archive, Wellington › Loans for <i>Rosalie Gascoigne</i> drawn from Australian State and National art collections, including the National Gallery of Australia, Canberra; Art Gallery of New South Wales; Art Gallery of Western Australia; Museum of Contemporary Art, Sydney.
Achieve 350 Gallery Friends	<ul style="list-style-type: none"> › 319 memberships › 381 actual members
High positive media profile maintained	<p>Local, national and international media received for exhibitions, with particularly strong responses to:</p> <ul style="list-style-type: none"> › <i>Shane Cotton: Survey 1993-2003</i> › <i>Wim Wenders: Pictures from the Surface of the Earth</i> › <i>Rosalie Gascoigne</i> › <i>Telecom Prospect 2004: New Art New Zealand</i>

As the New Zealand Cricket Museum came under Trust management partway through the year, no performance indicators are included in this report.