

The Dutch Connection

Museum Centre Project



Entrance to Museum – Indicative design (3D Creative)

**Discussion Paper: Starting Point for
Funding Opportunity Discussions.**





View of future TANS Building – from Wharf Street – Foxton

Introduction

The purpose of this document is to provide information and encourage discussion on the proposal to source funding for a national museum – and cultural centre – for and about the Dutch in New Zealand.

Our Place, or *Onze Plek*, will tell the inspirational success story of the Dutch: from Abel Tasman’s first contact with the Maori, to today’s achievements in farming, business, the arts and much more. Our *Museum en Cultureel Centrum* will also act as a venue for exchanges between two countries – in the realms of culture, the visual arts, business and science – and for our community to come together.

The Dutch Connection Trust is now professionally researching funding options, to determine the level of support for this initiative, by inviting opinions and discussion on proposed activities and objectives.

Background Information

The Dutch Connection Trust is a Registered Charity, governed by a board of Trustees. They developed the idea for a Dutch museum centre after a 2007 study among the Dutch proved there was wide interest in the project.

Onze Plek will be located in Foxton, next to the 30 metre high iconic Dutch windmill ‘*De Molen*’. A 1500m² building was bought in 2013 by Horowhenua District Council, for the new tourist attraction and community centre *Te Awahou – Nieuwe Stroom (TANS)*. We have partnered with *tangata whenua*, Council and others, in this project that brings a raft of activities together under one roof.

Choice of Location

Foxton was selected as the right place for *Onze Plek*, by 11 NZ-NL societies throughout the country.

Reason: Our Foxton location will offer visitors a uniquely Dutch experience – een stukje Nederland.

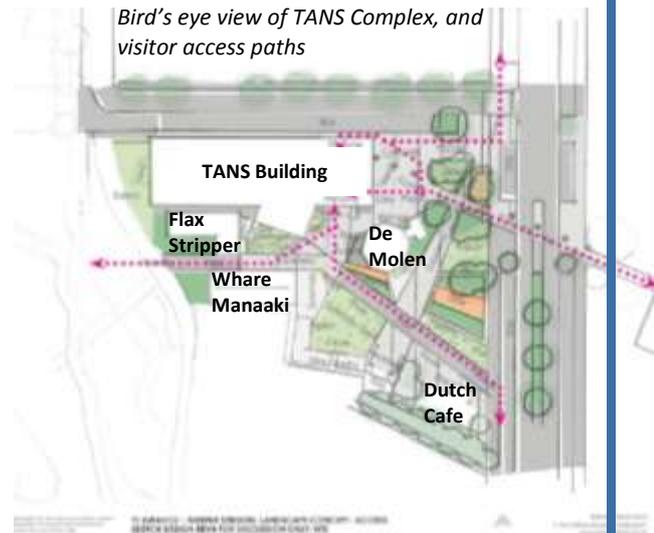
- Existing replica 17th century windmill *De Molen* symbolises Dutch culture – with guided tours
- Dutch Market with delicacies from *speculaas en kaas*, to flour ground by the mill
- The river loop will offer *waterplezier* with rowing boats, sailing and fishing fun
- A *waterlandschap* wetlands area (UNESCO status) stretches towards the Tasman Sea – with well-designed walkways – and hosts unique birdlife (over 140 species)
- Foxton’s flat, green *polderlandschap* with Friesian cows is perfect for cycling. A major new bicycle track will connect Foxton, through the Tararuas, with Eketahuna
- A *Café* will serve *Heineken*, *jenever*, *koffie* and other Dutch treats



De Molen – In Foxton (est. 2003)

Partnership imperatives to select Foxton:

- Share operational costs and facilities with other partners in TANS and community facilities, Council Service Centre, and tourist information iSITE
- Unequivocal support from Horowhenua District Council
 - Invest over \$3 million in the TANS project
 - Buy established 1500 m2 building, as space for TANS / *Onze Plek*
 - Provide \$100,000 in Capital Funding to The Dutch Connection
 - Supply land / existing buildings for the entire Te Awahou – Nieuwe Stroom initiative (TANS)



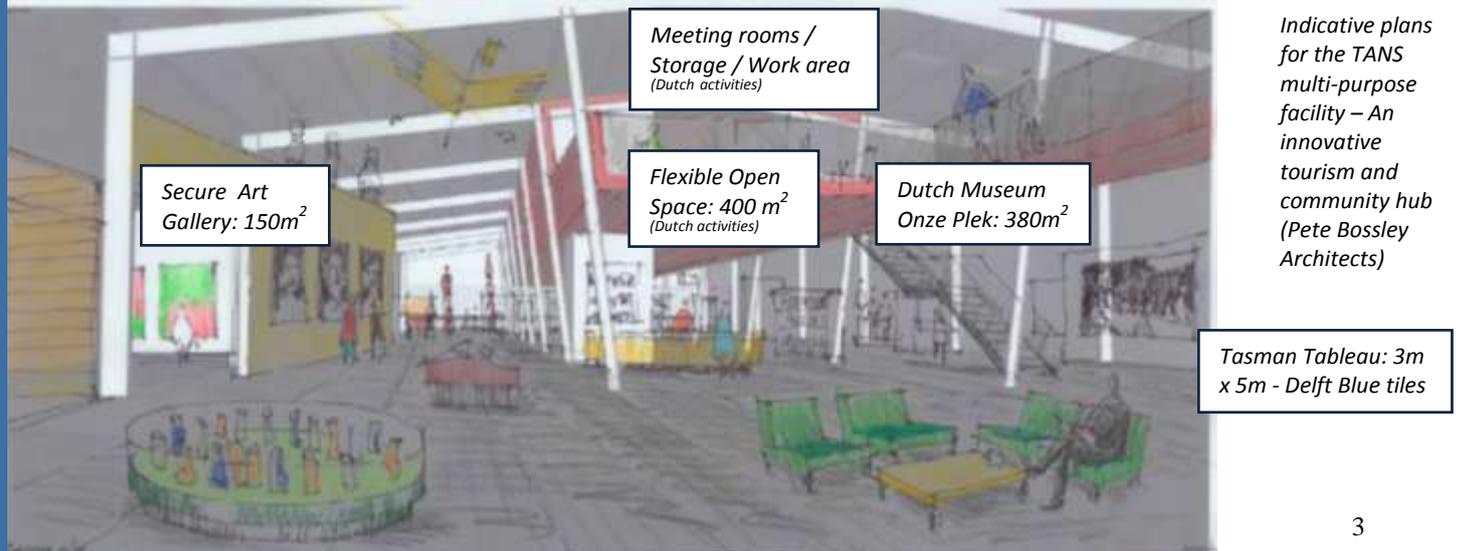
Commercial imperatives to select Foxton:

- More than 3.5 million vehicles pass through Foxton on State Highway 1 every year
- North-South touring buses need a stop-over in the area (refreshments, coffee and public toilets)
- Some 1 million people live within 2-3 hours driving distance – Incl. some 20% of all Dutch NZ-ers
- The new highway from Wellington will finish just south of Foxton (currently 1 ½ hour drive)
- Central location in the middle of the entire country
- Major upgrade of Foxton townscape under way (approx. \$1 million investment)

Achievements to date

To date, the project achieved major milestones and secured some \$200,000 in funding.

- 2006 – Nationwide Survey / Location Analysis / Decision to locate museum in Foxton
- 2007 – Qualitative feasibility study (Luit Bieringa) / Oral History project, Auckland
- 2008 – Economic Feasibility Study (Daan Schneiders) / MOU with Horowhenua District Council
- 2009 – Architectural Facilities brief / Collection, Exhibition, Acquisition policy / New Constitution
- 2009 – Partnership: Agreement with Tangata Whenua to join forces
- 2010 – Partnership extended: TANS Trust deed signed by 6 stakeholders
- 2011 – Preliminary Exhibition Designs, by 3D Creative, for the Dutch Connection
- 2012 – Create Tasman Tableau of Delft Blue Tiles (1642 drawing reproduced: 3m*5m – 660 tiles)
- 2013 – We have a home! HDC buys a 1500m2 building for *Onze Plek* and TANS
- 2014 – Community consultation / Architectural briefing / Conceptual design
- 2015 – Council accepts Business Case / Decides to progress project / Detailed Plans / Consent



The Current Situation

The strong attraction for funders and supporters of the Museum Centre has always been that this is a Dutch community-based initiative. The project enables the preservation of the history of Dutch *cultureel erfgoed* in New Zealand and highlights the achievements of immigrants, businesses and our cultural organisations.

The planned activities, exchanges and entertainment will also inspire and enhance collaboration with the Netherlands and increase interaction between two countries. To give an example – in 2009 the Dutch Connection organised a successful show by Karin Bloemen, in Auckland’s Bruce Mason Theatre. She returned in 2013, and toured four cities. In future, the focus will be to bring over art and cultural exhibitions, and business or science exchanges.



By acting as a touch point for the Dutch, *Onze Plek* aims to create connections between:

1. The *Nederlanders* in New Zealand
2. The past, present and future
3. New Zealand and *Nederland*

Our Vision

“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.”

Our Mission

“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.”

Our Collection

“As guardians or *beschermers*, we aim to preserve and research those objects, collections of art, historic records and information that are important to the Dutch community – on their behalf – and hold them in trust and make them accessible to society.”

Te Awahou – Nieuwe Stroom (TANS)

TANS will build a world-class, multi-purpose tourism and community centre, where the stories of the Dutch, Tangata Whenua and European settlers in Horowhenua are woven together with pride. Key reasons for the Dutch Connection to partner with TANS are to share resources, create cost savings and efficiencies, attract more funding and appeal to a wider visitor market.

Partners in the TANS Trust:

- The Dutch Connection
- Horowhenua District Council
- The Library
- Te Taitoa Maori o Te Awahou
- Save Our River Trust
- Flax Stripper Museum

Benefits of a Dutch Museum – In the Heart of New Zealand

Onze Plek will symbolise our proud Dutch presence, and act as a focal point for our community – which is spread far and wide throughout the country.

- Highlight the lively historic and contemporary links between New Zealanders and *Nederlanders*
- Illustrate the stories of the Dutch migration waves into New Zealand – the hardships and troubles we encountered, as well as our successes and achievements

- Enable the (grand) children of Dutch migrants to understand the cultural heritage and original roots that have influenced their values, outlook on life, character and personality
- Showcase and instil pride in the Dutch contribution to the nation's identity, culture and economy
- Enable visitors to develop a deeper understanding of what defines successful immigration – a topic of local and global interest, and concern – and illustrate the benefits of a multi-cultural society
- Better connect two small, entrepreneurial nations so they can enhance collaboration in areas of common interest – such as science, culture, business or the arts

Create a Cultural Centre as well as a Museum

Onze Plek will inform, educate, entertain and inspire. This will be the place where everybody with Dutch connections can go and find out about 'the invisible migrants'. Right now, *De Nederlanders* are missing from our country's pages of history. Michael King omitted mentioning our immigration story in his authoritative best-selling '*History of New Zealand*' – the only missing major migrant group.

Onze Plek will be a place to take the children and grandchildren, and show them what *Nederlanders* have achieved here. It will tell the story of Dutch immigrants like Premier *Julius Vogel* and painter *Petrus van der Velden* who arrived in the 19th century, the waves of migrants who came out after World War II to find work and a better life, and recent immigrants who come here for a new lifestyle.

This country would have been a different place without the Dutch contribution to Fonterra, horticulture, floriculture, the building industry, sports, science and the arts. The Museum will show how our companies introduced style, sophistication and innovation – in the past (*Rembrandt Suits, T&T, Lockwood, Vogel's bread, Turk's and Brink's chicken*) and today (*Doris de Pont fashion, Verkerk and Brooks deli meats, deWinkel's yoghurt, Meyer and Mercer Cheese*). In *Onze Plek*, artists of Dutch descent get the opportunity to show their art in temporary exhibitions.

Traditional events will be on the annual calendar, such as *Marktdag, Sinterklaas, Koningsdag* and bike rides. These activities will attract additional visitors – New Zealanders and tourists. As a touch point for all things Dutch, *Onze Plek* will be the heart of the Dutch community in New Zealand, a showcase of our identity, culture and business – proudly established by our own community.

3D Creative Dutch Arrivals – Indicative design



The Need for Funding

One of the reasons for joining the Te Awahou – Nieuwe Stroom partnership, was to reduce the costs of establishing the Dutch Connection. Our 2008 Economic Feasibility Study indicated that we would save \$1 million in capital costs (shared facilities), plus we would substantially reduce our operational budget (shared resources, staff, services).

TANS have requested that the Dutch Connection raises \$1.5 million among the Dutch community, for the purposes of creating Permanent Exhibitions and establishing our Collection – which will remain in Dutch ownership / guardianship (Dutch Connection or a similar organisation).

TANS and Council will access other funding sources to raise the \$6 million or so in capital costs (current estimate*) required for all the building alterations, landscaping, fit-out and shared facilities that will be necessary to successfully operate TANS as the home for all participants.

TANS will be responsible for the operational budget and management. It identified revenue streams, such as a lease for an i-SITE tourism site, Council services, the Café, retail, functions and admissions. A 2011 Feasibility Study** calculated that the operational budget can run at a small surplus.

To date, the Dutch Connection has raised some \$300,000 in funding. New and additional sources of funding have already been identified (Fundraising Strategy available on request).

TANS has made it very clear that it will be difficult to access additional funding (eg charities, cultural and Local / Government funding organisations) unless a substantial contribution is forthcoming from the Dutch and Maori communities – \$1.5 million each. These contributions will be used to leverage funding from other organisations.

Consequently, the Dutch Connection is issuing a strong call for a considerable contribution for funding from the wider Dutch Community:

Establishing a place where we can tell Our Story – Ons Verhaal – to our children, grandchildren and future generations, and where we can gather our community and enjoy our culture of origin, is costly and needs adequate funding to be achieved effectively and with the impact it deserves.

Action statement

In order to boost the amount of funding available, and in doing so satisfy the strong community call for additional funding for this institution, the Dutch Connection Trustees propose to take positive action.

Via this Funding Development Study, we wish to invite informed discussion and opinion as to our current activities and the levels of support we could reasonably expect for increasing the Dutch Connection Fund to \$1.5 million, during 2015 and 2016.

This amount of funding would enable *Onze Plek* to be established and operated successfully. (Dutch Connection, 2015 Feasibility Study available on request)

In order to build the Fund, it is proposed that a professionally managed Major Gift Fundraising Appeal be commissioned during 2015-2016, which will target all sectors of the Dutch community.



Reproduction of Tasman's first ever drawing of the Maori. In Delft Blue Tiles. The Tasman Tableau will measure 3m by 5m.

Artist Anneke Borren at work. Photo courtesy of Anneke Borren

* Indicative only - Based on May 2014 Draft Designs by award-winning architect Pete Bossley

** Third Bearing. Feasibility Study: Te Awahou – Nieuwe Stroom Project, 31 October 2011

How you can help

As part of its Fundraising Campaign, the Trust is consulting with members of the wider Dutch community, during 2015-2016, to establish the levels of financial support the project can reasonably expect from individuals, organisations, businesses and funding institutions.

This is an important step in the development process and includes hearing from those who have the insight and ability to make informed comment and who are willing to share their thoughts and ideas.

The Dutch Connection will conduct confidential Funding Study interviews and report back to the Trust and its stakeholders with its findings. The Trustees believe that this Funding Study will provide the information needed to effectively move forward with the planning for this project.

Representatives of the Dutch Connection Trust will be in touch with people throughout the country, to conduct confidential interviews and record responses and comments about the proposed project.

If you feel you would like to make a 'no-obligations' contribution to this Funding Study, and you could make yourself available at a time convenient to you for a 30 minutes interview? Please contact us!

You will not be asked for money during this Funding Development Study process.

In Conclusion

The findings from this Dutch Connection Funding Study will result in a Fundraising Campaign – a call to the community to support the Trustees' efforts to realise the establishment of the Museum Centre.

The Trustees thank you for giving your time to read and consider their plans, and look forward to receiving your considered comments in due course.

For More Information

In the meantime, should you wish to discuss any particular aspect of the project prior to the interview, please feel free to make contact with the Dutch Connection:

Co-Chairs: Arjan van der Boon / Yolande van de Wetering

Mobile: 027 494 3658 / 027 276 9464

3D Creative Dutch Influence Section – Indicative design

