

TŪHURA

Otago Museum

Annual Plan Presentation 2023

"This place is such an important part of our community. We need to have the funding required for this Museum to maintain its incredible, unique place in Dunedin and Otago."

Jules Mackenzie

"Please keep funding in line with inflation to ensure that all of the wonderful work of the Otago Museum can continue. Tūhura is a treasure for connecting young and old to our history and our natural environment, ensuring that we know our place locally and in the world."

Jason Ross

"Tūhura Otago Museum is a wonderful asset to the city for education and recreation. With a world-class collection and exciting events, it's a vital part of Dunedin. Funding must keep up with inflation and ongoing developments."

Suzanne Middleton



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Otago Museum

Founded in 1868, Tūhura Otago Museum has inspired visitors to take an interest in science, nature, and culture for more than 150 years.

We are one of the **four NZ major metropolitan museums**, that collectively hold the national collection.

Our collection of more than **1.5 million objects** is of immense scientific and cultural value and is held in high regard internationally.

We are also a **major tourist attraction** and a **significant contributor** to the Otago economy.

We are an **educational and experience provider** valued by schools and communities throughout Otago.

We are one of the **top performing museums in Australasia** when it comes to self generating income.



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*What did Tūhura **specifically** do for Ōtepoti Dunedin in 2022 (despite the major Covid outbreak)?*

268,475 people visited the Museum making it Dunedin's most popular visitor attraction

In 2022 the Museum was visited by **5,110** school students

Our outreach team engaged **4,130** people

21,169 people attended talks, workshops and events held at the Museum

Our Tū Tonu & Hidden Hazards Projects provided support for **every** museum in Otago

Our collections team provided ongoing care and conservation for the region's **1.5 million** taoka, of which **tens of thousands** are assessed every year



CURRENT ECONOMIC IMPACT



Otago Museum generates
368 jobs
(FTEs) annually,



and contributes
\$25.3 million
in GDP to the Otago region's economy.

Museum operations generate
122 jobs
(FTEs) in total,

and
\$8.0 million
in GDP.



Visitor expenditure attributable to Otago Museum generates
246 jobs
(FTEs),

and
\$17.3 million
in GDP.

This represents a return of **\$5.90 in GDP for every \$1 of council funding.**



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A recent independent economic and social impact assessment undertaken by Martin Jenkins shows that Tūhura contributes **\$25.3 Million in GDP** each year to the Otago economy.

Every **\$1 of public money** invested in the Museum shows a return of **\$5.90** in the Otago economy.

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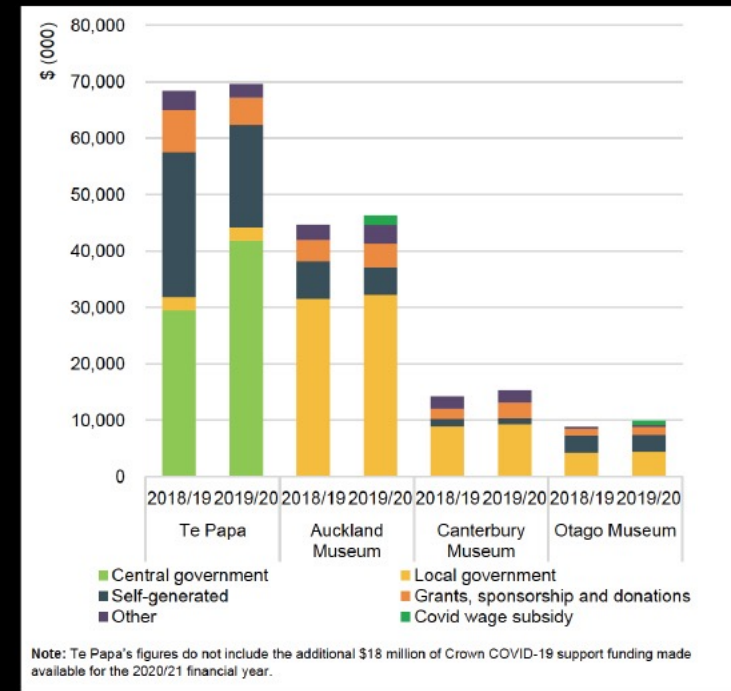
We care for a collection of **1.5 million taoka**. This is **similar in scale and importance** to the collections of Te Papa, Auckland Museum, and Canterbury Museum.

Like other metro museums we **operate under our own Act of Parliament** which defines how we should be funded by **Central Otago, Clutha, Dunedin and Waitaki District Councils**.

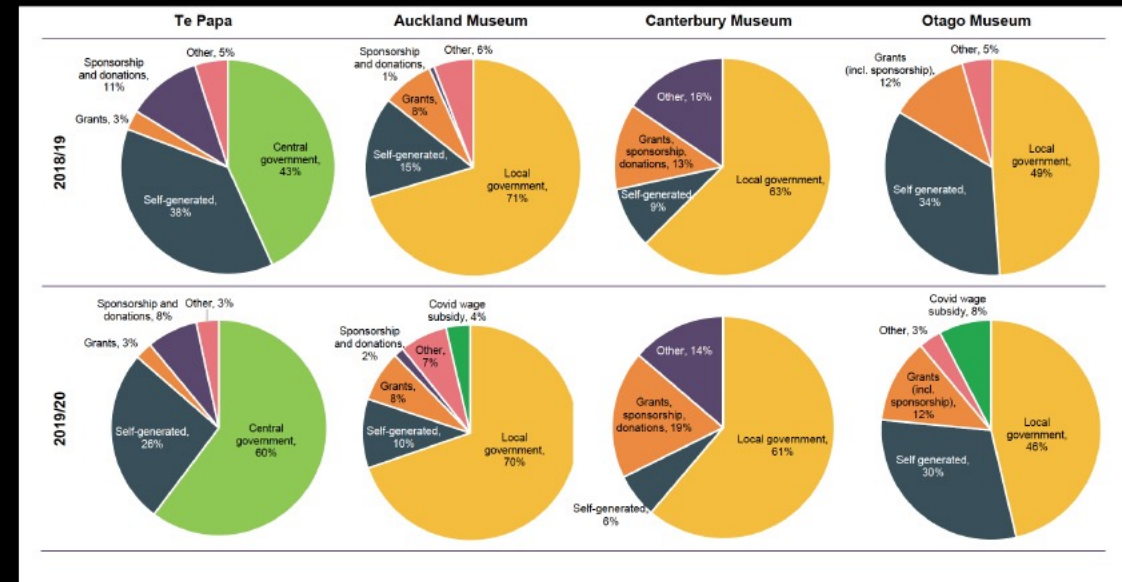
Despite the similarity in size and importance of our collection to other major museums, the small ratepayer base of our region means **our Museum has to operate on considerably less public funding** than the other metropolitan museums.

Due to limitation of levy funding the Museum has had to seek external grants and commercial income to keep operational. **We self-generate more than 50% of our operating costs through commercial activity and external funding.**

While we are doing our best, post-Covid our business model has been severely hit by the slow recovery in tourism combined with the impact of rising costs.



Tūhura operates on considerably less funding than other metro museums



Tūhura generates significantly greater percentage of its income via commercial operations

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In recent years the Museum levy has **not kept pace** with increasing costs or with inflation.

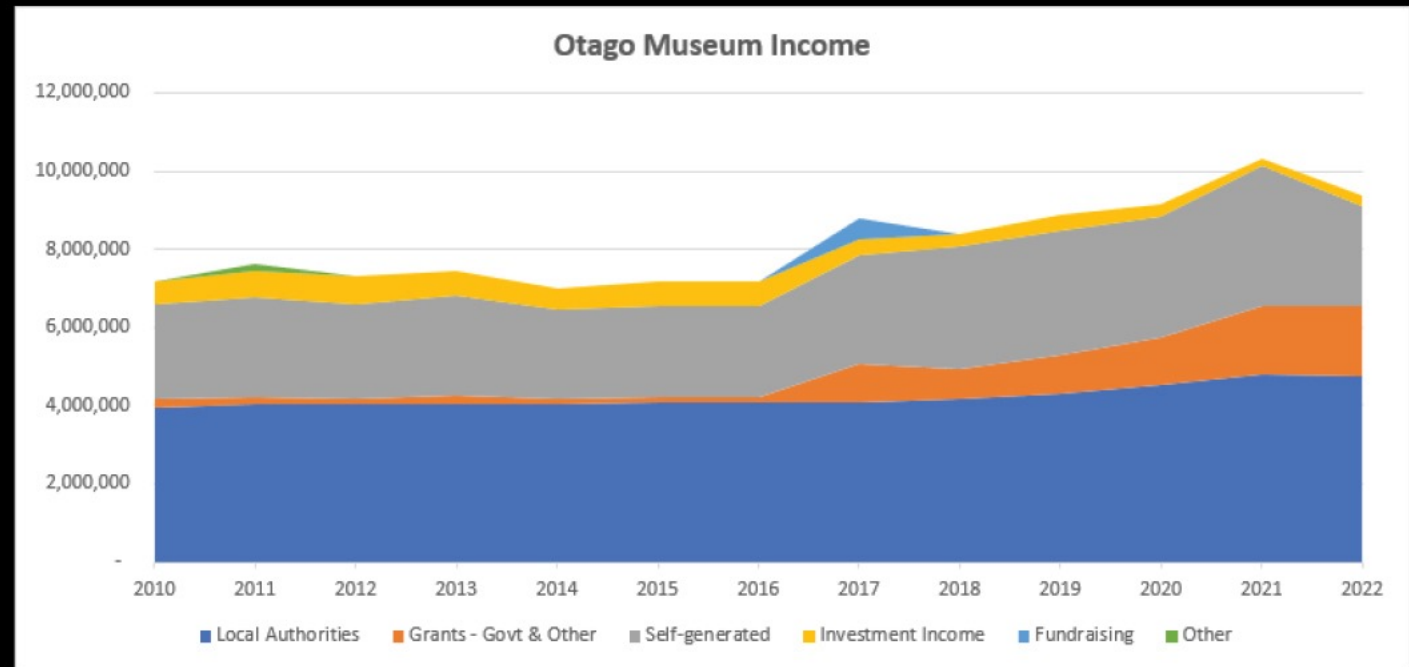
With Covid reducing our commercial income we have had to **use our reserves** (which are limited in ability to use) to support operations.

This is **not sustainable**. If we can't obtain additional funding we will have to significantly reduce the number of staff which will seriously reduce our ability to serve the needs of our region and impact on our ability to look after our collection.

We are seeking a 7% increase in levy funding this year, followed by rate of inflation increases in subsequent years. This will help address some of the funding challenges we face.

We note that across the four funding bodies, **each 1% funding increase or decrease impacts our income by ~\$50k**.

We are also **seeking Council support for our effort to get national (Government) funding** to support key areas of our operation which we argue are of nationwide significance and that central government can legitimately contribute towards.



A young child with light hair, wearing a dark blue shirt, is looking up with a smile at a large, dark-colored dinosaur skull exhibit. The child is positioned in the lower right foreground, looking towards the upper left. The skull is massive, with a row of sharp, dark teeth visible. In the background, another dinosaur exhibit is visible, and the lighting is dramatic, highlighting the textures of the fossils.

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Tūhura Otago Museum thanks the
ratepayers and residents of Ōtepoti Dunedin
for their ongoing support