

DUTCH CONNECTION - EDUCATION POLICY

This Education Policy has a dual purpose:

1. To enable the Dutch Connection Museum Centre Trust to implement, monitor and evaluate its educational objectives.
2. To enable the Dutch Connection Museum Centre to develop an Educational Strategy, once its facilities, collection, exhibitions and programme of events have been put in place.

DUTCH CONNECTION - BACKGROUND

The Dutch Connection Museum Trust was set up to establish and manage a national museum and cultural centre for the Dutch community, to celebrate the many long-standing and lively connections between 'Nederlanders' (New Zealanders of Dutch descent) and New Zealanders.

Vision Statement

"Share, with pride, the inspirational stories about the many lively connections between Nederlanders and New Zealanders. To create a greater awareness and deeper understanding of our common past, present and future."

Mission Statement

"Create a financially sustainable attraction that will exhilarate visitors through displays, exhibitions, activities, exchanges, entertainment, education and research – in a manner that inspires enhanced collaboration and interaction between two peoples and two countries."

Purpose

Celebrate the many lively connections between Nederlanders and New Zealanders

- Create an icon that can symbolise the proud Dutch presence in New Zealand: a place where we can acknowledge the origins, culture and

heritage of the Nederlandse New Zealanders, and celebrate what they have achieved and contributed to this country

- Inform, educate and inspire New Zealand about its Dutch Connections
- Act as a focal point for a Dutch Community that is spread far and wide throughout the country
- Build a 'home' - a place with a sense of national identity that offers a warm sense of 'thuis' - where we can proudly host guests and welcome them in for 'een kopje koffie' and celebrate the strong bonds between the Dutch and New Zealanders
- Provide exciting experiences, using multimedia, art, creativity and technology to work on all the senses: from the visual to the intellectual, taste to smell, pride to humility, laughter to tears, and from listening to debate
- Showcase the difficulties as well as the achievements of a highly successful migration story, and illustrate the benefits of multi-culturalism
- Create a centre that can enhance the present and help shape the future by providing a platform - for two small, smart, down-to-earth, seafaring nations that have much more in common than just a few historic events - to explore cooperation through:
 - Artistic, scientific, educational and cultural exchanges
 - Forums for political cooperation, scientific debate, business cooperation

EDUCATIONAL AIMS

The role of education is to support the mission of the museum by expanding the range of communication between the museum and its audience.

The educational aims are:

- 1. To further the objectives of the Dutch Connection Museum Centre through the provision of education programmes related to the theme of connection between Nederlanders (New Zealanders of Dutch descent) and New Zealanders.**
- 2. To enhance the education of children, adolescents and adults through the imaginative use of the museum and its collections and environment.**

Education will play a key part:

- In promoting greater public awareness of the nature of the museum and its collections

- In making the museum and its collections accessible to as wide a range of audiences as possible
- In enhancing visitors' understanding of the subject-matter and enjoyment of the museum centre through stimulating and imaginative use of temporary and permanent collections
- In providing a range of leisure learning opportunities – including activities, events and recreational initiatives – to the various segments of the museum's audiences
- In encouraging the use of the museum centre and its collections by schools, and scholarly researchers

EDUCATIONAL OBJECTIVES

1. Ensure that the educational function is considered in all managerial decisions affecting the public service role of the museum
2. Ensure that adequate resources are available to meet educational targets
3. Ensure that all staff are aware of and sympathetic to the educational role of the museum
4. Ensure that physical and intellectual access to the collection is available to as many age, ability, gender and cultural ranges as possible
5. Interpret the collection in ways appropriate to as many age, ability, gender and cultural ranges as possible
6. Provide a range of enjoyable learning opportunities and activities appropriate to the different age, ability, gender, and cultural ranges represented in the museum's audience
7. Maintain high standards of customer care and public information
8. Promote a wider understanding of the cultural, historical and social significance of the connections between 'Nederlanders' (New Zealanders of Dutch descent) and New Zealanders.
9. Be aware of new developments in formal education and to respond as necessary
10. Be aware of changes in public perceptions of museums and adapt as appropriate

In meeting these objectives:

- The role of education is recognised as being fundamental in achieving a high level of visitor satisfaction

- Budgets will be allocated on the basis of a 3 year educational strategy that identifies targets, costs and material and staff resources
- Staff charged with developing the educational programme of the museum will be involved in decision-making on policy and management within the museum
- Briefings on the educational role of the museum will be given to all staff both on appointment and as part of any regular up-dated training
- Staff tasked with the development of the educational service will keep up to date, through access to professional publications, expertise and in-service training, on changes in national education policy, curriculum initiatives, and subsequently will advise other staff of their implications for the museum
- Educational needs will be represented in planning of exhibitions, galleries, displays and public spaces, and advice will be sought on:
 - the ease of physical access for as many age and ability ranges as possible
 - the ease of intellectual access to ideas and information for as many age, ability, gender and cultural range as possible through appropriate visual, aural, tactile and written means
 - the use of suitable design, text and labelling to fulfil educational objectives
 - the purpose and content of associated publications and/or educational material
- Special consideration will be given to the needs of schools and colleges
- Informal education needs will be met by developing a programme of events and activities that, over a period of time and both on and off site, will offer enjoyable learning opportunities to all sectors of the audience
- Information about the work and the collections of the museum and the educational facilities available will be prepared and made available to the public
- Education needs will be considered in the preparation of all publications and other materials relating to the work and significance of the Dutch Connection and its people
- The effectiveness of the educational provision will be subject to regular monitoring and evaluation by management

EDUCATION – THE WAY FORWARD

This Educational Policy is the first stage in the development of an Educational Strategy, and presents intent at a policy level. Working documentation will follow as a natural progression from this document, including an education mission for the museum.

Staff can use this Educational Policy to determine the nature of the educational provisioning when planning for the museum's physical development. This, in particular will be determining how to develop resources around the exhibitions, collections, media presentations, public events and publications to be established with the Dutch Connection.

Once the function and role of education within the museum have been clearly set out it will be necessary to identify who the audiences are, why they have come, and how well the museum satisfies their needs and expectations. These audiences may have a wide range of interests and preconceptions and will include: the local community, family groups, national and international tourists, special interest groups, students and scholars, and those who merely seek a rewarding leisure opportunity.

The Education Strategy will lead to an Action Plan: to decide what can be attempted immediately within the available resources; to prioritise the needs of the various sections of the audience and to decide which group(s) can best be catered for, and how, where and when to meet their needs; and to set specific objectives and programmes of activity for these target groups.

At the same time Education Strategy will allocate resources, establish a network of communication, determine the means of marketing the provision and outline evaluation criteria for measuring performance.

The Educational Policy and Educational Strategy can serve the museum in a number of ways.

1. First, they set out the underlying educational principles which should guide the future actions and developments of the museum and confirm the museum's commitment to an educational mission.
2. Secondly, they determine the facilities, resources and capital expenditure that will be required to create a framework of educational provision.
3. Third, they act as an efficient management tool for the deployment of resources and the evaluation of standards.
4. Fourthly, they serve as a statement of intent in support of applications for funding.
5. Finally, as a record of achievement they will help satisfy the demands for accountability.